香港浸會大學
HONG KONG BAPTIST UNIVERSITY

傳理學院
School of Communication

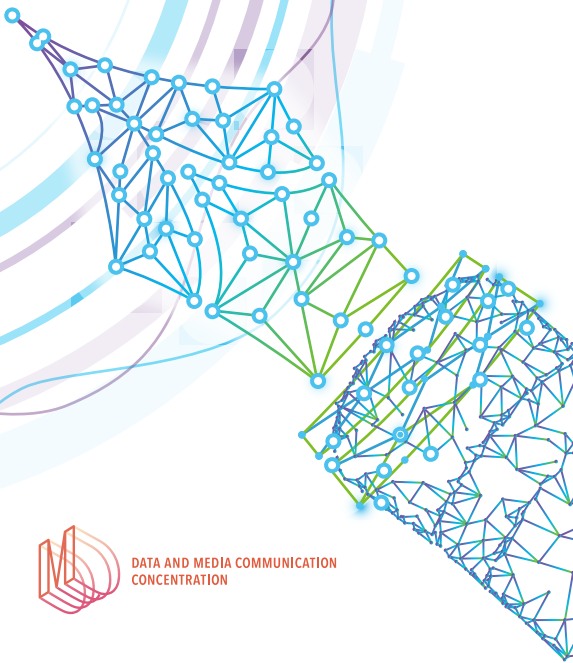
科學與科技學院
Faculty of Science and Technology

An Interdisciplinary
Concentration for
Computer Science Major &
Journalism and Digital Media Major

Bachelor of Communication : JS2310

Bachelor of Science : JS2510

DATA & MEDIA COMMUNICATION



DEPARTMENT OF
COMPUTER SCIENCE
計算機科學系

新聞系
DEPARTMENT OF
JOURNALISM

DATA AND MEDIA COMMUNICATION
CONCENTRATION

OVERVIEW

This interdisciplinary concentration aims to provide specialized data analytics and journalistic education and training to students. On top of general computer science training, students will take a set of carefully designed courses offered by both Department of Journalism, School of Communication, and Department of Computer Science, Faculty of Science and Technology, at Hong Kong Baptist University.

WHAT WILL YOU LEARN?

This interdisciplinary concentration provides solid journalistic education and training with specialized data analytics to students. You will be able to collect data from various sources and analyze these data according to the journalistic practices to produce analytics, solutions, and insights for the industry. You will learn a wide range of data analytical toolkits, including excel, programming languages (such as Python), database management systems, web-based data visualization tools (such as HTML, CSS, and JavaScript). You will also take courses on news reporting, writing, and data-driven storytelling.

STRUCTURE OF THE CONCENTRATION

BRIDGING COURSES

For Computer Science Students

English News Reporting and Writing	3 units
Introduction to Journalism and Communication	3 units

For Journalism Students

Fundamentals of Data Analysis and Management	3 units
Introduction to Python and Its AI Applications	3 units

CORE COURSES

Exploratory Data Analysis and Visualization	3 units
Integrated Data-driven Storytelling	3 units

For Computer Science Students Only

Data Media Project I	3 units

For Journalism Students Only

Honours Project in Data & Media Communication	3 units
Journalism and Communication Theory	3 units
Journalism Practicum I (Data)	3 units
Multimedia and Multiplatform Journalism	3 units

ELECTIVE COURSES

Big Data Analytics / Business and Financial News Reporting / China Reporting and Writing / Data Mining and Knowledge Discovery / Media Management / Social Computing and Web Intelligence / and so on	6 units

ADVISORY COMMITTEE

(IN ALPHABETICAL ORDER)

Mr. Jonathan Soma
Director of the Lede Program
Columbia Journalism School

Ms. Kitty Lun
Head of Creative Shop
Greater China
Facebook

Dr. Xing Xie
Senior Research Manager
Microsoft Research Asia

Prof. Kathleen M. Carley
Director of the Center for
Computational Analysis of
Social and Organizational Systems
Carnegie Mellon University

Prof. Yolanda Gil
Director of Knowledge Technologies,
Information Sciences Institute
The University of Southern California

CAREER PROSPECTS

This new concentration involves multifaceted fields, offering a variety of positions catering to a number of different skills, including online editor/manager of information technology at news organizations, web designers for news sites, data consultants, digital marketers, interaction designers, media business analysts and innovation specialists.

Top news organizations – to name a few, The New York Times, BBC, The Guardian, The Times, Caixin, and FT Chinese – have shown great interest in recruiting graduates with interdisciplinary knowledge and skills to meet the fast developing media landscape.

Besides joining news organizations, graduates can also work for public relations corporations, the marketing sector and other organizations such as Non-Governmental Organization (NGOs), to perform data-driven storytelling. Another career path is governmental and administrative positions, with graduates standing out for their interdisciplinary skills in writing and programming.

FREQUENTLY ASKED QUESTIONS

Q I am majoring in Computer Science and want to explore something new. But I do not have a high proficiency in Chinese and English writing. Would I have difficulties selecting this concentration?

A You are highly encouraged! Investigative reporting, data journalism, and data visualization are key elements for this concentration. The standard for COMP students will be adjusted and two related bridging courses will be provided.

Q I am majoring in Journalism and Digital Media Major. My computing training is limited. But data news has become the trend and I am interested in. Can I apply for this concentration?

A Yes, you are more than welcome to join this concentration! This concentration requires no prior experience. We provide carefully designed hands-on sessions to cover the computing concepts and skills. Again, two related bridging courses will be provided to JOUR students.

DOUBLE CONCENTRATION OPTION

(FOR COMPUTER SCIENCE STUDENTS)

Students from the following concentrations are eligible to take DMC as a second concentration:

- Computing and Software Technologies (CST)
- or
- Information Systems and Analytics (ISA)
- or
- Artificial Intelligence (AI)

STREAM OPTION

(FOR JOURNALISM STUDENTS)

Students are eligible to take the following Streams:

Financial Journalism Stream
(One writing course, two theoretical courses, two FJ practicum courses and an internship)

General Stream
(One writing course, two practicum courses and two elective courses)

ENQUIRY

Data and Media Communication Concentration

(852)34117490 (Department of Journalism) /
(852)34117080 (Department of Computer Science)

bu-dmc@hkbu.edu.hk

bu-dmc.hkbu.edu.hk

The information provided in this pamphlet is correct to the best of our knowledge at the time of writing. Please refer to our website for latest information. In case of discrepancy, the information provided by Hong Kong Baptist University prevails.