



香港教育大學
The Education University
of Hong Kong



FACULTY OF
HUMANITIES | 學人
院文
人脈知遠 *Humanity can broaden the Way*

THE EDUCATION UNIVERSITY OF HONG KONG

FACULTY OF HUMANITIES

www.eduhk.hk/fhm

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The Education University of Hong Kong Faculty of Humanities

Bachelor of Arts (Honours) in
English Studies and Digital Communication
(Four-year Full-time)
英語研究及數碼傳訊榮譽文學士

Admission Routes:

JUPAS (code: JS8675)

Non-JUPAS (First-year-first-degree [FYFD])

Non-JUPAS (Senior Year Entry [SYE])

Non-local



英語研究及數碼傳訊榮譽文學士課程
The Bachelor of Arts (Honours) in English Studies and Digital Communication

Programme Aims

Upon completion of the BA(ESDC) programme, our graduates will:

- demonstrate a high level of proficiency in the English language;
- be digitally competent for communication in the cyber space;
- exhibit cross-cultural sensitivity in developing digital contents for applications in globally dynamic multilingual and multicultural settings; and
- be reflective and responsive in terms of ethical principles in communication.



Programme Features

- **New** undergraduate programme launched in 2022/23, aiming to cultivate a new generation of **English studies students with strong digital literacy skills** through a **digitally enriched curriculum**
- Offering **both First-Year-First-Degree (FYFD) (4-year) and Senior Year Entry (SYE) (2-year) admissions** starting from **2024/25**
- **Mandatory internship** in HK or the Greater Bay Area (GBA), subject to students' preferences



Career Prospects

- Excellent background for job opportunities in **education, media, journalism, publishing and communication**, which require talents who can acquire and utilise information from the international English-speaking world at an unprecedented speed
- Well-prepared to work for **international technological enterprises or any other business with technology-driven innovation** by transferring the multidisciplinary knowledge and digital and intercultural awareness to participate in future development of digital learning



Programme Structure

Domain	Credit Points (cps)	
	4-year Curriculum	2-year Curriculum
Major , including (a) Major Core (b) Major Elective (c) Major Interdisciplinary Course (d) Internship (e) Cross-faculty Core Course	54 36 9 3 3 3	30 24 - 3 3 -
Final Year Project (i.e. Honours Project / Capstone Project)	6	6
Elective (including optional Second Major [4-year curriculum only] / Minor)	30	15
Common Core , including (a) General Education i. Foundation Course ii. Breadth Courses iii. Experiential Learning Course iv. University ePortfolio (b) Language Enhancement	22 9	 9
Total	121	60

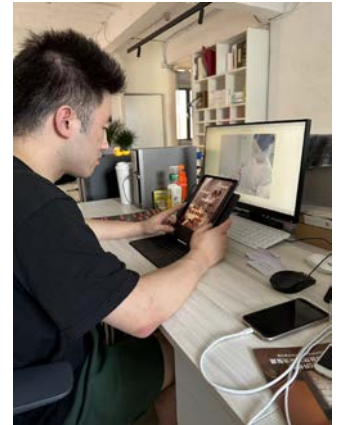
Course Code	Course Title	4-year Curriculum	2-year Curriculum
ENG1324	Introduction to Linguistics	Major Core	
ENG1326	Introduction to English Phonetics and Phonology	Major Core	
ENG2246	Introduction to Sociolinguistics	Major Core	Major Elective
ENG2347	Words and Their Meanings	Major Core	
ENG3340	Spoken and Written Discourse	Major Core	Major Elective
ENG3346	English as a Global Language	Major Core	
INT3106	Introduction to Programming for Language Studies	Major Core	
LIN3043	Computer-assisted Translation	Major Core	Major Elective
LIN3044	English for Cross-Cultural Communication in the Greater Bay Area and Beyond	Major Core	
LIN3045	English Grammar	Major Core	
LIN3046	Language Information Management	Major Core	
LIN3047	Speech Technology for Language Learning and Teaching	Major Core	Major Elective
ART3185	Digital Imaging and Interactive Media	Major Elective	
CUS4020	Digital Humanities	Major Elective	
ENG3435	Integrating Information Technology in the ESL/EFL Classroom	Major Elective	
INT2066	Web Design and Digital Authoring	Major Elective	
TLS2054	Effective Teaching and Meaningful Learning using Mobile Technologies	Major Elective	
TLS2068	Gamification in Teaching: Bringing Games to the Classroom	Major Elective	

Mandatory Internship

- Schedule:
 - For FYFD: In the Summer after Year 2 or 3
 - For SYE: In the Summer after Year 3
- Duration: approximately **200 hours (8-10 weeks)**
- Location: **HK or GBA**, depending on students' preferences
- **Pre-internship activities**, e.g. CV Preparation Workshop, Artificial Intelligence Literacy Workshop, etc. arranged to prepare students for the internship and future employment
- Fields of work (Summer 2023):
 - Digital media
 - Publishing
 - Education Technology
 - Language Technology



CV Preparation Workshop (Sep 2023)



A student undertaking the internship as Digital Marketing Assistant in KeyConnected Limited, Shehzen

Second Majors and Minors

Faculty of Humanities (FHM)			
Second Major	Minor		
<ul style="list-style-type: none"> • Chinese Language • English Language 	<ul style="list-style-type: none"> • Chinese Language • Chinese Religions and Culture • Studies on Chinese Language Curriculum • Teaching Chinese as an International Language 	<ul style="list-style-type: none"> • English Language • English Language Teaching (Primary) • English Language Teaching (Secondary) 	<ul style="list-style-type: none"> • Culture, Creativity, and Care • Film and Popular Culture • French Studies • Japanese Studies • Language and Society • Translation

For more details:

FHM: <https://www.eduhk.hk/fhm/second-major-and-minor>

Second Majors and Minors

Faculty of Education and Human Development (FEHD)		Faculty of Liberal Arts and Social Sciences (FLASS)	
Second Majors	Minors	Second Majors	Minors
<ul style="list-style-type: none"> • Child Studies • Early years Education • Education Psychology • Guidance and Counselling • Special Education 	<ul style="list-style-type: none"> • Creative Teaching & Learning • Curriculum Studies • Diversity in Early Years • Early Years Education • Education Issues in Global Context • Education Studies • General Psychology • Guidance and Counselling • Inclusive Education • Teacher Leadership and Education Innovation • Teaching and Learning in International Schools 	<ul style="list-style-type: none"> • General Studies • Geography • Global and Hong Kong Studies • Greater Chinese Studies • Information and Communication Technology • Liberal Studies Education • Primary Mathematics • Secondary Mathematics • Music • Physical Education • School Health • Science • Visual Arts 	<ul style="list-style-type: none"> • Business Career Development • Chinese History • Coding, Design and Technology • Communication Studies in Policy and Governance • Creativity and STEM/STEAM • Design of STEM Lessons • Entrepreneurship and Business Innovation • General Studies • Global Governance Studies • Hong Kong Studies • Information and Communication Technology • Junior Secondary Science • Law and Society • Liberal Studies • Primary Mathematics • Secondary Mathematics • Music • National & Moral Education • Resources Management • Social Studies • Urban Sustainability • Visual Arts
<p>For more details: FEHD: https://www.eduhk.hk/fehd/en/ FLASS: https://www.eduhk.hk/flass/en/index.html</p>			

Support to Students

- Academic Advising System
- Student Needs Analysis Survey
- Student Mentorship Scheme
- Team-building Workshop



Team-building Workshop (Sep 2023)



Student Affairs Office (SAO)'s services:

- Student Hall Tutors
- Counselling services
- Person Enrichment Programmes, including Peer Counselling Training Programme, Ed Power Station, Mental Health Caring Project and Psychological Wellness Series
- Campus Life Advising System
- SEN support services and SEN-friendly activities



Academic Advising System

- Each student to be assigned an Academic Advisor
- The Academic Advisor will assist students in:
 - Defining their study and career goals;
 - Developing study plans; and
 - Refer them to appropriate supporting units when necessary



AA Get-together (Feb 2023)



AA Meeting (Sep 2023)

Language Support

- Language enhancement resources are offered by the **Centre for Language in Education (CLE)** and **Arthur Samy Language Learning Centre (ASLLC)**, including
 - Optional IELTS / PSC preparation courses
 - Consultation sessions
 - Workshops, activities and competitions
 - Self-access materials
- Reimbursement of IELTS / PSC test fee(s)



Entrance Requirements (JUPAS) (2024 onwards)

English Language	Chinese Language	Mathematics (Compulsory Part)	Citizenship and Social Development	Elective 1	Elective 2	HKDSE Subjects (Category A) with Higher Weighting for Score Calculation
3	3	2	Attained	2	2	English Language (x1.5) Information and Communication Technology (ICT) (x1.5) Literature in English (x1.5)

- Subject interview
- Written test and IT test
- Language requirements
- Please refer to <https://www.apply.eduhk.hk/ug/2024> for details.

JUPAS Quota
(2024 Admission):
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Entrance Requirements (non-JUPAS)

- Holder of Associate Degree or Higher Diploma (AD/HD) awarded by recognised institutions; or attending final year of a recognised AD/HD or equivalent (subject to successful completion of the programme by August); with good cGPA
- Other types of qualification include non-local qualifications, transfer students from another university, HKALE, mature applicants, etc.
- Subject interview
- Written test and IT test
- Language requirements
- Please visit <https://www.apply.eduhk.hk/ug/nonjupas> for details

Entrance Scholarships



- EdUHK Entrance Scholarship for Local Students**
 Full Scholarship: HK\$90,000 p.a.
 Tuition Scholarship: HK\$42,100 p.a.
- EdUHK Entrance Scholarship for Non-Chinese Speaking Local Students**
 Half-tuition Scholarship: \$21,050 p.a.
- EdUHK Entrance Scholarship for Senior Year Entry Local Students**
 HK\$10,000 p.a.
- EdUHK Entrance Scholarship for Non-local Students**
 Full Scholarship: HK\$185,000 p.a.
 Tuition Scholarship: \$140,000 p.a.
 Half-tuition Scholarship: HK\$70,000 p.a.
- Faculty of Humanities Entrance Scholarship**
 Tuition Scholarship (one-off): HK\$42,100
 Tuition Scholarship for Senior Year Entry (one-off): HK\$42,100
 Scholarship (one-off): HK\$20,000

Remarks:

- The actual offering of Entrance Scholarships varies across different admission years, and is subject to the availability of quotas. Please refer to <https://www.apply.eduhk.hk/ug/scholarships> for the eligibility criteria and other details.

Examples of Other Scholarships

Scholarship	For Local Students	For Non-local Students
• AIA Scholarships	HK\$50,000 each	
• For Our Future Scholarship	HK\$50,000 each	
• HSBC Greater Bay Area (Hong Kong) Scholarship	HK\$80,000 each	
• The Hong Kong Jockey Club Scholarships – Undergraduate Scholarship	HK\$110,200	HK\$188,100 <i>(for Mainland students)</i>
• HKSAR Government Scholarship Scheme – Academic Scholarship	HK\$40,000 per year	HK\$80,000 per year

Remarks:

- *The actual offering of Scholarships varies across different academic years, and is subject to the availability of quotas. Please refer to https://www.eduhk.hk/sao/info/scholarships_and_awards/ for the eligibility criteria and other details.*

Programme Enquiry

Faculty Office

Contact Person: Miss Wing Lam

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Contact No.: 2948 7247

Location: B2-G/F-04

Programme Website

