

PolyU

SPEED 2026/27



Master of Arts in Chinese Creative Writing and Media Culture 中文创意写作及媒体文化文学硕士

September 2026 Entry 2026 年 9 月开学



Full-time
全日制
Part-time
兼读制



- **Interdisciplinary Approach to Language Service Professional Training:** Emphasises an interdisciplinary approach, combining Chinese language studies, creative writing, AI-assisted creative media production, and media culture studies. This not only broadens the learning scope but also encourages students to explore the interconnections between these areas
语言服务专业培训的跨学科方法：著重跨学科方法，结合中文研究、创意写作、AI 辅助创意媒体制作和媒体文化研究。这不仅拓宽了学习范围，还鼓励学生探索这些领域之间的相互联系
- **Media and Creative Cultural Industry Oriented:** Provides training in professional fields within the creative media and cultural industries, including Digital Content Creation and Editing Across Industries, Brand Storytelling, Scriptwriting, Humanistic Education, Creative Writing for Gaming and Immersive Entertainment, and Web Literary Writing
媒体和创意文化产业导向：提供创意媒体和文化产业专业领域的培训，包括跨行业的数码内容创作和编辑、品牌故事讲述、剧本写作、人文教育、游戏和沉浸式娱乐的创意写作，以及网络文学写作
- **AI-Human Collaboration in Creative Writing and Media Industries:** Students will develop proficiency in using state-of-the-art AI tools, effectively leveraging AI to enhance writing efficiency, integrating AI with personal creativity, and adopting AI to create media products for business purposes such as marketing, advertising, and publishing
AI 与人类在创意写作和媒体产业中的协作：学生将熟练掌握使用最先进的 AI 工具，有效利用 AI 提高写作效率，将 AI 与个人创意相结合，并采用 AI 创作商业用途的媒体产品，例如市场营销、广告和出版
- **Language Service Management:** Combines theoretical knowledge with practical entrepreneurial and language skills applicable to fields such as education, mass media, publishing, and cultural works. It nurtures creativity, develops entrepreneurial skills, and equips students to manage digital platforms for literary publications and cultural dissemination, as well as collaborate on marketing and publishing media and cultural products
语言服务管理：结合理论知识与实际的创业和语言技能，适用于教育、大众媒体、出版和文化作品等领域。它培养创造力，发展创业技能，并使學生能够管理文学出版和文化传播的数字平台，以及协作市场营销和出版媒体及文化产品

Programme Basic Information 课程基本资料

Duration of Study:

1 year (Mixed-mode Full-time) / 2 years (Mixed-mode Part-time)

修读年期:

1 年 (混合模式全日制) / 2 年 (混合模式兼读制)

Commencement Date: September 2026 Entry

开课日期: 2026 年 9 月开学

Tuition Fee: HK\$201,190

学费: 港币 201,190 元

Programme Structure 课程结构

Students are required to complete 11 subjects in a total of 31 credits with satisfactory results as well as passing an e-learning course (non-credit bearing) to fulfil the National Education Requirement in order to obtain a master's degree.

学生需要完成 11 个科目合共 31 个学分，取得满意成绩，并需于一科电子学习科目（非学分）取得合格成绩，以满足国民教育要求，方可取得硕士学位。

Compulsory Subjects (all 9 subjects; 3 credits each unless otherwise specified)

必修科目 (全部 9 科目，每科 3 学分，另有规定除外)

- Academic Integrity and Ethics in Chinese Creative Writing and Media (1 credit 学分)
- Application of Media Art, Design, and Strategies in the Workplace
- Chinese Script Writing for New Style Drama
- Creative Chinese Media Writing
- Copywriting for Integrated Marketing Communication
- Introduction to AI in Media and Creative Industries
- Literary Theories and Modern Chinese Literature
- Online Literature and Popular Culture
- Writing Visual Culture: Text and Image

Elective Subjects[#] (any 2 subjects; 3 credits each)

选修科目[#] (任何 2 科目，每科 3 学分)

- AI Practices for Media and Cultural Studies
- Autonomous Online and Blended Learning Design
- Children's Literature, Reading and Writing
- Chinese Lyrics Writing and Research in Popular Music
- Chinese Travel and Human Scenery Literature
- Creative Writing for Animation Scenarios and Game
- Non-fiction Literature in New Media: Reading and Writing
- Online Micro-fiction Writing and Research
- Online Short-form Video and Microfilm Creation and Research
- Social Media Communication in Chinese Contexts
- Special Topics in Chinese Fiction and Drama

[#]Offering of any elective subjects is subject to sufficient enrolment.
每科选修科必须有足够报读人数才会开办。

Career Prospects 就业前景

- The development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the Belt and Road Initiative have opened new doors and created immense business opportunities for Hong Kong's creative industries. These development opportunities will create a substantial demand for professionals in Chinese creative and media fields in Hong Kong. The programme prepares postgraduates for meeting the demands and expectations of stakeholders in media and cultural industries within the Greater Bay Area (GBA) in the artificial intelligence (AI) and Web 3.0 era
粤港澳大湾区 (GBA) 和一带一路倡议的发展为香港的创意产业开启了新大门，创造了巨大的商机。这些发展机会将为香港的中文创意和媒体领域创造大量专业人才的需求。这课程旨在培养研究生，以满足大湾区 (GBA) 在人工智能 (AI) 和 Web 3.0 时代媒体和文化产业利益相关者的需求和期望
- The programme will equip students with the knowledge and skills to be creative professionals for various types of media careers, including but not limited to professional writing, editing, new media, publishing, marketing and promotion, arts management, cultural and creative industries and civil service. Career opportunities such as art groups in public or private, non-profit cultural organisations, and educational organisations are also available
这课程将使具备知识和技能，成为各类媒体职业的创意专业人士，包括但不限于专业写作、编辑、新媒体、出版、营销和推广、艺术管理、文化和创意产业以及公务员。职业机会还包括公共或私人、非牟利文化组织和教育机构中的艺术团体
- Graduates can take up the following positions: Scriptwriter (Film, Drama, Animation), Content Creator / Editor, Media Producer, Cultural Project Manager, Lyricist / Creative Writer, Digital Media Specialist, Communications Strategist and Researcher (Cultural and Media Studies)
毕业生可以担任以下职位：剧本编写（电影、戏剧、动画）、内容创作者 / 编辑、媒体制作人、文化项目经理、作词人 / 创意写作、数码媒体专家、传播策略师和研究员（文化和媒体研究）

Entrance Requirements 入学要求

Holders of a recognised bachelor's degree, or an equivalent qualification in Chinese language or related disciplines

持有中文或相关学科认可的学士学位或同等学历

For details of entrance requirements, please visit the programme webpage.

入学要求详情，请浏览课程网页。

**For more information,
please contact:
想了解更多，请联络：**

Programme Leader 课程统筹

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Assistant Programme Leader 助理课程统筹

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Programme Details 课程详情

