

PolyU

SPEED 2026/27



Master of Arts in Chinese Creative Writing and Media Culture 中文創意寫作及媒體文化文學碩士

September 2026 Entry 2026 年 9 月開學



Full-time
全日制
Part-time
兼讀制



- **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
語言服務專業培訓的跨學科方法：著重跨學科方法，結合中文研究、創意寫作、AI 輔助創意媒體製作和媒體文化研究。這不僅擴闊了學習範圍，還鼓勵學生探索這些領域之間的相互聯繫
- **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
媒體和創意文化產業導向：提供創意媒體和文化產業專業領域的培訓，包括跨行業的數碼內容創作和編輯、品牌故事講述、劇本寫作、人文教育、遊戲和沉浸式娛樂的創意寫作，以及網絡文學寫作
- **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 與人類在創意寫作和媒體產業中的協作：學生將熟練掌握使用最先進的 AI 工具，有效利用 AI 提高寫作效率，將 AI 與個人創意相結合，並採用 AI 創作商業用途的媒體產品，例如市場營銷、廣告和出版
- **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
語言服務管理：結合理論知識與實際的創業和語言技能，適用於教育、大眾媒體、出版和文化作品等領域。它培養創造力，發展創業技能，並使學生能夠管理文學出版和文化傳播的數字平台，以及協作市場營銷和出版媒體及文化產品

Programme Basic Information 課程基本資料

Duration of Study:

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

修讀年期：

1 年（混合模式全日制）/ 2 年（混合模式兼讀制）

Commencement Date: September 2026 Entry

開課日期：2026 年 9 月開學

Tuition Fee: HK\$201,190

學費：港幣 201,190 元

Programme Structure 課程結構

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.

學生需要完成 11 個科目合共 31 個學分，取得滿意成績，並需於一科電子學習科目（非學分）取得合格成績，以滿足國民教育要求，方可取得碩士學位。

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

必修科目（全部 9 科目，每科 3 學分，另有規定除外）

- Academic Integrity and Ethics in Chinese Creative Writing and Media (1 credit 學分)
- 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)

選修科目[#]（任何 2 科目，每科 3 學分）

- 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.
每科選修科必須有足夠報讀人數才會開辦。

Career Prospects 就業前景

- 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
粵港澳大灣區（GBA）和一帶一路倡議的發展為香港的創意產業開啟了新大門，創造了巨大的商機。這些發展機會將為香港的中文創意和媒體領域創造大量專業人才的需求。這課程旨在培養研究生，以滿足大灣區（GBA）在人工智能（AI）和 Web 3.0 時代媒體和文化產業利益相關者的需求和期望
- 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
這課程將使學生具備知識和技能，成為各類媒體職業的創意專業人士，包括但不限於專業寫作、編輯、新媒體、出版、營銷和推廣、藝術管理、文化和創意產業以及公務員。職業機會還包括公共或私人、非牟利文化組織和教育機構中的藝術團體
- 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)
畢業生可以擔任以下職位：劇本編寫（電影、戲劇、動畫）、內容創作者 / 編輯、媒體製作人、文化項目經理、作詞人 / 創意寫作、數碼媒體專家、傳播策略師和研究員（文化和媒體研究）

Entrance Requirements 入學要求

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

持有中文或相關學科認可的學士學位或同等學歷

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

入學要求詳情，請瀏覽課程網頁。

**For more information,
please contact:
想了解更多，請聯絡：**

Programme Leader 課程統籌

Dr Raymond Chow 周文駿博士

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Assistant Programme Leader 助理課程統籌

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Enquiries 查詢

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Programme Details 課程詳情

