

Overview

The collection's primary function is to support research and teaching programs in the area of journalism and communication based on the research interests of the School, including research on media research in Greater China, comparative communication, and so on.

Subject areas supported

Subject areas include:

- Journalism
- Advertising and public relations
- Creative and new media
- Global Communication

Research focus areas include:

- frontline media research in Greater China
- comparative communication research
- trans-disciplinary, systematic, and innovative research on media and society
- public opinion research to understand the interplay of journalism, media, culture, citizens, communication technology, and democracy
- development of new modes of communication

The department offers the following degrees:

Undergraduates:

- Major programme (B.S.Sc.)
 - Journalism and Communication
 - Global Communication
- Double Degree
 - B.S.Sc. in Journalism and Communication
 - BBA in Integrated BBA
- Double Major (B.S.Sc.)
 - Journalism and Communication and Psychology
 - Journalism and Communication and Sociology

Postgraduates:

- M.Phil. / Ph.D. in Communication
- Ph.D. in Communication – CSS Concentration
- M.A. in Global Communication
- M.A. in Journalism
- M.Sc. in New Media
- M.S.Sc. in Advertising
- M.S.Sc. in Corporate Communication

Intellectual Level

Collected in general

- Basic
- General Academic
- Advanced Academic

- Professional

Formats collected

Formats and materials acquired, in general, **electronic format** is preferred.

- Conference proceedings
- Conference Monograph
- Festschriften
- Monographic series
- Periodicals
- Reference works
- Academic monographs
- Biography/Autobiography
- Casebook
- Classroom Anthology
- Collected Works
- Correspondence
- Curriculum Guide
- Field Guide
- Museum & Gallery Publications
- Periodical Anthology
- Revised Dissertation

Formats and materials collected selectively or by request

- Audio-visual material
- Textbooks are generally excluded unless requested by faculty
- Music Score

Languages collected

Materials collected are primarily in English and Chinese.

Chronological and geographical focus

Current materials are emphasized.

Geographic areas excluded:

- US Local
- Individual US states
- Mexico
- Caribbean
- Central America
- South America
- Polar

Useful Links

Subject guide on Journalism & Communication: <http://libguides.lib.cuhk.edu.hk/journalism>

Liaison Librarian

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