

碩士課程 *1年(全日制) / 2年(兼讀制) Master's Degree Programmes*

*課程須經香港理工大學最終批准 *Subject to the final approval by PolyU



PolyU CPCE 語文及傳意學部走在新文科的發展前沿，提供四項由香港理工大學頒授的碩士課程，旨在以創意與人機混合智慧 (Hybrid Intelligence) 推動傳統文科持續創新與發展。課程強調語言、文化與跨領域專業的有機結合，兼顧語文素養與文化傳承，啟發創意思維，全面提升學生在數智時代的職場溝通能力及工作效率。



84606-CCF / 84606-CCP

中文創意寫作及媒體文化 碩士課程 (混合模式)

Master of Arts in Chinese Creative Writing
and Media Culture (Mixed-mode)



課程特色 Programme Features

- 採用跨學科方法，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
- 提供創意媒體和文化產業專業領域的培訓
- 教授運用最先進的AI工具，創作商業用途的媒體產品
- 結合理論知識與實際的創業和語言技能，管理文學出版和文化傳播的數字平台，協作市場營銷和出版媒體及文化產品
- 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.
- 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.
- AI-Human Collaboration in Creative Writing and Media Industries: Develops students' proficiency in using state-of-the-art AI tools, for business purposes such as marketing, advertising, and publishing.
- Language Service Management: Combines theoretical knowledge with practical entrepreneurial and language skills applicable to fields such as education, mass media, publishing, and cultural works.



新

84616-ACF / 84616-ACP

應用中文兼語言科技 碩士課程 (混合模式)*

Master of Arts in Applied Chinese with
Language Technologies (Mixed-mode)*



課程特色 Programme Features

- 均衡的課程設計：融合中國語言學、應用語言學及人工智能輔助語言研究
- 實用的技術應用：提供專門培訓，將語言技術應用於中文分析
- 中文授課專業：所有高階學科及技術培訓均以中文進行
- Balanced Curriculum Design: Integrating Chinese Linguistics, Applied Linguistics, and AI-assisted Language Studies.
- Practical Technology Application: Specialised training in applying language technology to Chinese language analysis.
- Chinese-Medium Specialisation: Advanced disciplinary and technical training delivered entirely through Chinese.



84605-ALF / 84605-ALP

人工智能與科技輔助語言教學 碩士課程 (混合模式)

Master of Arts in AI and Technology-assisted
Language Teaching (Mixed-mode)



課程特色 Programme Features

- 強化語言專業，拓展香港、粵港澳大灣區及亞洲教育領域的就業前景
- 掌握AI教育科技，引領語言教學創新
- 培育教育 5.0 所需的二十一世紀關鍵能力
- 實戰應用最新AI教育工具與平台
- Build strong language competencies to expand career opportunities across Hong Kong, the Greater Bay Area (GBA), and Asian educational contexts
- Acquire cutting-edge knowledge and practical skills to integrate AI-powered pedagogical tools and emerging technologies into language education
- Develop essential 21st-century skills for pedagogical innovation and interdisciplinary collaboration in the Education 5.0 era
- Gain hands-on experience with the latest AI-driven educational tools and platforms



新

84617-CBF / 84617-CBP

跨文化中英雙語研究 碩士課程 (混合模式)*

Master of Arts in Cross-cultural
Bilingual Studies (Mixed-mode)*



課程特色 Programme Features

- 提升同學的「兩文三語」(英語、普通話及粵語) 能力
- 培養同學的文化智慧 (cultural intelligence)，增強文化意識和適應能力
- 增強同學的認知技能 (cognitive skills)，例如解決問題技巧和思維靈活性
- 加強同學對多元視角的洞察和欣賞，能更好地在當今瞬息萬變的全球環境中保持競爭力
- Enhancing students' practical language knowledge and skills, particularly in English and Chinese (Putonghua and Cantonese)
- Cultivating students' cultural intelligence, enhancing their cultural awareness and adaptability
- Strengthening students' cognitive skills, such as problem-solving and mental flexibility
- Enabling students to navigate and appreciate diverse perspectives, better positioning them to remain competitive in today's rapidly changing global environment