

PolyU SPEED

2024/25

語文及傳意學部

DIVISION OF LANGUAGES AND COMMUNICATION



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Speed of Professional Learning
SPEED



3^項 全日制

3^項 兼讀制

榮譽學士學位
銜接課程

學位由理大頒授

EMPOWER YOUR
CAREER WITH
COMMUNICATION
PROWESS

- 培育數碼時代所需的兩文三語傳意專才
- 有機會參加本地及境外實習和交流團，汲取經驗，擴闊視野



☎ 3746 0900

🌐 speed-polyu.edu.hk

*上述為語文及傳意學部管理的課程。
2024/25學年 PolyU SPEED 開辦29項全日制
及17項兼讀制榮譽學士學位銜接課程。

BA (Hons) in Chinese Language and Culture 中國語文及文化 (榮譽) 文學士

- Nurtures biliterate and trilingual talents
培訓兩文三語專才
- Local and non-local editor internships
本地及境外編輯實習
- Facilitates master's studies in language and education, etc.
有助升讀語文及教育等碩士課程
- Promising career prospects: Teacher and Content Creator, etc.
就業前景良好：任職教師及內容創作者等

語言文化交輝映
修養專長相益彰

Graduate Prospects

畢業生前景

- Graduates will be ready to pursue related careers such as Administration, Civil Service, Corporate Communication, Cultural Industry, Editing, Education, Event Management, Marketing and Public Relations. Examples of related positions are Civil Servant, Communications Officer, English/Chinese Editor, Executive Officer, Language Officer, Project Manager, Researcher, Teacher and Translator
畢業生可以從事相關職業，例如行政、公共服務、企業傳訊、文化產業、編輯、教育、活動項目管理、市場營銷及公共關係。相關職位為公務員、傳訊主任、英文 / 中文編輯、行政主任、語文主任、項目經理、研究員、教師及翻譯員
- 2022 graduates' average monthly salary about HK\$18,000*
2022 年畢業生平均月薪港幣約 18,000 元 *
- Graduates can continue their studies at local and overseas universities such as The University of Hong Kong, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, City University of Hong Kong, The Education University of Hong Kong, University of London, and The University of Manchester
畢業生可繼續於本地及海外大學深造，例如香港大學、香港中文大學、香港理工大學、香港城市大學、香港教育大學、倫敦大學及曼徹斯特大學

* Source: PolyU SPEED Graduate Employment Survey
來源：PolyU SPEED 畢業生就業調查

BA (Hons) in Language and Professional Communication (Digital Media) 語文及專業傳意 (榮譽) 文學士 (數碼媒體)

- Nurtures professional communicators in the digital age
培育數碼時代專業人才
- Teaches digital media skills
教授數碼媒體技能
- Interesting and practical subjects: Digital Storytelling and Digital Journalism, etc.
有趣及實用科目：數碼敘事及數碼新聞學等
- Promising career prospects: social platform utilisation and optimisation, and digital editing, etc.
就業前景良好：擔任社交平台管理及數碼媒體編輯等

digital
storytelling
and more...

Graduate Prospects

畢業生前景

- Graduates will be ready to enter related positions: Social Platform Administrator, Web Design Marketer, Editing (for traditional or digital texts), Communications Officer, English/Chinese Editor, Executive Officer, Public Relation Executive, and Teacher
畢業生可以投入相關職位：社交平台營運管理員、網絡設計市場營銷、編輯 (傳統及數碼媒體)、傳訊主任、公關主任、英文 / 中文編輯及教師
- 2022 graduates' average monthly salary HK\$18,152*
2022 年畢業生平均月薪港幣 18,152 元 *
- Graduates can continue their studies at local and overseas universities
畢業生可繼續於本地及海外大學深造

* The figure is from the graduate survey of BA (Hons) in Professional Communication, and the programme was revamped to BA (Hons) in Language and Professional Communication (Digital Media) in 2023/24.

數字來自專業傳意 (榮譽) 文學士的畢業生調查，該課程已於 2023/24 年度修訂為語文及專業傳意 (榮譽) 文學士 (數碼媒體)。

BA (Hons) in Language Studies with Information Analytics 語言研究兼信息分析 (榮譽) 文學士

- Nurtures biliterate and trilingual communication talents
培育兩文三語傳意專才
- Language analysis with cutting-edge technology
以科技輔助語言分析
- 100% full-time faculty doctorally-qualified
100% 的全職講師為博士
- Promising career prospects: Content Creator, Research Assistant/ Officer, Project Executive, and Language Officer, etc.
就業前景良好：擔任內容創作者，研究助理 / 主任，項目主任，及語文主任等

Marrying
language studies
with AI

Graduate Prospects 畢業生前景

- Graduates can work in content creation, editing, education, research, translation and AI-related fields
畢業生可以在文本創作、編輯、教育、研究、翻譯及人工智能相關的領域工作
- Graduates can pursue master's degrees in language studies, translation, and language data science at The Hong Kong Polytechnic University, The University of Hong Kong, The Chinese University of Hong Kong, University of Essex (UK), and University of Eastern Finland, etc.
畢業生可繼續在香港理工大學、香港大學、香港中文大學、英國埃塞克斯大學、芬蘭東芬蘭大學等升讀與語言研究、翻譯及語言數據科學相關的碩士課程



Programme Details 課程詳情

<https://www.speed-polyu.edu.hk/programme/polyuspeedawards>



Apply Now 立即報名

<https://www40.polyu.edu.hk/speedoaa/>



Graduate Sharing 畢業生分享

<https://www.speed-polyu.edu.hk/story>



Why PolyU SPEED 五個最強優勢

<https://www.speed-polyu.edu.hk/admission/why-polyu-speed>



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專業進修學院是由香港理工大學之附屬機構專業及持續教育學院有限公司管理。
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* Source: PolyU SPEED Graduate Employment Survey
來源: PolyU SPEED 畢業生就業調查