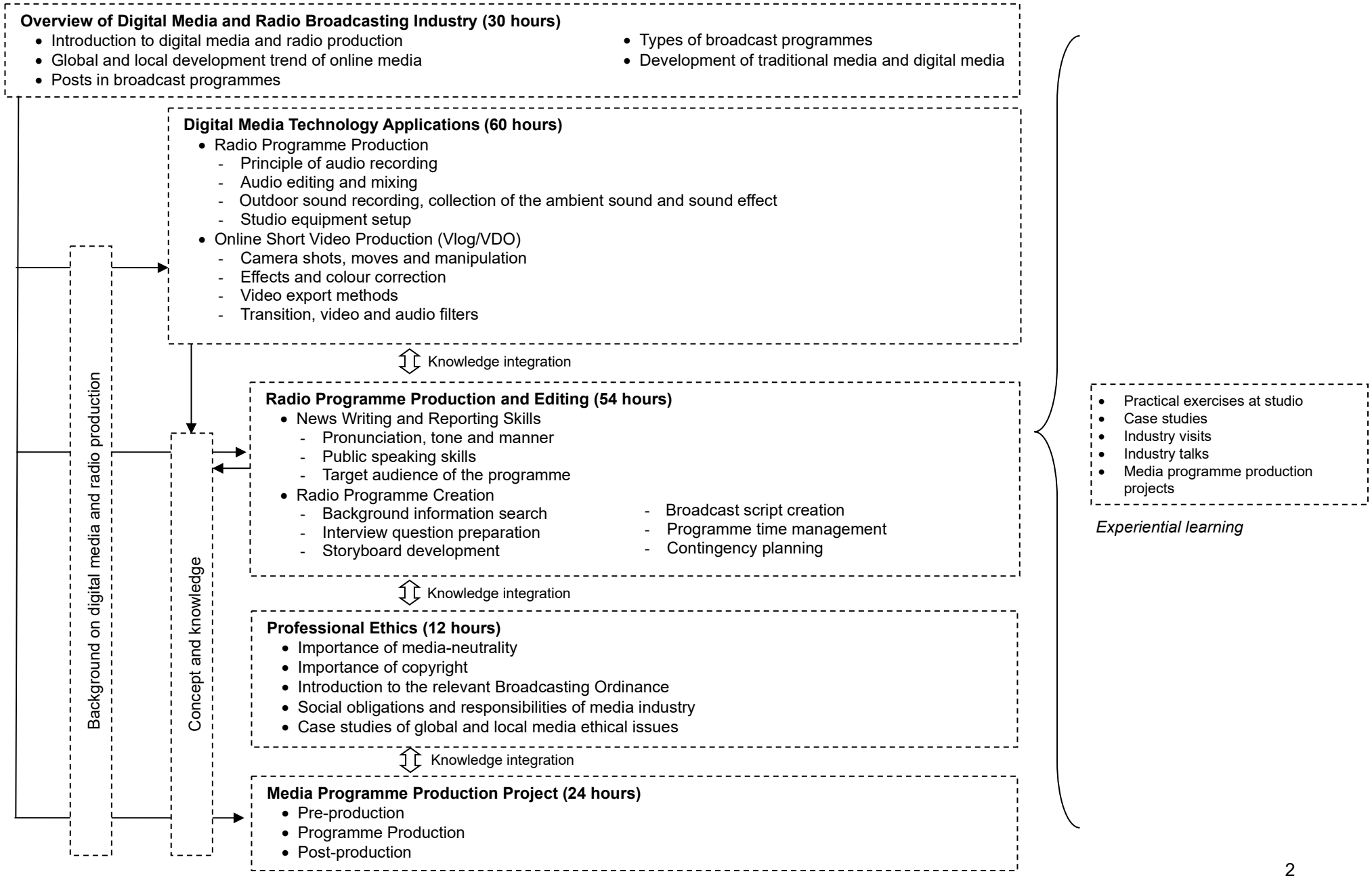
Applied Learning

2025-27 Cohort; 2027 HKDSE

Item	Description
1. Course Title	Digital Media and Radio Production
2. Course Provider	School of Professional and Continuing Education, The University of Hong Kong
3. Area of Studies/ Course Cluster	Media and Communication/ Films, TV and Broadcasting Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	Upon completion of the course, students should be able to: (i) explain the roles, responsibilities and professional conduct of digital media and radio broadcasting industry; (ii) apply basic knowledge and skills of digital media and radio production; (iii) communicate effectively with target audiences through radio programme production; (iv) develop team spirit and time management skills in the digital media and radio programme production; (v) integrate problem-solving, analytical and communication skills in producing radio programmes with contingency plan; and (vi) enhance self-understanding and explore directions on further studies and career pursuits.

6. Curriculum Map – Organisation and Structure



7. The Context

- The information on possible further study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.

Possible further study and career pathways

Further studies

- e.g. courses related to journalism and communication, media and culture studies, public relations, advertising, film and television

Career development

- e.g. radio host, radio programme director and production, TV host, TV writer and production assistant, studio assistant, voice actor, TV and film sound production, public relations assistant, newspaper and magazine reporter, online media work

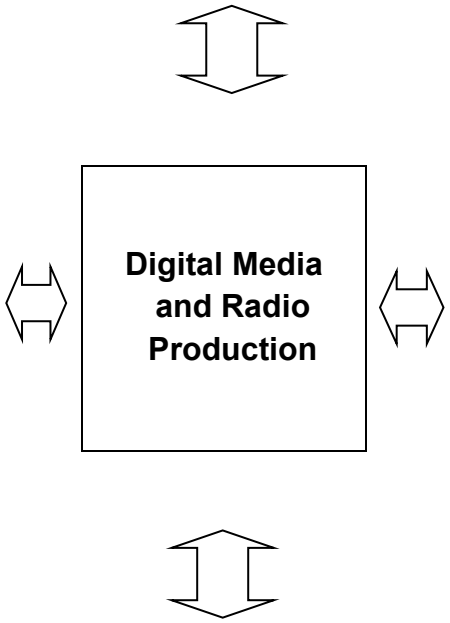
Complementarity with core subjects and other elective subjects

Enhancing and enriching**,** e.g.

- enhancing students' verbal and written communication skills in **Chinese Language** and **English Language** through script writing and radio broadcasting
- enriching students' IT skills in **Information and Communication Technology** through software applications

Expanding horizons**,** e.g.

- students taking **Music,** and/or **Design and Applied Technology** may widen their horizons through studying the global development trend of online media



Relations with other Areas of Studies/ courses of Applied Learning

e.g.

Creative Studies

- aesthetic sense and creative thinking enriches the design and production of digital media contents

Business, Management and Law

- concept of business management and legal requirements could be applied to the media programme planning and ordinance compliance

Foundation knowledge developed in junior secondary education

The course is built upon the foundation knowledge students acquired in, e.g.

- **Chinese Language Education** and **English Language Education** – verbal and written communication skills
- **Mathematics Education** – basic calculations
- **Technology Education** – data handling, information searching and software application

8. Learning and Teaching

In this course, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in the digital media and radio broadcasting industry.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the digital media industry, and knowledge and skills of digital media and radio programme production) and eye-opening opportunities to experience the complexity of the context (e.g. visits to digital media and radio broadcasting companies and sharing by practitioners).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. practical exercises under simulated working environment with industry standard production software and hardware).

Students are given opportunities to consolidate their learning and demonstrate entrepreneurship and innovation (e.g. in the production projects, students integrate knowledge and skills acquired from the course to plan, design and produce the digital media and radio programmes, and demonstrate problem-solving skills to tackle difficulties encountered during the production process).

9. Curriculum Pillars of Applied Learning

Through related contexts, students have different learning opportunities, for example:

(i) Career-related Competencies

- apply media communication skills such as script writing and storytelling in the production of digital media and radio broadcasting contents;
- outline the development trend of the digital media and radio broadcasting industry;
- describe the career pathways and functions of major posts of the broadcasting industry;
- integrate and apply technical skills for digital media and radio programme production with reference to industry standards; and
- demonstrate the understanding of broadcasting industry competency requirements.

(ii) Foundation Skills

- strengthen communication skills both in verbal and written forms through broadcasting programme production, presentation, digital media programme production and report preparation;
- apply mathematical knowledge to plan the production budget for digital media and radio programmes; and
- enhance information technology and computer skills through searching information and projects production of digital media programmes with appropriate hardware and software.

(iii) Thinking Skills

- integrate knowledge from different disciplines, including technology, design, languages and mathematics in planning and organising digital media and radio programmes;
- apply critical thinking skills through discussions on cases studies in media industry;
- enhance creativity in radio programme creation; and
- develop problem-solving and decision-making skills through project works which require information search and selection, data analysis and consolidation.

(iv) People Skills

- apply interpersonal communication and team building skills through group projects in digital media production; and
- appraise the importance of division of work through group projects in radio programme production and develop time management skills under simulated radio broadcasting working environment.

(v) Values and Attitudes

- discuss the responsibilities of public broadcasting;
- develop the sense of responsibility through understanding the ethical requirements in the digital media and radio broadcasting industry; and
- appraise and respect for intellectual property through experience sharing by practitioners from the media industry.