



香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY



Communication and Cultural Literacy

溝通和文化素養

領域

Area B

Objectives 領域目標

- Understand how human society and culture are formed
了解人類社會和文化的形成
- Achieve effective communication through a better understanding of different cultures, values, and belief
通過理解不同的文化、價值觀和信仰來實踐有效的溝通
- Enhance intercultural communicative competence by studying different cultural manifestations, such as art, media representation, and languages
通過研究不同的文化表現形式，如藝術、媒體表現和語言，加強跨文化交流能力

Course List 科目選擇

- The courses are as below (courses offered in each semester will be adjusted depending on the availability):
科目如下（每個學期提供的科目會因應需要而作出調整）：

Code	Course Title	Medium	Enrolment Constraints
GEB102	Media and Society	English	
GEB103	Language of the Mass and Social Media	English	Not for English Major
GEB105	Communication and Storytelling	English	
GEB108	Appreciating Cantopop Lyrics	Cantonese	
GEB109	Understanding East Asian Popular Culture	Cantonese	
GEB110	Modern Animation and Story Writing (現代動畫與故事寫作)	Cantonese	
GEB112	Visual Culture and Digital Media	English	
GEB113	Journalistic Hermeneutics in Digital Age	English	Not for students who passed GEC114
GEB114	Appreciation of World Arts	English	Not for students who passed GEC115
GEB115	Happiness and Society: An Interdisciplinary Perspective	Cantonese / English	Not for students who passed GED101
GEB116	Gender and Culture in Asia	English	Not for students who passed GED103
GEB117	Manga and the Modern World	English / Cantonese	Not for students who passed GED106
GEB118	Economics and Sports	English	Not for students who passed GED107
GEB119	Moving Worlds: Travel, Culture, and Identity	English	Not for English Major; Not for students who passed GED108
GEB120	Accent and Identity in Films	English	Not for English Major; Not for students who passed GED109
GEB121	English as a Global Language: An Interdisciplinary Approach	English	Not for English Major; Not for students who passed GED102
GEB201	International Communication in Digital Age	English	
GEB202	Getting People to Say Yes: Negotiation and Mediation	English / Cantonese	
GEB206	Understanding Korean Society through Dramas	English	
GEB207	Hong Kong Popular Culture	English / Cantonese	Not for Sociology Major and students who have taken SOC208 Hong Kong Society and Culture or SOC312 Popular Culture in Asia
GEB209	Visual Culture and Art Practice (視覺文化與文藝創作)	Cantonese	

Code	Course Title	Medium	Enrolment Constraints
GEB213	Positive Life with Chinese Literature (中國文學與正向人生)	Cantonese	Not for students who passed <i>GEC202</i>
GEB214	Cultural Insights for Business Success	English	Not for students who passed <i>GED201</i>
GEB215	Science, Film and Fiction	English	Not for English Major; Not for students who passed <i>GED203</i>
GEB216	Gender/Sexuality in Literature and Films	English	Not for English Major; Not for students who passed <i>GED204</i>
GEB217	Exploring Cultural Tourism in East Asia	Cantonese	Not for students who passed <i>GED206</i>
GEB218	Nature and Spirituality	English	Not for students who passed <i>GED208</i>
GEB219	Digital Games - Reality, Simulation, Interactivity	English	Not for students who passed <i>GED210</i>
GEB220	Philosophy and Psychology of Everyday Life	English	Not for students who passed <i>GED202</i>