



Published by  jmsc at 29 October 2024

## JMSC Held BJ Admissions Talk and A.I. News Anchor Workshop at HKU Information Day

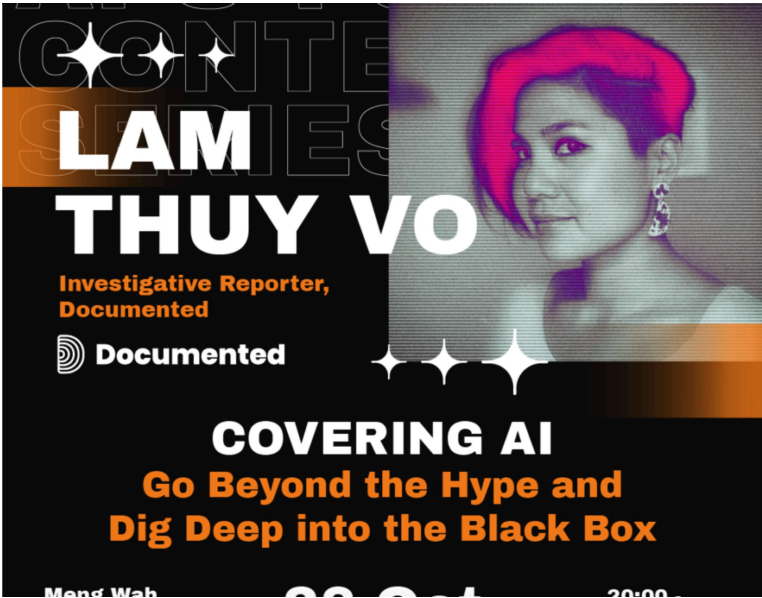
The JMSC was thrilled to welcome such a great turnout of prospective students and parents who were eager to learn more about our Bachelor of Journalism programme (BJ, #JS6822) — a unique double-major degree that focuses on strategic communications and multimedia storytelling in the digital age.



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## Game Changers: How Factual Contents Affect Online Video Communities?

The JMSC invites Zhang Yuan, vice general manager & head of Bilibili Documentary and Mini Dramas, to share how Bilibili utilises factual content to gain traction and popularity among online video communities. As an experienced filmmaker, Zhang has won the Houston International Film Festival Documentary Gold Award and multiple top news and broadcasting awards in China.



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## Covering AI – Go beyond the hype and dig deep into the black box

To help us explore how A.I. can be held accountable, the JMSC invites Lam Thuy Vo, the investigative reporter at Documented, to share her knowledge in data journalism and perspective on the knowledge imbalance towards A.I. in the journalism industry.



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## JMSC Hosted MJ Admissions Webinar and Announced New Concentrations

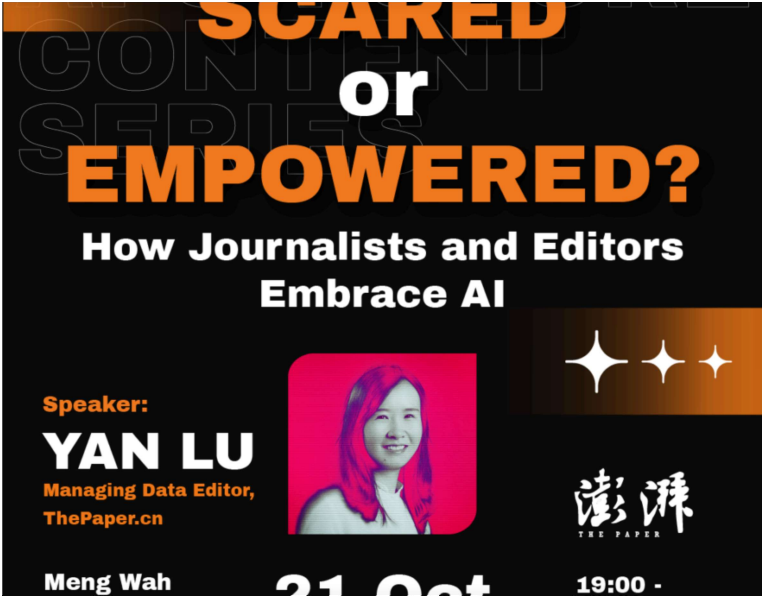
JMSC Director Ruby Yang, MJ programme director Ting Shi, and senior professional practitioner Neil Gough presented an overview of the MJ programme and introduced the new Business and Finance (BFC) concentration and A.I. concentration.



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## Film Screening — 20 Days in Mariupol

JMSC is co-hosting a screening of the winner of the 2023 Academy Award for Best Documentary Feature Film — 20 Days in Mariupol, with the EU Office to Hong Kong and Macao on 9 November, 2024. The documentary offers a rare window into the practices of conflict zone reporters and an unflinching yet anguishing account of the 20 days AP journalist Mstyslav Chernov and colleagues spent covering Mariupol at the beginning of the Russian invasion of Ukraine in early 2022. To help us explore how journalists can embrace AI technologies, the JMSC invites Yan Lu, the managing data editor at ThePaper.CN, to share her expertise on data-driven storytelling as a journalist and editor.



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## Scared or Empowered? How journalists and editors embrace AI

Is AI going to take my job? That's a question that many people had when ChatGPT and GenAI software became popular last year. To help us explore how journalists can embrace AI technologies, the JMSC invites Yan Lu, the managing data editor at ThePaper.CN, to share her expertise on data-driven storytelling as a journalist and editor.



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## Master of Journalism 2025 – 26 Information Session

Applications for the Master of Journalism (MJ) programme will be opened on Monday, 7 October. Join our virtual information session on 15 October to learn more about the MJ programme, including the new Business and Finance Concentration (MJ-BFC), courses on offer and potential careers for MJ graduates. The JMSC is inviting three scholars from the University of Television and Film Munich — Dr Sylvia Rothe, Pauline Leiningera and Jenny Huang — to share their knowledge and present their tools on Generative AI applications in motion capture, music visualisation and story visualisation.





Published by  jmsc at  3 October 2024

## AI & Filmmaking

Interested in the fields of audiovisual media and visual arts? Don't miss the opportunity to learn how Generative AI applications, including Runway and Stable Diffusion, are utilised in film production. The JMSC is inviting three scholars from the University of Television and Film Munich — Dr Sylvia Rothe, Pauline Leiningera and Jenny Huang — to share their knowledge and present their tools on Generative AI applications in motion capture, music visualisation and story visualisation.

1 2 3 ... 107 [Next page >](#)

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