

Bachelor of Arts (Honours) in Cultural Studies

Programme Aims

In keeping with the liberal arts mission of the University to cultivate avant garde, humanistic, value-oriented skills and knowledge, the Bachelor of Arts (Honours) programme in Cultural Studies (BACS) is designed to provide a challenging bilingual education to enable students:

- (1) To engage actively in the contemporary analysis of culture; to become sensitive to, and have a critical perspective on, the issues of identity, value and emotion with which the various forms of culture are concerned;
- (2) To learn to investigate the complex interplay between the modern self, society and history through intensive work in an inter-disciplinary curriculum; to learn how the multiple perspectives with which people approach the world today are crucial to our understanding of contemporary cultural realities; and
- (3) To open themselves intellectually to the diverse issues in the digital age that have been transforming the wider conditions of life in the contemporary world.

Our curriculum is designed to help students:

- (1) To acquire a solid grounding in the humanities and social sciences, as well as to develop the intellectual and digital ability to express themselves clearly on a variety of social and cultural issues.
- (2) To benefit from an inter-disciplinary framework of study, through which diverse approaches to culture as value, commodity and representation can be integrated.
- (3) To make a comparative study of global patterns of cultural representation, imagination, and institutional formations in the modern world, and to analyse living examples of contemporary culture in various local and regional contexts.
- (4) To learn avant garde knowledge of digital culture and media in an Asian cosmopolitan city such as Hong Kong, and to develop an understanding of new social and cultural events in the light of international and inter-Asian Cultural Studies.
- (5) To cultivate a firm sense of self-orientation in their social life and career, as well as to reflect critically and creatively upon the current cultural situation and changing historical condition of Hong Kong in particular and China in general, through grasping the significance of seeing Hong Kong 'in the world'.

Programme Intended Learning Outcomes (PILOs)

The programme intended learning outcomes remain well-articulated with the two overarching aims stated above, as well as the University Graduate Attributes. BACS graduates are expected to acquire:

- (1) Skills in critical writing and judgment, and media and textual analysis;
- (2) A capacity for creative thinking in applied cultural scenarios;
- (3) Skills in cross-cultural communication and self-reflexive analysis; and
- (4) Tools for the conceptualization and execution of cultural engagement, planning and management.