BA Programme in Public Humanities

CRS
DEPARTMENT OF
CULTURAL AND RELIGIOUS STUDIES

文化及宗教研究系

How culture nurtures ideas

" BA Programme in Public Humanities

The Bachelor of Arts in Public Humanities integrates the critical skills of Cultural Studies and practical know-how of Cultural Management, focusing not only on research and theories, but also on cultural practices, knowledge transfer, and public engagement. We aim to nurture a new generation of cultural mediators, producers, and professionals to meet the needs and challenges of contemporary society. We also aim to transform cultural practices for better community building.

This programme fosters students' critical and creative thinking, deepens their understanding of culture, heritage, and the arts. It also enhances their ability to communicate and collaborate with the public. We are committed to training students in research skills, cultural sensitivity, media literacy, curating, and policy-making, bringing the knowledge and values of the humanities into the cultural life of the general public. We also promote global citizenship and civic participation, and we support sustainable development of various cultural enterprises in society.

Cultural Literacy and Practices

Cultural literacy enables individuals to integrate cultural knowledge into daily life. We respond to the rapid development of cultural soft powers, the cultural and creative industries, and intercultural networks. How does the ever-changing landscape of digital media and popular culture relate to its political, economic, and social contexts? Why do governments develop cultural policies to promote cultural soft power?

We offer courses such as "*Youth and Popular Culture*," and "*Celebrity, Stars and Hong Kong Popular Culture*," to encourage an in-depth exploration of issues such as popular culture and art phenomena, as well as the cultural politics of emotion, capital, and social mechanisms.

Gender, Culture, and Society

Gender matters to everyone of us 24/7. It shapes our identities and influences how we interact with the world. Have you ever been troubled by gender politics? How are societal values and ideological implications regarding gender and sexuality constructed? How does power operate within society?

We offer courses such as "*Body Politics and Representations*," "*Feminisms: Thoughts and Movements*," and "*Queer Theory and Culture*" that scrutinize how ideologies shape norms, and how individuals are constrained by them.

The current state and development of cities and ecology deeply affect human living conditions. What kind of economic paths and free market capital flows underpin urban design and space, or even international population mobility?

How does the intersection of class, race, geopolitics and consumer culture matter to transnational traffic, influencing the act of travel, migration, and refuge? Amidst the debates on sustainable urban development and environmental policies, how do we balance the issues of ecological conservation and animal survival? How does the development of artificial intelligence and surveillance systems affect our everyday lives?

We offer courses such as "*Culture and Travel*," "*Animals, Culture and Modern Society*," and "*Technoscience and Culture*," exploring contemporary urban culture and the relationship between rapidly developing technology and the ecology.

Culture, Cities, and Ecology

Film and Media Studies

The rapid development of contemporary media has changed the way we consume media. When we switch on the television, go to the cinema, use a portable device, or glance at a digital billboard, we see images. Images are everywhere. How are film and media texts produced and interpreted? What influences does media development bring? How does the development in AI and virtual communities affect visual culture?

We offer courses such as *"Documentary Studies: Theories and Practices," "Hong Kong Cinema," "New Media and Cyberculture,"* and *"AI, Arts and Technology"* that introduce critical approaches to film, media, and emerging media cultural phenomena.

The creative industry has grown increasingly crucial for cultural development. It not only creates a sizable art market, but it also becomes one of the most important ways for the general public to explore culture. There are different industrial ecosystems, including the popular culture industry, community art, films, and music. What does the industrialisation of creativity and culture mean? What limitations, tensions, and powers do cultural industries encounter?

We offer courses such as "*Introduction to the Art Market,*" "*Public and Community Art,*" and "*Entrepreneurship in the Creative Industries*" to impart relevant knowledge. These courses investigate the relationships between art and culture, markets, industries, and policies, as well as their effects on art and cultural practitioners.

Creative Industries and Practices

Heritage Management

Cultural heritage is essential to cultural development. The preservation of cultural heritage involves collaboration between the government and the public. Are you familiar with the tangible and intangible heritage of Hong Kong? What are the primary processes for preserving heritage, such as field surveys, archiving, and conservation? How can we develop cultural heritage sustainably and connect with the globe?

We offer courses such as "*Introduction to Heritage Management*" and "*Heritage and Modern Applications*" that introduce and analyse the management, preservation, and development of local and global cultural heritage.

Curation

Curatorial activities take place on a daily basis in various cultural locations. But what is curation? What knowledge and practical skills must a curator have? In what ways do cultural contexts, spatial design, and programme arrangements matter to curation?

We offer courses such as "*Curation in Arts and Culture*," *"Curating and Managing Arts Festival*," and "*Design Your Exhibition – Curatorial Planning and Practice*" that unwrap the methods and strategies of curation, along with the concepts, rationales, and considerations behind them.

Cultural institutions such as museums, large cultural districts, small community art spaces, and cultural facilities in public spaces have flourished in the past decades.

How do government administration, commercial institutions, community-based organisations, and non-profit organizations relate to their communities and societies? What are the major issues and obstacles in its operation and management? How do art and cultural institutions contribute to cultural development?

We offer courses such as "*Museum Studies," "Management of Public and Non-profit Cultural Organization*," and "*Music, Culture and Outreach"* to explore various cultural institutions while considering the possibilities for sustainable development and their relationship with culture, art, and the public.

Cultural Institutions

Career Prospects

- Humanities, Arts, and Culture researchers, advocates, and educators

- Cultural, arts, and media practitioners (such as information, advertising, and digital media practitioners)

- Curators, managers, and specialists in arts and culture (such as arts centres, museums, private galleries, and auction houses)

- Practitioners in government and non-government organizations and social enterprises devoted to community-building, cultural conservations, and sustainability

- Cultural entrepreneurs and influencers (such as knowledge media and digital media content creators)

- Professionals in tangible and intangible cultural heritage

Research Engagement Transformation Mediator Community

Contact Us

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* Please note that the courses listed in this brochure are for reference only. For the most up-to-date information, please visit our website.

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