US-CHINA EDUCATION TRUST
F.Y. CHANG FOUNDATION

CHINA MEDIA EDUCATION CONSORTIUM
DIRECTORY

Volume I
China Media Education Consortium
Directory

University Schools of Journalism
& Communication in China

Volume 1

US-China Education Trust/F.Y. Chang Foundation
www.uscet.org
Washington, DC 20037
Founded in 1998, US-China Education Trust (USCET) initiatives have grown from a single Peking University seminar to a range of programs extending across American Studies, Media Education, American Governance, and Law. The Media Education Consortium is a USCET program designed to connect top journalism schools in China and enable them to utilize common resources to enrich curricula and exchange ideas; as well as to enable journalism educators to support each other and connect with practitioners from both the domestic and international media. USCET’s parent organization, the F.Y. Chang Foundation, was created in 1988 in honor of Ambassador Julia Chang Bloch’s father Chang Fu-Yun, the first Chinese graduate of Harvard Law School, to support China’s next generation Harvard Law graduates. Today, over 50 Harvard F.Y. Chang Legal Scholars are reshaping China and the world through legal education and the rule of law.

US-China Education Trust/FY Chang Foundation
2101 K Street, NW, Second Floor
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INTRODUCTION


Increased interaction among schools of journalism can support a more efficient use of resources and promote stronger educational programs. However, in a country as large as China such interaction can be difficult to achieve. The USCET Media Education Consortium was established to help promote such interaction and the strengthening of journalism education in China. In addition to supporting the annual MEC conference, USCET’s Media Education programs offer journalism educators, students, and practitioners in China opportunities to exchange views on important academic and practical issues, work together, and support each other.

In addition, as China’s role in the world has grown, it is increasingly important for China’s educators and practitioners to have enhanced interactions with their counterparts abroad. The US-China relationship is the most important bilateral relationship in the world. It is therefore critical that China’s educators, students, and practitioners of journalism and their counterparts in the US enhance mutual understanding and the exchange of views. The MEC and the activities USCET organizes in conjunction with the consortium are also aimed at supporting this important goal.

Scholars from over three dozen universities across China have joined our Media Education Consortium. This Directory, we hope, will help those scholars and others in China and the US enhance mutual cooperation and the exchange of views. This Directory is a direct expression of USCET’s mission, to promote US-China relations through education and exchange for China’s next-generation leaders. We hope you will join us in our mission and this endeavor.
ACKNOWLEDGEMENTS

The US-China Education Trust, first and foremost, is grateful for the generous support of the Department of State, without which this Directory would not have been possible.

This Directory could not have been completed without the efforts and contributions of the USCET staff. Led by USCET President, Ambassador Julia Chang Bloch, former Program Manager Rachelle Wilson and Intern Yun Han deserve much appreciation for the countless hours they spent in compiling, designing, and putting together the raw data for the Directory.
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安徽大学

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Beijing Foreign Studies University
Center for International Communication Studies
School of English and International Studies
北京外国语大学
英语学院
国际传播研究中心

2 North Xisanhuan Road, Haidian District, Beijing, China 100089
Tel: 86-10-88817287
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Email: qiaom@bfsu.edu.cn

Program Description
The Center of International Communication Studies (CICS) of BFSU was set up in 2006 in response to China’s increasing demand for well-trained, English-proficient professionals in international journalism and communication. CICS offers well-rounded courses that integrate cutting-edge theories, practical skills, and English. Meanwhile, it also adopts an approach that encourages engagement both on and off the campus with student media and through internships with leading news organizations. Great efforts are made to impart students with an excellent command of English, a broad range of professional skills and theoretical knowledge, and prepare them for future careers as journalists or public relations specialists in news organizations, multinational companies, international organizations, etc.
Program Director:

Qiao Mu 乔木

Faculty Members:

Liu Shicheng 刘仕诚, Li Zhurun 李竹润, Xiong Lei 熊蕾, Zhan Jiang 展江, Liu Chen 刘琛, Wang Keqin 王克勤, Zhai Zheng 翟峥

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Graduate Courses

International Communication, Media Methodology, Environmental Reporting, Journalistic Writing, Opinion Writing, Media Ethics and Law, Media Theory, Investigative Reporting, Journalism Translation

Website:

http://cics.bfsu.edu.cn/

Bohai University

School of Journalism and Communication

渤海大学
新闻与传播学院

Contact Person:

He Cun 何村
Email: xwxy818@126.com
Program Description

Communication (MA):

- Geared towards interpersonal communication, intercultural communication, communication theory and media study;
- Training for professionalism and creativity in communications study and practice;
- Development for future careers in academic and private sectors
- Approved by the Ministry of Education in 2006; First 7 MA candidates accepted in 2007; First 7 MA candidates get their MA degree in 2009.

Broadcast and Television Journalism (BA):

- Help students to be professional in the Radio and TV industries;
- Help students develop their career as a reporter, editor, planner, agent and emcee in media, and lead to further study.
- Approved by the Ministry of Education in 2002; First students accepted in 2002; First students graduated in 2006; 60 students accepted each year since 2002.
Program Director:
Yu Ruixiang 余瑞祥

Faculty Members:
Yu Ruixiang 余瑞祥, Yu Jijun 喻继军, Wang Dayuan 王大员, Zhang Meizhen 张梅珍, Xie Zhi 谢稚, Meng Ke 孟科, Xiao Feng 肖峰, Guo Lin 郭林, Peng Hongyan 彭红燕, Yuan Chao 袁朝, Dong Yuanxing 董元兴, Zhang Lijun 张立军

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Graduate Courses

Undergraduate Courses
programs, TV News Programs, Planning of TV Programs, Documentary Creation, Media Operation and Management

Website:
http://cugroup.cug.edu.cn/yscm/

China University Of Political Science and Law
School of Journalism and Communication
中国政法大学
新闻与传播学院

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Chongqing University
College of Literature and Journalism
重庆大学
文学与新闻传媒学院

174 Shazheng Street, Shapingba
Chongqing University A Block, Wenzizhai
Chongqing, China 400044
重庆大学A区文字斋
邮编：400044

Program Director:
Ma Shengrong 马胜荣
Faculty Members:
Gou Shixiang 荀世祥, Yang Shanghong 杨尚鸿, Peng Yilin 彭逸林, Ouyang Zhao 欧阳照, Li Xingliang 李兴亮, Li Zhangchuan 李章川, Wu Xiaojun 吴小军, Du Jixi 杜积西, Jia Qian 贾茜, Zhao Lijun 赵丽君, Peng Hui 彭辉, Zheng Jing 郑静, Tao Nan 陶楠, Xiang Huan 向欢, Yang Han 杨涵

Undergraduate Courses:
Introduction to Communication Theory, Introduction to Journalism Theory, Journalism History of China, Journalism Photography, Interview Techniques and Writing, World Journalism History, English for Journalism, News Editing, News Commentary, Television Videotaping and Editing

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Communication University of China
Modern Communication (Journal)
中国传媒大学
现代传播学报

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East China Normal University
School of Communication
华东师范大学
传播学院

896 Zaoyang Road, 3663 North Zhongshan Road,
Shanghai, China 100024
上海市中山北路3663号, 枣阳路896号
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Courses Offered:

Broadcasting & Television, Annunciating & Hosting,
News & Media, Marketing & Advertising, Editing & Publi-
cation

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School of Journalism
复旦大学
新闻学院

400 Guoding Road, Shanghai, 200433
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Guangdong University of Foreign Studies
School of Journalism & Communication

Program Description

School of Journalism and Communication of Guangdong University of Foreign Studies was founded in 2005. Its predecessor was the Department of Journalism, where Faculty of International Culture Exchange was established in 1997. The school consists of 3 departments: journalism, advertisement, and broadcasting. It also has two research institutes: the International Communication and Regional Development Institute and the Marketing Communication Institute.

Presently, the school has a teaching staff of 39, including four professors, twelve associate professors. Eleven hold doctoral degrees and three of them hold postdoctoral degrees.

Program Director:
Guo Guanghua 郭光华

Faculty Members:
Liu Pei 刘佩, Liao Qiu Hong 廖秋红, Gao Jian 高坚, Tang Jiamei 唐佳梅, Du Huizhen 杜慧贞, Liu Chao 刘超, Zhu Ying 朱颖, Zhao Jianguo 赵建国
Undergraduate Courses


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Guangxi University

School of Journalism and Communication

Program Description

In 1972, the News Writing Department was set up in the School of Chinese Language and Literature. Then the Department of Journalism was founded in 1977. In 1978, the Department of Journalism reunited with the Department of Chinese Language and Literature.

Significant development of journalism and communication education has taken place during this period. Therefore in 1986, the Department of Journalism acquired the permission of master degree admission, which was one of the only five journalism master degree programs in China. In June 2002, the Depart-
ment of Journalism and the Department of Chinese Language & Literature were united as the School of Literacy & Communication, and the Masters of Communication was added later in September. In March 2008, the School of Journalism & Communication was founded.

The School of Journalism and Communication of Guangxi University consists of the Institute of News Media, the ASEAN Institute of Media, Radio and Television, and the experimental teaching centers in the College of Journalism. The experimental teaching centers cover an area of 1,800 square meters, including the studios for photography, audio-visual operations, and digital post-production room which The School has invested CNY5.2 million on teaching and research equipment, 50,000 volumes of books, and more than 20 kinds of professional journals. There are 10 practical training bases in the School and other facilities. such as Guangxi Daily, Southern China Morning Post, Guangxi TV. The journalism major was selected as a domestic major in 2007 and the quality of teaching and research is constantly improving.

Program Director:

Shang Nahong 商娜红

Faculty Members:

Li Qinglin 李庆林, Huang Bichun, Wu Haoxin 吴灏鑫, Li Nianping 李念平, Tang Fangwen 唐方文, Huang Haizhu 黄海珠, Xing Yongchuan 邢永川, Duan Songshuang 段送爽

The School of Journalism and Communication in Guangxi University has 42 existing in-service faculty within whom 34 are full-time teachers, including 4 professors, 7 PhDs, 2 PhD candidates, 12 Masters. The PhDs were all graduated from top ranked universities, such as Fudan University, Renmin University, etc. PhDs exceed 20% of the lecturers; 80% fulltime lecturers who have master degrees are under the age of 35. Part-time lecturers are all well-known experts in relevant fields.
Postgraduate Studies

The postgraduate program includes 2 different majors: Journalism and Communication. The Journalism masters program includes 3 research directions: journalism theory & history, news services, and radio & television news. The Communication masters program includes mass communication & society, the culture industry, and media convergence.

Running for over 30 years, the school has awarded more than 6,000 master/bachelor degrees (further education degrees included).

Many of our graduates are leaders of their communities and go on to play important roles in government, non-government organizations and media corporations. The school currently has 593 undergraduates and 158 postgraduate students, 470 continuing education students.

Undergraduate Studies

The School of Journalism and Communication contains three undergraduate majors: Broadcast Journalism, Radio and Television Journalism, and Advertising.

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Guizhou University for Nationalities

College of Communication
贵州民族学院
传媒学院
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http://cmxy.gznc.edu.cn/index.html

Hong Kong Baptist University

Department of Journalism
School of Communication
香港浸会大学
传理学院
新闻部

Hong Kong Baptist University, Kowloon Tong, Kowloon, Hong Kong
香港九龙九龙塘
香港浸会大学

Tel: 852-3411 7400
Fax: 852-2338 7644
Program Description

Originally founded as the Department of Communication in 1968, the School of Communication was established in September 1991 with one academy and two academic departments: the Academy of Film, the Department of Communication Studies, and the Department of Journalism. It has over 500 undergraduate and over 250 postgraduate students. The School’s vision is to foster change for the betterment of society, and its goal is to serve the media and communication industries in Hong Kong, the Mainland and around the world. We have so far educated more than 3,000 graduates. Our pride resides in their outstanding abilities and the respect they win from the community.

The Center for Media and Communication Research also coordinates the School’s research activities and organizes seminars and conferences.

Program Director:
Zhao Xinshu 赵心树

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http://www.comm.hkbu.edu.hk/

Hunan University

College of Journalism, Communication & Film and Television Arts
湖南大学
新闻传播与影视艺术学院
Yuelushan, Changsha, Hunan Province, China 410082
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Experiment Teaching Center for Journalism Communication & Broadcasting Arts
吉林大学
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**Jinan University**
College of Journalism and Communication
暨南大学
新闻与传播学院

601 West Huangpu Ave. Guangzhou, China 510632
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Email: oxwx@jnu.edu.cn

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**Program Description**
The College of Journalism and Communication offers a well-organized system for the cultivation of talent, conferring bachelors, masters, and doctors degrees. Its main research components include programs in Journalism and Communication Theory, Journalism and Communication Practice, Media Management, Overseas Chinese Media, and Advertising Relations and Marketing. Its research studied have consistently stood at leading positions in Guangdong and South China. Over the past sixty-plus years of the faculty's history, more than 5,000 students
have graduated, with many becoming important officials in government, news and media executives, and successful entrepreneurs. Currently about 60% of the undergraduate students are from overseas.

**Doctorate program**

Journalism

**Master’s programs**

Journalism, Communication

**Undergraduate programs**

Journalism, Radio & TV, Advertising, Broadcasting & Hosting Arts, International Journalism

**Faculty:**

50 faculty members, including 14 professors, 16 associated professors, 7 doctoral advisers, 24 master advisers

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**Lanzhou University**

School of Journalism and Communication

兰州大学
新闻与传播学院

9 West Jiayuguan Road, Lanzhou, Gansu, China, 730020

Tel: 86-931-8913736

甘肃省兰州市嘉峪关西路9号
邮编：730020
Program Description

The School of Journalism and Communication of Lanzhou University offers a range of undergraduate and postgraduate journalism courses, which based on the teaching wide caliber, a solid basic knowledge and more attention to practice. The program is based on teaching the core skills needed to be a journalist: researching, reporting, interviewing and writing. Our course was updated this year to reflect the changing demands of the modern media age. Our aim is to give students the technical and creative skills they need to work in the media. Our school emphasizes not only how to be a good student but, more importantly, how to harness abilities and be a contributing member of society.

Academic:

Journalism

For the future development needs of the mass media businesses, industry specialist train students with vast knowledge of communication, radio and television and related skills. Our graduates should have the ability to undertake news interviews, writing, reporting, editing, hosting, and other related advanced skills in their career fields. They are reporters and editors on national and local newspapers, magazines, and news media websites.

Courses offered:

History of Chinese Journalism, History of Overseas Journalism, Introduction to Communication Studies, Journalism Theory, TV News Editing, Comment on Radio and Television News, News Writing, TV and Radio Program Production, etc.

Radio and Television Journalism

For the future development needs of radio and television news media, this program provides students with a high-level, specialized knowledge of communications, radio and television journalism and a broad range of cultural and scientific knowledge. Graduates engage in news gathering, writing, coverage, organizing, filming, production, planning and host radio and television management comments at all levels of radio, television and other departments.
Courses offered:


Advertising

Students focus on basic advertising theory and practical courses. Our program fosters students who not only possess the theoretical knowledge of advertising, practical skills and creativity, but also have wide base of scientific and cultural knowledge. Students familiarize themselves with China's press and publicity policies. The students become equipped with the skills and knowledge to work in the news, publishing, film and television, advertising sector, cultural industries etc.

Courses offered:


Network News

Specialty trainings engage students who have knowledge of new media, public relations, management of mass media qualified. In addition to professors, the students are fostered with excellent professional reporters, editors and professional staffs for newspapers, radio, television, news agencies and other news media, enterprises and business organizations.

Courses offered:

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Nanjing University
School of Foreign Studies
南京大学
外国语学院

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Peking University
School of Journalism and Communication
北京大学
新闻与传播学院
5 Yiheyuan Road, Haidian, Beijing, China 100871
邮编：100871

Tel:010-62754683
Fax:010-62754485
E-Mail:sjc18@pku.edu.cn

Program Description

Peking University's School of Journalism and Communication was founded on May 28th, 2001, aiming at nurturing talented professionals in journalism and communication who have a world vision, are familiar with government policies and regula-
tions, can understand and master new technology, and have a solid command of foreign languages.

Peking University is a pioneer in modern Journalistic education in China. In 1918, Peking University started the nation's first Journalistic courses. The School's development is enhanced by Peking University's status as one of the most prestigious comprehensive universities in China. The university's unique strength in humanities, social sciences and natural sciences meets the needs of the school in training versatile communication practitioners and scholars. Currently there are nine research institutes in the school and there are eight degree programs offered by the school.

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Department of Journalism and Communication
College of Liberal Arts
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Program Director:
Ren Bisheng 任碧生

Faculty Members:
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Undergraduate Courses:
Advanced Journalism Writing, Interview, Journalism History of China, Journalism History of Western World, Introduction to Journalism, Journalism & Psychology, Broadcasting & Television, Mass Media, TV Program Production

Website:
http://rwxy.qhnu.edu.cn

Qiqihar University
College of Education and Communication
齐齐哈尔大学
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Program Description

The School of Journalism and Communication at RUC was formally established in 1985, modeled on the preceding Department of Journalism. The School has since developed into a nationally-acclaimed institution of teaching and research in journalism. It provides high-standard training of professionals. It serves as a think-tank for the country as a whole. It is renowned of producing theoretical innovations. It is also a major platform for academic exchange domestically and internationally. Over the past 50 years, more than 7000 students have graduated from the School and its preceding institution. Alumni have occupied leading roles in Chinese journalism. They include the authors of such reportages and commentaries as “Practice is the Sole Criterion for Verifying the Truth” and “Spring Everywhere Amid the Eastern Wind”, which are of fundamental importance in the history of Chinese journalism.

Since the beginning of China’s Seventh Five-Year-Plan period, of all the university-sector institutions of journalism in China, our School has undertaken the largest number of major research projects of the state and has received numerous awards of excellence. Some scholars and researchers from our school have been invited to serve as chief consultants of many national research projects. The National Research Center of Journalism and Social Development is based in our School. In the previous rounds of national academic assessment of major disciplines, the School has been persistently ranked number one for both journalism and communication programs. Currently, the School
is undertaking the state-sponsored 211 Project and 985 Project. Both projects aim to strengthen university education and research of China through building the first class schools in various areas.

The 21st century is the age of information and communication, and journalism and communication play an increasingly prominent role in national and societal development. Entering the new century, RUC has aimed to develop itself into a university of world-renowned academic standards. In line with the planning of the University, The School of Journalism and Communication has accordingly worked out its own plan of developing itself into an institution of world-renowned standards in journalism and communication. The same spirit has also been embodied in the School’s development plan during the Tenth Five-Year-Plan period.

Program Director:

Zhao Qizheng 赵启正

Faculty Members:

**Academic Courses:**

**Journalism**

Foundation courses:


Specialized courses:


**Broadcast Journalism**

Foundation courses:


Specialized courses:


**Advertising**

Foundation courses:

Specialized courses:

Publishing
Foundation courses:

Specialized courses:

In addition, there are a range of elective courses offered by other teaching and research sections of the School. Students are also encouraged (required for Advertising majors) to take elective courses offered by School of Business and School of Economics of the University.

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Program Director:
Jiang Zhibin 姜智彬

Faculty Members:
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Website:
Program Description

The Cheung Kong School of Journalism and Communication has a mission to cultivate new blood for the media industry in this new era. Our students will become the communication agents of the upcoming historical events and eyewitnesses of the new world. Our graduates are a group of news media practitioners with strong theoretical and practical educations. They are bilingual (Chinese and English), new media literate, and cognizant of the world’s international horizons. They can serve at the news frontlines in print, broadcasting and new media.

Our school is home to a world-class faculty. Professors come from prominent media organizations and possess outstanding professional experience. The school also routinely hosts special lectures and seminars by respected visiting professors, practicing reporters and editors. This is a faculty well placed to act as mentors and guides to local and global journalists.

The Cheung Kong School of Journalism and Communication has first-rate facilities, such as a digital broadcast studio, computer-ized editing lab, new media lab and a special training center in Beijing. The school collaborates with CCTV, Shanghai Wei-Huwang Media Groups, Hong Kong Phoenix Satellite TV and others in Hong Kong, and provide students with special opportunities for internships and practical experience.

Our students study state-of-the-art communication theory, foreign languages, production skills with new media technology, as well as independent thinking. Students have opportunities to participate in exchange programs and advanced studies in China and overseas.
Cheung Kong J-school students are the journalists and communicators who will lead a mission to serve China’s new age. Through the strong support of the Li Ka Shing Foundation, the school provides career planning and development as well as unique opportunities.

**Program Director:**

Yuenying Chan 陈婉莹

**Courses Offered:**

**English courses:**
Introduction to English-language Journalism, Basic English-language News Writing, Intermediate English News Writing, Introduction to International Journalism

**Bilingual Courses:**
Media English Translation, Introduction to Sports Journalism

**Chinese Courses:**

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Zhu Wang
Email: wzhu@stu.edu.cn

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Program Description

The College of Literature and Journalism of Sichuan University was founded in 1998, combining the Department of Chinese Language and Literature and the Department of Journalism. Throughout the school’s development, we have aimed to train high-level personnel, create a well-established undergraduate education, focused on cultivating graduates, supplemented by other education structures. The college administration attaches great importance to fostering students’ academic groundings and abilities, hosting a series of academic forums, inviting numbers of famous scholars both home and abroad. DR Forums given by top PhD candidates and Classics Forums given by top Master degree candidates and undergraduates are hosted every semester. Encouraging undergraduate to create literary works, the college has also sponsored two literature publications: *Qidian* and *Qingtong*.

Faculty Members:

There is a talented staff of 132 members in the College of Literature and Journalism—43 professors, 24 associate professors, 24 tutors of doctoral candidates, among whom there are 2 distinguished professors of Humanities and Arts of Sichuan University, 1 Cheung Kong Scholar, 1 committee member of Academic Degrees Committee of the State Council, 1 committee member of National Social Science Fund, 1 National Outstanding Teacher, 1 member of Social Sciences Commission of
the Ministry of Education, 2 vice chairmen of the Steering Committee of the Ministry of Education, 5 supported by Trans—Century Training Program Foundation for the Talents or Supported by Program for New Century Excellent Talents by the State Education, 10 leading scholars of Sichuan Province, and 7 grantees of Special Subsidies by the State Council.

**Academic:**

The college consists of 6 departments—Department of Chinese Language and Literature, Department of Comparative Literature and Teaching Chinese as a Foreign Language, Department of Journalism, Department of Advertising, Department of Broadcasting, Film & TV, Department of Mass Communication as well as 15 research institutes such as Institute for Minority Chinese Culture, Institute of Chinese Language and Literature, and Institute of Journalism.

Bachelor’s degrees:

Chinese Language and Literature, Teaching Chinese as a Foreign Language, Journalism, Mass Communication, Advertising, Editing and Publishing

**Library Resources:**

The library is equipped with a reference books room, a circulation room, and an academic journals room with about 100 thousand books in the college library. Over 400 pieces of teaching equipment are in service in 6 labs, covering over 100 square meters.

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**Southwest University of Political Science & Law**
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重庆市渝北区回兴镇西南政法大学
传播学院
邮编：401120

**Program Description**
Ten years after its establishment, our school still holds its founding principles of “strong basis, wide caliber, interdisciplinary learning, high quality and strong ability.” Aimed at the integration of journalism, communication, and law, the School has formed a complete education system in the sciences of Journalism and Communication. The school has established 2 undergraduate programs in Journalism and Broadcast Journalism and 2 master’s degree programs in Communication. In 2005, the School won the right to confer master degrees in all the secondary disciplines underneath the primary discipline.

The School has created 4 teaching and research sections of Journalism Theory, Journalism Business, Journalism Writing, Legal Journalism, along with Public Teaching and Research and Graduate Teaching and Research sections, 2 laboratories of Editing and Broadcasting, and a Legal Journalism Research Center. The School has 4 other facilities for TV Interview and Editing, Photography, Computer, and Laser Illumination.
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Sun Yat-sen University
School of Communication and Design

Program Description

The School of Communication and Design (SCD) of Sun Yat-sen University was established in 2003 with the senior media practitioner Hu Shuli as its dean since 2009. The school aims to achieve great influence in both academia and industry by focusing on new media research and related schooling. There are three departments in SCD: Department of Journalism, Department of Communication, and Department of Creative Media. SCD also possesses a 985 project—the Mega Media Institute, which is composed of 5 research centers: Financial News Research Center, Journalism Convergence Research Center, Public Communication Research Center, Visual Communication & Media Design Research Center, and Interactive Design Research Center.

The school has a faculty of which 95% have doctoral degrees and the majority has overseas academic background. Oriented
by the need of media industry, SCD fosters students’ competitiveness in the job market by prioritizing practical skills. The school also emphasizes on preparing its students for international professions. It has established academic exchange and cooperation programs with universities in the United States, France, Great Britain, Australia, Japan, South Korea and Hong Kong.

Program Director:
Hu Shuli 胡舒立

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The University of Hong Kong
Journalism and Media Studies Center
香港大学
新闻及传媒研究中心

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Program Description
The Journalism and Media Studies Center brings professional journalism education to Hong Kong’s premier university, creating an environment for vibrant interaction among students from Hong Kong, Mainland China, Asia and the rest of the world. From day one, students develop convergent skills enabling them operate comfortably in all aspects of the industry, ranging from print, audio, video, multi-media to interactive online journalism.
**Faculty Members:**

Ying Chan, Thomas Abraham, Masato Kajimoto, Kevin Lau, Qian Gang, Diane Stormont, Miklos Sukosd, Doreen Weisenhaus, King-wa Fu, Jeffrey Timmermans

**Contact Person:**

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**Tsinghua University**  
School of Journalism and Communication

清华大学  
新闻与传播学院

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**Program Description**

The Tsinghua School of Journalism and Communication (TSJC) was founded in April 2002. The school is pleased to have Professor Jingyi Fan, a notable former editor-in-chief of People’s Daily, to act as the first Dean of the school.

The Program’s predecessors were Communication Studies in the Department of Chinese Language and Literature established in 1985, and the Department of Communications set up in 1998. The TSJC school motto is “Build the Foundation, Put in Practice,
Embrace the Mainstream, Nurture the Talent”. Our advisory board consists of respected scholars and experts in the industry, and strives to maintain Chinese characteristics whilst further promoting the development of Chinese teaching and research in journalism and communication to an international standard.

TSJC is developing rapidly. In the most recent national research assessment we earned top 3 ratings for journalism and communication studies in China. Our faculty consists of professors with diverse backgrounds, experienced in working and teaching in both China and overseas. TSJC has 9 research centers in different related aspects. Through master programs, different levels of training and charity work, the school offers continuing education for government officials, the media and corporations.

TSJC offers programs for undergraduates, postgraduates and doctoral levels. A quarter of total students are from overseas. Our students are well equipped in studying journalism and communication theories, reporting, international affairs and information technology. Our graduates have pursued career in media industry, government departments, tertiary education institutions and international corporations. Numerous TSJC alumni received media related awards.

**Graduate Programs:**

**MA in Journalism studies:**
- Journalism Studies
- International Journalism and Communication
- News Writing and Reporting in English

**MA in Communication Studies:**
- Film and Television Studies
- New Media Studies
- Media Operation and Management

Global Business Journalism (MA) was set up in 2007 and has attracted many overseas students to the course. This program is sponsored by ICFJ, Merrill Lynch and Deloitte. Bloomberg also donated a terminal laboratory and accounts.
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Program Director:
Shi Yibin 石义彬

Faculty Members:
**Academic Courses:**


**Website:**

http://journal.whu.edu.cn/

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**Xiamen University**

School of Journalism and Communication

厦门大学
新闻传播学院

School of Journalism and Communication, Xiamen University, China

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**Program Description**

Xiamen University was the first school in China to offer a journalism major in 1922. It established the Journalism and Communication Department in 1983, which was expanded to the School of Journalism and Communication in 2007. The School includes the Journalism Department, Advertising Department, Communication Research Institute, Brand Names and Advertising Research Institute, and the Studio for Television and Film. Among the 43 teachers and 21 administrators are 12 professors and 15 associate professors. The School also offers positions for distinguished domestic and foreign professors every year.
The School values its relations with colleges, universities and research institutes in the US, Japan, Singapore, Taiwan and Hong Kong, and has initiated extensive cooperative programs. To support the practical disciplines of advertising and journalism, the School continues to work hand in hand with domestic media and advertising companies. Cooperation with foreign media and companies is also on the way.

**Program Director:**

Zhang Mingqing 张铭清

**PhD Program:**

Courses offered:

Frontiers of Communication Research, Classics of Communication Research, Frontiers of Advertising Research, Classics of Advertising Research

Seminars:

Advertising History, Brand Names and Advertising, Communication and Social Development, Taiwan Media, Communication in China, Documentaries, Digital Media, the Development of Art

**Postgraduate Programs:**

**Journalism MA**

History of Chinese Communication, Studies of Mass Communication Theory, Communication Research, Journalism Theory, Practical Journalism, Online News Studies, Documentary Film Studies, Documentary Production, TV News Studies, Introduction to Critical Communication Theory, Mass Communication Law, Arts of Film and Television

**Communication MA**

**Undergraduate Programs:**

Foundation courses include: Introduction to Communication Theory, Introduction to Journalism, Introduction to Public Relations, Introduction to New Media, Mass Communication Law and Ethics, Research Methods in Communication Studies, History of Western Journalism, Media Criticism, Media Management

**Journalism**


**Broadcasting**

TV Commentary Writing, Television Arts, Principles of Radio and Television System, TV Editing, Television Videotaping, Interviewing Techniques for Television News, Television Lighting, Documentary Production, Audio Production and Editing

**Advertising**


**Communication**


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Zhejiang University
College of Media and International Culture

Program Description

Zhejiang University School of Media and International Culture history dates back to August 1928. The School has an interdisciplinary focus on strengthening international exchanges and cooperation. It strives to build the media’s new scientific and research platform for international culture, education and communications. The influential leaders in our academic team have developed an international perspective on media and culture. With deep sensibility, research, creativity, and leadership in the media and cross-cultural communication talents, we strive towards advancing international and domestic teaching and research.

We have brought together a distinguished team from the fields of journalism, communication, literary theory, aesthetics, political science, intercultural communication, sociology, anthropology. Each year famous experts of different disciplines come to give lectures. The School has 60 teachers, of whom 18 were professors, associate professors 25. We currently have 500 students, of whom more than 300 are undergraduate, plus 100 graduate, 50 doctoral students, and 45 foreign students.

The School provides students with a complete training system compromised of 3 departments: Department of Journalism and Communication, Department of International Culture, and Department of Visual Arts and New Media. Furthermore, the School has established friendly and cooperative relations with the University of Maryland School of Journalism, Communication and Arts of Wisconsin College of Missouri School of Journalism, Uni-
versity of Turin, Italy, Political Science, Journalism and Communication The Chinese University of Hong Kong University, Hong Kong Baptist University School of Journalism, Media and the City University of Hong Kong. We actively recommend our outstanding students to participate in study abroad programs.

Our alumni are spread throughout the major domestic news media, publicity departments, legal departments, large companies and enterprises, scientific research, educational institutions. Examples include CCTV, People's Daily, Phoenix Satellite Television, Xinhua News Agency, and the Ministry of Foreign Affairs.

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USCET Media Education Consortium

The Media Education Consortium (MEC) brings together a group of China's leading institutions in journalism and communication. The objective of the MEC is to connect top journalism schools in China and enable them to utilize common resources to enrich curricula and exchange ideas; as well as to enable journalism educators to support each other and connect with practitioners from both the domestic and international media.

This Directory offers information on 38 MEC members. The full range of USCET programs is presented on our website, www.uscet.org. We welcome your comments, corrections, and additions to this directory, the activities of the MEC, or other USCET programs by email to: info@uscet.net.