International Master of International Communication of CUC

CORE COURSES & OPTIONAL COURSES

CORE COURSES

INTERNATIONAL COMMUNICATIONS

This course seeks to provide you with some insights into the development and innovation of media and communications in a globalizing context. This course will examine the impacts brought by the rapid development of communication technologies, the expansion of Internet and satellite networks as well as the changes in access and control of information. Students will be guided to explore several important issues such as the relation between communications and international politics, the current situation of global media and the government’s influence on international circulation of information. In order to help students have a better understanding of the multiple implications of international communications, this course will adopt a cross-disciplinary approach, of course in a cross-border view.

ZHAO Yuezhi, a Changjiang Lecture Professor at the Communication University of China, Beijing since 2009 and Canada Research Chair in the Political Economy of Global Communication at the School of Communication, Simon Fraser University, Canada. Her main works include Democratizing Global Media? One World, Many Struggles (2005), Communication in China: Political Economy, Power, and Conflict (2008), and Global Communication: Toward a Trans-cultural Political Economy (2008)(co-editor).

CHEN Weixing, professor of Communication and Information Science, Ph.D. supervisor and Vice Dean of the Institute of Communication Studies and Director of the Center for International Communications Research, Communication University of China (CUC). Academic scope: theories of communication, international relations, and media culture studies. Main works: Ideas of Communication (People’s Publishing House, 2004, 2008); In terms of Communication (CUC Press, 2004).

THEORIES OF COMMUNICATIONS

This course will introduce a historical trajectory of communication studies since early 20th century and illustrate a body of modern communication theories that are commonly categorized as two subfields: US-based administrative school and critical school. This course will also theoretically examine the cutting-edge information and communication technologies (ICTs). As an interdisciplinary field of social science and
humanity, theories of communication will encourage students to think insightfully the
connections between communication and society and to understand the mechanisms
of modern media operation and relevant policymaking and finally help students foster
the abilities of imaging alternative approaches to reconstruct communication-society
relations and making the world better.

Hu Zhengrong is Professor of Communication at Communication University of
China (CUC), Vice President of CUC, Director of National Center for Radio and
Television Studies and Chair of Chinese Association of Communication. His research
covers media policy and institutional transition, media development strategy, media
management and political economy of communication. His publications include a
series of books on Chinese media history and regulations; some of them have been
textbooks for university students. He published a number of influential papers on
Chinese media in transition on the leading Chinese journals.

COMMUNICATION RESEARCH METHODS
This course focuses on how to apply the results of research to the evaluation and
enhancement of media operations and output, communication planning, and
mobilization of communication resources at the corporate and national levels. It
covers research concepts such as sampling, significance, validity and reliability, and
types of research relevant to media industries including content analysis, survey and
designs for campaign evaluation. The aim is to enhance students’ understanding of
research findings, ability to read research reports critically and to translate findings
into more effective media management and production.

Zhao Jinqiu is Associate Professor at the Institute of Communication Studies at
Communication University of China. Her research interests include issues in Chinese
communication, comparative media systems, social impact of new communication
technologies, and media effects. Dr. Zhao’s recent book entitled “The Internet and
Rural Development in China: The Socio-Structural Paradigm”, published by Peter
Lang in Germany in 2008, has been well received among scholars worldwide.

HISTORY OF WORLD PRESS
This lecture is designed to make the audiences familiar with the history of world press.
This subject will cover the history of world press, both commonality and particularity
of press development logics in different regions and different civilizations, of course
including the genealogical and archaeological relations between different
inter-and-intra regional press developments. During the course, it is clear that the
interdisciplinary knowledge, for example that of culture studies, international politics,
international relations, and political economy, etc, will be employed and
recommended to the audiences and to make them be able to investigate the press
history by themselves in a critical way.

ZHOU Zhenming, Senior lecturer of the Center for International Communication Researches, Institute of Communication Studies, CUC. His academic interests include International Communication, Mass Communication, and New Media. His writings appear in such academic journals as Youth Journalist, Asian Communication & Media Studies, China Newspaper Industry, Journal of International Communication, YINSHAN ACADEMIC JOURNAL, TV Research, etc..

INTERCULTURAL COMMUNICATION

The aim of this subject is to explore theories and practices concerned with cross-cultural interaction of individual, groups, organizations and nation states, with comparisons of different communication systems in different cultural groups and regions, and with relationship between cultural communication and national development. One definite goal of this subject is to promote exchange of knowledge about communication across cultures, between or among nations, and develop communication skills in diverse culture contexts and global society. Other goals include stimulating research on cultural variables, theory building and analysis, and diffusion of what is learned.

SUN Yingchun is a professor of Intercultural Communication in CUC, a research fellow of Culture & Communication Institute in Peking University, and a director in China Association of Communication. Prof. Sun specializes in intercultural communication and cultural studies. His recent book Intercultural Communication: Theories and Analysis (Peking University Press, 2008) is the most popular textbook of this area in China. He has appeared on or been quoted in the People’s Daily, CCTV and many other news and academic sources in China and worldwide.

MA Zhengqi is a professor at the Department of International Communication of CUC, and also serves as head of the Research Institute of Film and TV Translation and Dubbing. His research and teaching interests include cross-cultural communication and scenario translation for dubbing, intercultural communication studies. Prof. Ma has published some 20 theses, and 2 books: Scenario Translation and Dubbing, and Dubbing Industry in China, both of which have been used as the textbook for undergraduates of the scenario translation and dubbing major at the Department of International Communication in CUC.
OPTIONAL COURSES

International Journalism

The course aims to encourage the student’s critical thinking about international journalism and to improve their ability to analyze and evaluate the news media and reach an understanding of its importance in a globalizing world. The course will not only place a strong emphasis on the practical aspects of international journalism, but is also designed to develop the ability of students to critically analyze the purpose and structure of international journalism and to evaluate the processes and products of both Western’s mainstreams media’s world news coverage and Asian mainstreams media’s world news coverage, including CNN, AP, New York Times, The Guardian, BBC, Reuters, CCTV, Xinhua News Agency, NHK, South Morning Post, and Strait Times.

ZHANG Kai is a professor of Journalism and Communication in Communication University of China (CUC). Her research and teaching interests are broad and inter-disciplinary, and focus on the International Journalism and Media literacy. She is the author of Fundamentals of Media Literacy, and editor of International Journalism and Harmonious Society. She worked for Xinhua News Agency in Africa from 2000 to 2002 and was a visiting fellow in London Knowledge Lab, the University of London in 2006.

New Media Studies

This course will examine the influence of new media on the development of society, culture and economics. It will offer an insight into the relationship between new media and the society. It will also explore the major debates about new media and traditional news by referring to theories of the public sphere, citizen journalism and participation journalism, and social interactivity, social network. It also helps students use their understanding of new media to produce a plan for a media campaign on society. The students needs to be engaged critically in debates about: new media and social mobilization, participatory, interactivity. What’s more, the course will provide two sessions for hands-on, and all the students need to apply the latest gadgets or widgets to “report” or “making news”.

TIAN Zhihui, Deputy Dean of Graduate School, CUC, professor in New Media, Online Journalism, Social Media, Online Campaign. She published papers in Modern Communication, News and Communication by Renming University, etc and books such as New Media Studies—based on the User-created Content studies in China.

Media Management & Marketing
This subject aims to familiarize students with the basic theories and latest knowledge of media management and marketing, based on which it covers the development, status quo, and operating features and modes of China broadcasting industry, film industry, new media industry (Internet and mobile media), press and book publication. Combined with the actual internationalizing operation needs of media industry, the course will also interprets the features and policies of various cultural products international marketing, and manners of business negotiation, etc. At the end of the course, the students should understand the modes of China media industry and features of media product marketing. Via visiting the main China media industry companies, they will understand the status quo of the operation of the China media industry.

**GAO Fuan**, Vice President of CUC, professor, his main research areas are Media Management and Film & Television Making Management, has published over 20 books and more than 70 articles. The main courses he has been teaching include Media Management Theories and Practice, Culture Industry Project Management, Film and Television Making Management, etc.

**Media Literacy**

This course will provide students with a comprehensive grounding in the theories and approaches for studying and understanding media and communication in global and Chinese national contexts. It will exam media representation, media technologies, media language and media audiences. Students are provided with critical frameworks for analyzing media as well as with tools and techniques to deconstruct media and global communication with media literacy approach. The course also seeks to encourage international students to carry out comparative media studies in different societies to meet the growing demand for culturally sensitive, globally aware, and effective communicators in the global market.

**ZHANG Yanqiu**, PhD, Associate Professor, Deputy Dean, Institute of Communication Studies, Communication University of China. She was a visiting scholar at University of New South Wales (UNSW), Australia in 2004, and a visiting fellow at London School of Economics and Political Science (LSE), UK in 2008. Her research interests include media literacy, new media and young people, global communication, media regulation, and etc..

**Chinese Film Studies**

This course will focus on Chinese Film in three parts. Part I. History: Later Qing Dynasty & the Republic Era; Seventeen Years & Cultural Revolution; Open-up &Renaissance; Six Film Generations and More; The Fifth Generation. Part II. Interior
Traditions: Cultural Tradition: Meaning & Value; Narrative Tradition: Story (Film Drama); Artistic Tradition: Imagery & Metaphor; Ideology: Politics & Censorship; Genre & Style. Part III. Exterior Influences: Hollywood Classics & Griffith: Film As Entertainment (20-40’s); Soviet & Montage: Film As Propaganda (50-70’s); European Art Film: Film As Art (80-90’s); High-Tech & New Media: Film As Spectacle (2000-present). The course also seeks to help students with a comprehensive understanding of Chinese film languages, industry and culture.

YOU Fei, Professor in film study & production, gained his Bachelor from Beijing University during 1979 to 1983 and then worked in Xinhua News Agency for two years. He continued his study in Film and gained his master degree in 1989. After four years in Emei Film Studio, he engaged in Ohio University for a MFA degree. Before he began his teaching career in Communication University of China, he also had worked in Sinovision, a Chinese TV station in U.S., as a journalist from 1997 to 1999.

Media and Politics

This course will focus on the relationship between the media and the politics. Based on the theory of the Ecology of the communication, the course covers the interactive connection between the politics and media, especially the influence of the media on the changing of the social structure and the distribution of the power among different group of peoples, how the mass media, like the newspaper, the broadcasting and the Internet, totally the media ecology shape the people's attitude toward the political issues. Historical and comparative methods will be used for the exploring of the above issues.

WANG Sixin, Professor, Deputy Dean of the School of Politics of law, Deputy director of the Media Law and Policy Studies Center. He concentrates his academic study Currently on Human Rights and Basic theory of Mass Communication Law. He was an author of two monographs in the title of Freedom of Expression in Cyberspace and Freedom of Expression, Principles and Their Many Uses and the author of over 60 published academic articles in different journals.

Media in China

The principal objective of this course is to introduce the international students or researcher, from the perspective of media, to experience, acquaint and discovery a diverse contemporary China. The course undertake interactive discussion that contributes to understanding of the world’s largest media system including both team projects and case studies, debates and innovative curricular development, in collaboration with some media professions and practitioners in China. The case of Chinese broadcasting, press media, social media and the international media will be...
the centre of analysis and discussion in the critical frameworks of political economy, globalization of culture, media regulatory development, industrialization and commercialization. Part of the teaching is by means of lectures, case studies, field investigation and interviews in some Chinese news organizations, round table discussion with the Chinese reporters and journalist. This lecture has been designed jointly by the Chinese Media Observatory of Lugano University and successfully coordinated-implementing since 2005 in serials of oversea universities.


**Political and Legal System of the Modern China**

This curriculum will help the students to understand the present political and legal system of the P.R. China. Help the students to understand the special and unique cultural elements in which still influence the present political and legal system of china. Help the students to know more about the globalization and its relationship with the development of the change of the Chinese political and legal practices. Help the students to know how the present political and legal system help or undermine the process of the modernization of China. Historical and Comparative methods will be used to analysis the similarities and the differences between the Chinese and the western political and legal system.

**WANG Sixin**, Professor, Deputy Dean of the School of Politics of law, Deputy director of the Media Law and Policy Studies Center. He concentrates his academic study Currently on Human Rights and Basic theory of Mass Communication Law. He was an author of two monographs in the title of Freedom of Expression in Cyberspace and Freedom of Expression, Principles and Their Many Uses and the author of over 60 published academic articles in different journals.

**Chinese Culture**

Through the comprehensive and systematic description and teaching of Chinese culture, this course introduces students to a dynamic profile of the origins, development and changes of Chinese culture, and reveals the essence and uniqueness of Chinese culture through the detailed analysis of specific cases. It mainly covers several sections of Chinese culture, namely Chinese academics, Chinese politics,
Chinese cities, Chinese literature, Chinese customs, Chinese history and Chinese religion. With the aid of classic cases, and through the description and analysis of the several sections themselves and their relationships, the course forms on the students a deep understanding of Chinese culture across time and space, from the macroscopic view and microscopic view as well.

YAO Xiao’ou is a professor in the Literature School of Communication University of China. He holds Ph.D in literature, specializing in traditional Chinese literature and drama. Yao got his bachelor degree in 1978 from Zhengzhou University, master degree in 1985 from Henan University and doctoral degree in 1993 from Northeast Normal University. He was invited as a visiting professor in TideWater Community College during the second half of the year 1996.

Media Studies

A course in media studies involves the academic investigation of the content, history, meaning and effects of various types of media through the use of several assorted theories. Critical theories such as psychoanalysis, feminism and Marxism are adopted to analyze the media’s political, social, economic and cultural roles and the impact their part has on audiences. Media studies is a course that calls for participation from numerous other disciplines like philosophy and political science; it also encompasses strategies such as audience studies to gain a true insight on how the structure of the media impacts the public.

ZHANG Lei got his PhD degree in communication studies from Communication University of China in 2005. He also has visiting experiences in University of Pennsylvania (2005), City University of Hong Kong (2008) and Goldsmiths College at London University (2010). His research interests include: media studies and cultural studies, political economy of communications, media sociology, and ethnographic study of the audience. One of his recent publications is Anxiety and Hope: Study on Urban Poverty from a Media Sociological Perspective (Beijing: China Radio and Television Press, 2009).

Introduction to Advertising

This course aims to help students gain a comprehensive understanding of advertising. The topics include the brief history of advertising, the advertising’s social and economic influence, the structure and relationship of advertisers, media and agencies. The students will be taught some acknowledged and leading ledge theories from both communication and marketing perspective which can help them have an insight into why and how advertising works. The course also train students to analyze market, make advertising strategy and create advertisement.
KANG Jin is an associate professor in advertising School. Her research and teaching interests are broad and inter-disciplinary, and focus on the marketing communication effect, service marketing and advertising literacy. She is author of Communication Effectiveness of Service Advertising, Coauthor of Modern Advertising Theory and IMI Consumer Behavior and Life Style Yearbook.

News Production
This course will expose students to the different cognitive and semiotic principles of news production, which will include an examination of the historical and developmental process of news production, and basic crew methods in newsgathering and how TV journalists operate in the field. This course will provide competency in the practical management of news production, as well as the important skill-sets and responsibilities required of a news maker. The students will have an overview of the entire news production process, be self-reliant and self-confident about what is to be reported and the appropriate manner in which it is to be reported; while at the same time have familiarity with both historical and contemporary news technologies and applications, demonstrate an awareness of professional values, standards and ethics.

HUO Wenli is an associate professor at the School of Television and Journalism, Communication University of China. She got her Ph.D degree in Culture History at the Department of History, Peking University. She was a visiting scholar at Purdue University, Indiana, US from September 2009 to September 2010. She is now teaching Television Journalism and Media Studies. Her research interests include broadcast journalism and cultural studies.

Basic Video Production
This course introduces the core components of motion picture production: idea, image, sound, and sequence. In lecture, students will view movies and/or television programs while considering a variety of questions. Having received a general introduction to the fundamentals of video production, the students will be better equipped to envisage a position for themselves within the film production creative environment. The students will know that the making of a film requires management, planning and co-operative engagement.

WU Weihua, Associate Professor. Head of Education and Research Community of Editing and Publishing (New Media) in the School of Television and Journalism, at the Communication University of China. He got his Ph.D degree in the School of Creative Media at City University of Hong Kong and went to New York University as a postdoctoral fellow at the International Center for Advanced Studies, working for
the project “The Authority of Knowledge in a Global Age (2004-2007).” His research interests include visual communication, cultural studies, new media, and civil society.

**Public Speaking**

This course aims to train the students to speak effectively in public. The course will introduce principles and effective techniques in the designing and delivering of four types of speeches: Introductory Speech, Informative speech, Persuasive Speech and Speech on Special Occasions. The course will also cover the significance of non-verbal communication and effective listening skills. Note that this is a highly interactive course. The students will be required to deliver speeches in front of groups and gain feedback from the teacher and fellow students. At the end of the course, students should be able to do public speaking with confidence and transmit information effectively with skillful speech delivery.

**WU Minsu.** Professor and Vice Dean of School of International Studies, Communication University of China (CUC), had been teaching for 24 years. She had studied as a visiting scholar at College of Journalism and Mass Communication, Macquarie University and Oriel College, Oxford University. She had once worked in the Chinese Embassy in Kenya (1989-1990) and the Chinese Embassy in Washington (1996 to 2000) as third secretary and vice consular. Her recent publications include Conversation Analysis of Television News Interviews, On the Teaching Mode of Oral Communication, etc.