

Master Program in Media and Communication Study

I. Major Title

Media and Communication Study

II. Specialty Education Objective

The International class on Communication and Media Study of Wuhan University is designed for international graduate students. It aims to educate students with theoretical knowledge and professional skills about media and communication, with broad international visions of policies and regulations related to media and communication, as well as with enterprising and innovative spirits.

III. Specialty Features and Teaching Requirements

The program provides broad knowledge and systematic theories of communication and media studies. It is designed in accordance with the international schooling ideas with particular emphasis on students' theoretical knowledge and applying ability of media and communication theories. It requires students to master basic theories and knowledge of media and communication, to have fine scientific and cultural quality, good morality, mentality and physical quality so as to be qualified to take up social activities and scientific research. All courses will be taught in English.

The following abilities are required to attain through undergraduate studies for students who applied for this major:

To grasp basic theories and principles of media and communication;

To attain professional knowledge and skills of media interview, news writing, editing and public relations, etc;

To possess sound research skills and social practice ability;

To understand the current situation of media and communication in China as well as the development trend of media and communication in China and other countries.

IV. Length of Schooling and credit requirements

Length of Schooling: Two years in general.

Credit Requirements: 36 credits are required for graduation and degree conferring. 20 credits are required from compulsory courses (including general education compulsory courses, basic specialized required courses and specialized compulsory courses), and 16 credits are required from elective courses (including general education elective courses and specialized elective courses).

V. Degree Granting

Those who met the criteria will be granted a master degree in Arts.

VI. Curriculum Requirements

All specialized compulsory courses and elective courses are taught in English, using English textbooks. The submitted course work and thesis should be written in English and provided with Chinese-English summary.

Professional core courses: Mass Communication Research: Theory and Methodology, Media Culture and Media Critics, Communication Theory Research, Telecommunication Study: Theory and Practice, Global Media Research, Comparative Research of China and Western Journalism, Advertising Communication Theory Research, Media Economy Theory, New Media and Technology, Digital Communication: Research and Practice, etc.

VII. Graduation Requirements and Other Necessary Instructions

Students, who complete all courses and practices, finish the regulated credits within qualified scores and submit an eligible graduation thesis will be granted graduation. For other graduation requirements not specifically stipulated in this paper, please refer to the relevant provisions of Wuhan University, School of Journalism and Communication, and international student institute.

VIII. Tuition

The tuition is 32,500 Chinese yuan per year. Students selecting additional credits should pay additional fees accordingly.

IX. Application Fee

A non-refundable application fee of 800 Chinese Yuan is required.

Curriculum of Media and Communication Study

| Class level | Programs | Courses | credit in total | credit unit | terms |
|------------------------------|------------------------------|---|-----------------|-------------|----------|
| I. General Courses(4) | | | | | |
| | all programs | Introduction of Chinese | 54 | 3 | 1 |
| | all programs | Introduction of China | 36 | 2 | 1 |
| | all programs | Mass Communication Research: Theory and Methodology | 54 | 3 | 1 |
| | all programs | Media Culture and Media Critics | 54 | 3 | 1 |
| II. Core Courses(8) | | | | | |
| | Communication studies | Communication Theory Research | 54 | 3 | 1 |
| | | Telecommunication Study: Theory and Practice | 54 | 3 | 2 |
| | | TV and Telecommunication Practice (Lab) | 54 | 3 | 2 |

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|---------------------------------|--|--|----|---|----------|
| | Journalism studies | Global Media Research | 54 | 3 | 1 |
| | | Comparative Research of China and Western Journalism | 54 | 3 | 2 |
| | | Multimedia Reporting and Practice (Lab) | 54 | 3 | 2 |
| | Advertising research | Advertising Communication Theory Research | 54 | 3 | 1 |
| | | Media Economy Theory | 54 | 3 | 2 |
| | | Advertising Design Practice (Lab) | 54 | 3 | 2 |
| | New media and digital communication | New Media and Technology | 54 | 3 | 1 |
| | | Digital Communication: Research and Practice | 54 | 3 | 2 |
| | | Internet Communication Practice (Lab) | 54 | 3 | 2 |
| III. Elective Courses(4) | | | | | |
| | | Empirical Research in Communication | 36 | 2 | 2 |
| | | Journalism Principles and Laws | 36 | 2 | 3 |

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|-------------------------|--|--|----|---|----------|
| | | Audience Analysis | 36 | 2 | 2 |
| | | Digital News Immersion | 36 | 2 | 3 |
| | | Cultural analysis of the Mass Media | 36 | 2 | 2 |
| | | International and Intercultural Communication | 36 | 2 | 3 |
| | | Advertising Plan and Creativity | 36 | 2 | 2 |
| | | News Media Ethics | 36 | 2 | 3 |
| | | News Media and Public Opinion | 36 | 2 | 2 |
| | | Independent Studies | 36 | 2 | 3 |
| IV. Dissertation | | | | | |

36 credits are required. I+II part need 20 credits.

Contact Information:

For more information, please link to our website: <http://admission.whu.edu.cn>

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