

Journalism
Shanghai University

** The information below is extracted from the curriculum for current Chinese students at the university, which will be adjusted for international students according to relevant requirements as appropriate. Therefore, please refer to the curriculum used in the year of entry as the final curriculum.*

1. Programme Overview

University/School: Shanghai Film Academy, Shanghai University

Major: Journalism

Awarding Degree: Bachelor of Arts

Duration: 4 years

2. Teaching Outcomes

This programme aims to develop specialist talents who are equipped with artistic and professional skills and are able to be engaged in journalism and relevant jobs in newspaper, magazine, broadcasting, TV, new media and other mass media organisations, or public institutions for publicity, advertising, marketing, public relations etc.

Basic Requirement:

- 1) Mastery of basic theories and knowledge about journalism for newspaper, radio and television;
- 2) Mastery of basic skills for working in the areas of newspaper journalism and radio and television journalism.

Requirement for Graduation:

- 1) Ability for interview, news writing, editing and commentaries in spoken and written languages;
- 2) Ability for news interview, production and editing by using modern information technologies;

- 3) Ability for research, planning and organization in relation to news production;
- 4) Ability for news production in English;
- 5) Ability or news production with computer science.

3. Curriculum

Key Disciplines:

Journalism, Communication

Key Modules:

This programme requires 304 credits in total, including 5 categories: general compulsory foundation modules, compulsory subject foundation modules, general optional modules, optional subject modules, other optional modules

Core Modules:

Introduction to Journalism, Introduction to Communication, Fundamentals of Network Communication, History of Chinese and International Journalism, Media Marketing Study, News Gathering and Writing Study, Photojournalism, Selected Journalism and Communication Literature Reading, Communication Research Theory and Approach, Media Economics and Management, Journalism Ethics and Regulations, etc.

Practice:

- 1) Newspaper editing practice: 1.5 weeks, 3 credits, autumn semester in year 2
- 2) Learning practice: 3 weeks, 6 credits, summer semester in year 2
- 3) Academic year essay: 3 weeks, 6 credits, summer semester in year 3
- 4) Graduation practice: 20 weeks, 20 credits, autumn and winter semesters in year 4
- 5) Graduation thesis: 10 weeks, 20 credits, winter and spring semesters in year 4

For Learning practice and graduation practice, students will go to mass media organisations such as newspaper agencies, magazine agencies, radio and TV

stations, and other public and private sectors for departments of PR and marketing to gain practical experience.

Students who have passed the assessment for practice, will be awarded credits accordingly.

Main experiment:

Photography, newspaper layout design and editing, online marketing