

PROGRAM(S) AT THE SCHOOL OF INTERNATIONAL JOURNALISM AND COMMUNICATION

Journalism (BA)

Course List

Years	Course Name
1st Year	Introduction to Mass Media
	The study of Top Journalists
	Introduction to International Relations
2nd Year	Reading of Pulitzer Prize-Winning Works
	English Broadcasting and Hosting
	History of World Journalism
	Journalism photography
	Media Research Methodology and Academic

	Writing
3rd Year	Theory of Mass Communication
	International Communication
	Principles of Journalism
	English News Writing and Reporting (I & II)
	Principles of Newspaper Copy-Editing
	News Transediting
	Western Classics
4th Year	Media Ethics and Regulations
	Cross-cultural Communication
	Creative Industry
	Graduation Thesis Writing

International Journalism (MA)

Course List

Years	Course Name
1st Year	Advanced English-Language News Writing (I & II)
	Communication Studies
	International Communication
	Intercultural Communication
	News Transediting
	Study of Pulitzer Prize-Winning Works
	Comparative Study of Chinese and Western Cultures
	Journalism and Communication Frontiers

2nd Year	International Multimedia Reporting
	Propaganda and Mass Persuasion
	Communication Research Methods
	Mass Communication Theory
	New Media Studies
	Internship for One Semester
	Graduation Project/ Thesis Writing

International Communication (MA)

Course List

Years	Course Name
1st Year	Advanced English-Language News Writing (I & II)
	Communication Studies
	International Communication
	Intercultural Communication
	News Transediting
	Analysis of Pulitzer Prize-Winning Works
	Comparative Study of Chinese and Western Cultures
	Journalism and Communication Frontiers

2nd Year	International Multimedia Reporting
	Propaganda and Mass Persuasion
	Communication Research Methods
	Mass Communication Theory
	New Media Studies
	Media Ethics and Regulations
3rd Year	Internship for One Semester
	Graduation Thesis Writing

International Media Journalism (MA)

**This is a vocationally focused programme run jointly by the SIJC, BFSU and the media programme of the University of Bolton in the UK

Course List

Semesters	Course Name
1st Semester	Photography & Photo Editing
	News Writing & Reporting
	Digital Audio Seminar & Workshop
	Animated Infographics Workshop
	Social Media Technique
2nd Semester	Multimedia Projects
3rd Semester	Final Multimedia Project
	Graduation Thesis Writing

International Communication(PhD Programme)

This programme has four orientations: cross-cultural communication, multi-media international journalism, strategic communication and audience mother tongue communication.

Course Description

1. Required Courses

Introduction to Mass Media

The course is an overview of media institutions and content production systems and of their interaction with various social and cultural forces. It is focused on explaining the media institutions, its regulatory framework, technological infrastructure and ethical dimensions. Students are expected to gain a better understanding the historical development of various media institutions and of their interrelationships with audiences, economy, politics, and society in general.

The Study of Top Journalists

The course presents a general overview of the philosophy and career path of some top journalists in and out of China. Students are expected to draw some inspirations from these role models.

History of World Journalism: Knowledge, Theory and Thought

The course, by integrating journalism theory and practice, is an overview of the evolution and latest trends of world journalism. It seeks to analyze the milestones in communication, journalism and technology, and discuss their respective impacts.

Media Research Methodology and Academic Writing

The course aims to introduce basic research methodologies for communication/journalism studies. It also seeks to familiarize the students with the process and approach of research and academic writing.

Analysis of Pulitzer-Winning Works of Journalism

By reading a large amount of Pulitzer-Prize-winning stories, students are expected to understand and appreciate the basic elements in good news writing.

English Broadcasting and Hosting

This course intends to familiarize the students with the basic knowledge and skills in English-language broadcasting and hosting, and provide the students with a complete skill set involving interviewing, studio production, and post-editing.

Appreciating Intercultural Films

The course aims to develop the students' ability in analyzing and commenting on films in a professional manner.

Theory of Mass Communication

The course is an overview of the major theories of mass communication as well as their development. It also introduces some typical cases where these theories can be applied to.

International Communication: History, Theory & Practice in China

The course presents the major areas of discussion in the field of international communication, and analyzes the relationship between international communication and the social and cultural changes in China.

Principles of Journalism

The course introduces the scope of research of communication studies, major subjects of research, as well as key theories. Typical cases will be discussed and analyzed.

News Reporting and Writing in English (1)

The course helps the students appreciate the process of news production and grasp the basic rules in English news writing. By comparing English and Chinese news stories, it aims to develop the students' ability in interviewing and news writing (hard news).

News Reporting and Writing in English (2)

On the basis of News Reporting and Writing in English (1), the course introduces the different types of feature writing.

Principles of Newspaper Copy-Editing

The course aims to familiarize the students with the basic requirements and responsibilities of newspaper copy-editing in English, as well as key terminology and theories of copy-editing. Students are expected to edit copies skillfully.

News Transediting

The course is to teach students basic skills on translating and editing news on the basis of conversion of languages between Chinese and English. Translating and editing international news is based on students' understanding of intercultural differences. Differences on languages, news writing format, style, and journalistic concepts will be emphasized.

Communication Law and Ethics: Case Studies (bilingual)

The course, by discussing some typical cases involving communication laws and ethics, seeks to help students understand the key issues in these regards.

2. Elective Courses

Interpersonal Communication

The course helps students to communicate with others under different circumstances and develops their communication skills in international reporting.

Introduction to New Media

The course introduces the historical evolution of the new media, characteristics of communication as well as the various implications of the new media.

Sports News Reporting

The course, by analyzing cases of sports news reporting, seeks to familiarize the students with the basic approach and method of conducting sporting stories.

Intercultural Communication

The course provides an overview of theory and research on intercultural communication. A variety of contemporary theory and research concerning intercultural and intergroup communication will be covered in this course.

Creative Industries

The course introduces the development of creative industries as well as the political, economic, social and cultural background for creative industries. Students will have a better understanding of the organization and management of creative industries.

British Media and Western Liberalism

The course examines the British media from the perspectives of political science and history. Students will understand the evolution of the British media, especially the key factors that have shaped it.