

Curriculum of Journalism

Shanghai University

**The information below is extracted from the existing curriculum for your reference. The university reserves the right to adjust the curriculum as appropriate. Therefore, please refer to the curriculum used in the year of entry as final curriculum.*

1. Program Overview

University: Shanghai University

School: School of Journalism and Communication

Major: Journalism

Duration: 4 Years

Awarding Degree: Bachelor of Arts

2. Teaching Outcome

This major aims to train socialist builders and successors who are all-round developed with morals, intellectual and physical capabilities, artistic appreciation, as well as a healthy work ethic and competence in work skills, to implement the fundamental task of fostering virtue through education, and to cultivate outstanding and innovative talents with all-round development. Specifically, it is to cultivate a senior and compound talents in journalism and communication with Marxist view of news, who adapt to the needs of intelligent media era, have high news professional quality, profound theory basis of news communication, broad knowledge, good communication skills, keen sense of news, solid writing ability in Chinese and English, and strong data analysis and innovation ability.

Students are expected to achieve the following goals about 5 years after graduation:

The first goal: Students will have Marxist view of news, sound personality and good

scientific and cultural literacy. They will also have correct professional ethics, professional responsibilities and social responsibility.

The second goal: Students will have the professional quality of engaging in journalism in the era of intelligent media, can master the professional knowledge of journalism and communication, and be skilled in using new multimedia technology in news production. They can engage in planning, editing and management work in content production positions in traditional media, converged media and other new media, as well as in other news and publicity departments, enterprises and institutions.

The third goal: Students will have the ability of independently learning and continuously innovating in the era of big data, be skilled in using computer and network application skills, be independent in the work, have the ability to participate in the formulation of development plans of enterprises and public institutions, and pay attention to social harmony and sustainable career development.

The fourth goal: Students will have strong team spirit and good communication skills, be able to work in a multi-disciplinary team or cross-cultural environment, and effectively act as a member, technical backbone, or principal in a technical development or engineering operation team.

The fifth goal: Students will have the ability of learning all the life, be able to improve their professional quality through enterprise experience, continuing education, and postgraduate learning in universities or research institutions, and constantly adapt to the needs of social economic and technological development.

3. Curriculum

(1) Main Subjects

Journalism and Communication

(2) Main Courses

Marxist View of News, Network and New Media Technology Application, Multimedia Works Production A, Introduction to Communication, Data Mining and Analysis A, Introduction to Journalism, Communication Introduction, Data News, The History of Chinese and Foreign Journalism (1-2), News and Communication System, News Photography, Photography Base, News Business (1-4), Advanced News Business, In-depth Reporting, Public Opinion Investigation and Analysis, Fusion Media Reporting, English News, Communication Research Theory and Method, New Media News Production A, Paper Writing, News Ethics and Regulations, Data Visualization.

(3) Main Practice

This major attaches great importance to the construction of practice base. The major of journalism has jointly built a number of practical teaching bases with Shanghai Media Group, People's Daily Online, Shanghai Morning Post, Cover Media, Shanghai Observer, Pear Video, The Paper and other units. Secondly, this major pays attention to practical teaching. New Version founded by the students of the major works as a internship platform, which is a transformation of a multimedia platform including Renren, Weibo, WeChat and APP, served as chairman of the national university media alliance in Shanghai, and completed a series of influential works in Shanghai university, with a certain social visibility. It forms a teaching model where practical teaching courses put into the big class of the society, through the centralized guidance of teachers' team, students are trained to complete the "quasi-news works" around a specific theme in a concentrated time and space.

4. Graduation and Degree Awarding Requirements

For graduation, Students should take 245 credits in all. And the mandarin level should

reach level II B above.

Students will be awarded bachelor of arts if they meet the requirements of degree awarding.