

Curriculum of Network and New Media

Xi'an Jiao Tong 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 : Xi'an Jiao Tong University

School : School of Journalism and New Media

Major : Network and New Media

Duration : 4 Years

Awarding Degree : Bachelor of Arts

2. Teaching Outcome

This major is characterized by the integration of arts and science and the orientation of composite application. It aims to cultivate innovative senior talents who systematically master the basic theories and business skills of network and new media, and have the new media and thinking skills. They will proficiently master the ability to operate and manage the new media, to produce and disseminate cross-cultural content, to analyze and judge public opinion information, and the ability of "New media platform +" social governance. They should also be equipped with international vision and the cross-cultural competition ability. This major is open to positions in the

field of new media and public relations, including media and Internet enterprises, new media platforms, public relations departments of enterprises and social organizations, investigation and consulting agencies, education and scientific research departments and so on.

3. Curriculum

(1) Main Subject : Journalism and Communication

(2) Relevant Subjects : Computer Science, Management, Literature

(3) Detailed Curriculum for International Students

Course Type	Course Name	Credits	Compulsory/ Optional	Semester	School	Language
Public Courses	Comprehensive Chinese 1	6	Compulsory 55 Credits	1	School of International Education	Chinese
	Chinese listening and speaking 1	4		1	School of International Education	Chinese
	The general situation of China	2		2	School of International Education	Chinese
	Comprehensive Chinese 2	6		2	School of International Education	Chinese
	Chinese listening and speaking 2	4		2	School of International Education	Chinese
	Sports 1,2,3,4	2		1-4	Sports Center	Chinese
	Advanced Mathematics (Overseas)	4		1	School of Mathematics and Statics	Chinese
	Psychological analysis and health	2		2	School of Humanities and Social Science	Chinese
	Introduction to the Development of the Natural Sciences	3		2	School of Physics	Chinese
	Social research methods	2		2	School of Humanities and Social Science	Chinese

Course Type	Course Name	Credits	Compulsory/ Optional	Semester	School	Language
Public Courses	Logic and Critical thinking	2	Compulsory 55 Credits	3	School of Humanities and Social Science	Chinese
	Sociology principle	2		4	School of Humanities and Social Science	Chinese
	University computer foundationIV	3		3	National Computer Experimental Teaching Demonstration Center	Chinese
	The essence of Chinese culture and literature	2		2	School of Humanities and Social Science	Chinese
	New media thematic research	2		1	School of Journalism and New Media	Chinese
	Communication and the perspective of social hot spots	2		3	School of Journalism and New Media	Chinese
	Philosophical vision	2		2	School of Humanities and Social Science	Chinese
	(China) New media thematic research	2		1	School of Journalism and New Media	Chinese
	History of news in the world	3		2	School of Journalism and New Media	Chinese
General Courses	Basic general studies electives(restricted selection) 6credits Basic general studies core course(restricted selection) 6 credits	12	Optional	1-7		Chinese
Basic Courses in Discipline	International news	3	Compulsory 31 Credits	3	School of Journalism and New Media	Chinese
	Introduction to Communication	3		4	School of Journalism and New Media	Chinese
	International Communication (English)	2		4	School of Journalism and New Media	Chinese
	Introduction to digital media	2		4	School of Journalism and New Media	Chinese
	Network media literacy	3		5	School of Journalism and New Media	Chinese

Course Type	Course Name	Credits	Compulsory/Optional	Semester	School	Language
Basic Courses in Discipline	Introduction to Digital Narrative	3	Compulsory 31 Credits	5	School of Journalism and New Media	Chinese
	Intelligent media and communication	3		5	School of Journalism and New Media	Chinese
	History of Chinese journalism	2		6	School of Journalism and New Media	Chinese
	Media Ethics and Regulations	3		6	School of Journalism and New Media	Chinese
	Introduction to the classics of Communication Science	2		7	School of Journalism and New Media	Chinese
	Frontier and application of digital communication technology	2		7	School of Journalism and New Media	Chinese
	publishing	2		7	School of Journalism and New Media	Chinese
Major Courses	Introduction to the Internet and New Media	3	Compulsory 23 Credits	4	School of Journalism and New Media	Chinese
	Analysis and application of New media data	3		5	School of Journalism and New Media	Chinese
	New media operation and management	3		4	School of Journalism and New Media	Chinese
	Network public opinion	3		5	School of Journalism and New Media	Chinese
	Fusion journalism	2		6	School of Journalism and New Media	Chinese
	New media marketing and planning	3		6	School of Journalism and New Media	Chinese

Course Type	Course Name	Credits	Compulsory/Optional	Semester	School	Language
Major Courses	Introduction to New Media	2	Compulsory 23 Credits	7	School of Journalism and New Media	Chinese
	Web Design and Production	2		7	School of Journalism and New Media	Chinese
	Communication psychology	2		7	School of Journalism and New Media	Chinese
	Introduction to digital humanities	3		4	School of Journalism and New Media	Chinese
	Crisis spread	3		5	School of Journalism and New Media	English
Intensive Practice	Major practice I	2	Compulsory 18 Credits	1(short)	School of Journalism and New Media	Chinese
	Academic year paper	2		2(short)	School of Journalism and New Media	Chinese
	Graduation project (thesis)	10		3(short)	School of Journalism and New Media	Chinese
	Major practice II	4		3(short)	School of Journalism and New Media	Chinese
Sum		145credits(Compulsory 127 credits, Optional 18 credits)				

4. Graduation and Degree Awarding Requirements

For graduation, Students should take 145 credits stipulated in Syllabus and 8 credits in extracurricular practice. And their Chinese ability should reach the HSK 5 level.

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

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