

Journalism and Communication (MJC)

- College of Humanities -

The newly launched English-taught Master of Journalism and Communication program will welcome its first batch of international students in September of 2022. This program will cultivate high-level and applied talents with international vision and modern communication concepts, proficient in journalism and communication skills and methods, serve the journalism and communication industry, and competent for the organizations in the fields of news and media, fashion communication, public relations industry, and other related jobs.

This two-year full time professional master's program features three concentrations on fashion communication, Public Relations and Corporate Communication, and New Media Communication. Students will be awarded **Master Degree of Journalism and Communication** if they are academically qualified, successfully fulfill 32 credits within designated years, accomplish the thesis, pass the thesis defense and finally approved by Donghua University Professional Degree Evaluation Committee.

Concentrations

- ✓ **Fashion Communication**: starting from the discipline of journalism and communication, conduct cross-border integration research on fashion design, fashion art, fashion industry, fashion consumption, etc.. The research results will meet the development of international fashion cities and other major social needs, including the construction of an international fashion city development index and evaluation system, fashion brand development monitoring database, fashion brand development index and evaluation system, etc.
- ✓ **Public Relations and Corporate Communication**: conduct systematic research on the core theories and typical cases in the process of modern corporate communication and public relations management, provide theoretical support for contemporary corporate communication practices, and cultivate high-level specialized talents. This research direction focuses on public relations theory and development history, corporate communication laws and regulations, news media relationship management, public relations planning and practice, marketing strategies and crisis management strategies, etc.
- ✓ **New Media Communication**: conduct research on major issues that, under the influence of new media technology, those related to the political, cultural, technological and other social fields as well as economic fields, such as production and service, especially focusing on media integration research, network communication practice research, and communication design and applied research, cognitive and interaction design research, new media image communication research, etc.

Curriculum

At least 32 credits should be completed, including 10 credits for public compulsory courses, 11 credits for professional compulsory courses, 6 credits for professional elective courses, and 5 credits for compulsory segments. Practice and intern period shall not be less than half a year. Thesis can be written in the form of theoretical research, investigation report, case analysis, or graduation work design. No paper publication requirements.

- Public compulsory courses/credits

Integrated Chinese I / 4

Integrated Chinese II / 4

Introduction to China / 2

- Professional compulsory courses/credits

Theory and Practice of Journalism and Communication / 2

Research Methods of Journalism and Communication / 2

Study on New Media / 2

Media Management / 2

Policy, Law and Ethics about Journalism and Communication / 2

Academic Writing and Project Design / 1

- Professional elective courses/credits

Intangible Cultural Heritage and Communication / 2

Public Relations / 2

Visual Communication / 2

Movie and TV Study / 2

Study on Intellectual Property / 2

Fashion Communication / 2

- Compulsory Segment/credits

Social Practice and Exploration / 2

Professional Practices and Exhibition / 3

Allotment of Thesis work :

- 1) Pre-opening report meeting: 17-18 weeks of the second semester
- 2) The opening report meeting: the 5th week of the 3rd semester
- 3) Thesis pre-defense meeting: at the end of the third semester
- 4) Thesis defense meeting: midterm of the 4th semester