# Master Program for Multilingual +

# International Journalism and Communication Innovation Class

**I. Training objectives and basic requirements**

Based on the teaching and research resources of Guangdong University of Foreign Studies (School of Journalism & Communication, Faculty of English Language and Culture, Faculty of Asian Language and Culture, Faculty of European Language and Culture, Faculty of Japanese Language and Culture, School of Interpreting & Translation Studies, Collaborative Innovation Center for Language Research & Service), **the Master Program for Multilingual and International Journalism and Communication Innovation Class** aims to equip high-end professionals with knowledge of professional ethics, awareness of global communication, skills of cross-cultural communication and skills of omnimedia and international communication, for the international news media, international organizations, government publicity agencies, domestic and foerign enterprises. The basic requirements are:

1. A good command of foreign language skills and the ability to acquire new knowledge, innovative thinking and lifelong learning, and to work independently in international news communication field.

2. Mastery of the basic principles and methods of Marxism, policies and the professional concept of international news communication; the willingness to abide by the law and professional ethics of journalism; and a good political literacy.

3. Mastery of the basic principles of international journalism and communication, and the expertise, skills and methods required for the practice of international communication. The ability to solve complex practical problems in the process of international news dissemination by using professional knowledge in relevant fields, and the competence to adapt to the new technological changes in journlism and communication.

4. An international vision, communicative and coordinating skills, team spirit, international competitiveness and leadership skills which are necessary for high-level international journalism and communication.

**II. Study Mode and Duration**

This Master Programme will adopt the full-time study mode and the credit system. The full-time period is generally two to three years and can be extended up to four years.

**III. Cultivation Modes**

1. We develop joint programmes with overseas universities to improve students' internationalization competence. During the study period, the university will organize international exchange activities for students in accordance with the agreement with overseas cooperative institutions. In principle, students will have half a year to study in overseas universities, so as to broaden the students' international horizon and imprive their international communication competence.

2. The core specialized courses will adopt the form of theoretical explanation and seminar, and use the case study as a teaching method, so as to improve students' ability to solve practical problems. In the core specialized courses, teachers will provide students with various professional cases, and demand students to analyze and propose solutions by using various aspects of knowledge in the field of international news communication. Case study teaching will familiarize students with the real operation environment of international journalism and communication, so as to develop students' hands-on ability.

3. We offer Extracurricular Activities which include  a series of lectures on Marxism journalistic views and international communication, so as to expand students' professional perspective. Famous professors at home and abroad and senior experts in the industry will be invited to regularly deliver lectures or courses on hot issues in the field of international journalism and communication for the students of the innovation class.

4. We adopt the multi-supervisor system, and invite the elites in the industry such as international news media, government publicity departments, multinational corporations and international communication institutions and the foreign language teachers of our school to jointly supervise the graduate students. In order to achieve the goal of collective training, students may choose a foreign language tutor and an industry tutor as co-tutors, in addition to the tutor-in-charge for each student. The tutors-in-charge are selected from teachers with senior titles and good professional teaching experience in the college or university, while co-tutors are mainly language teachers in the university and external industry tutors.

5. We attach importance to the integration of theory and practice and students are expected to put their skills into practice. There are two types of specialized practice:

(1) Specialized practice in the university, which refers to students' participation in teaching and research projects and scientific research projects conducted by instructor, or case base construction projects;

(2) Off-campus professional practice or research which refers to students' academic exchanges, specific research or professional practice in domestic and overseas universities, international news media, government publicity agencies, and domestic and foreign enterprises with the guidance of their tutors in the second academic year, and the internship reports or research reports are expected.

6. We emphasize the acquisition of political and ideological quality and professional ethics. Through law and regulation education, ideological and political work, social welfare activities, negative case studies and other diversified means, we aim to improve students' political and ideological literacy and professional ethics.

**IV. Curriculum**

This major covers core knowledge and key skills in the journalism and communication industry. The core knowledge includes: the theory and practice of international journalism and communication, domestic and foreign mainstream media, international advertising public relations communication agencies, operation rules and characteristics of publicity department of government or enterprises; The historical track, experience and lessons, latest trends and policy enlightenment of related industries such as news communication industry and cultural industry at home and abroad; related policies and regulations construction of industry development management of China's news media; the discussion about the interaction between media development and economy and society, and the discussion about the development strategy and implementation of international news and communication industry based on interdisciplinary theoretical knowledge of linguistics, economics, management and sociology. The operation mode, mechanism innovation, existing main problems and solutions of international journalism and communication, international advertising, international public relations and publicity industry in the new media era, etc**.**

The Key skills include: all-roun skills to master a foreign language and the professional skills of international news communication agency, including new media skills, and to systematically master theoretical basis and research method to investigate, research, analyse all issues of international journalism and communication; personal and comprehensive abilities on completion of the programme.

According to the training objectives, the curriculum of this subject focuses on the integration of theory and practice, with an emphasis on applicability and practicality.The curriculum system consists of three categories: common degree courses, compulsory degree courses, and elective degree courses. The total number of credits are 34, including 19 credits for basic courses (compulsory), 11 credits for elective courses, and 4 credits for compulsory professional practice. The structure of the curriculum is as follows:

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| The Curriculum of Master for Multilingual International Journalism and Communication | | | | | | | |
| Course Category | Course Name (Chinese) | Course Name (English) | Hour | Credit | Semester | Teacher | Assessment |
| Common Degree Course | 政治理论课 | Political Theory | 54 | 3 | 1 | Academy of Marxism | Examination |
| 外语 | Foreign Language | 72 | 4 | 1 | Foreign Teachers | Examination |
| Compulsory Degree Courses | 新闻传播学研究方法 | Journalism&Communication Research Methods | 36 | 2 | 1 | Hou Yingzhong  Liu Chao | Research assignment |
| 论文写作与学术规范 | Essay Writing and Academic Norms | 36 | 2 | 2 | Hou Yingzhong | Research assignment |
| 新闻传播理论 | Journalism& Communication Theories | 36 | 2 | 1 | Zhu Ying  Yang Kai | Research assignment |
| 新媒体传播 | New Media Communication | 36 | 2 | 1 | He Guoping  Jiang Xi | Research assignment |
| 媒介经营与管理 | Media Operation and Management | 36 | 2 | 2 | Liu Chao | Research assignment |
| 新闻传播政策、法规与伦理 | Policies, Regulations and Ethics of Journalism& Communication | 36 | 2 | 2 | Zhu Ying  Tang Jiamei | Research assignment |
| Degree Courses | 融合新闻实务 | Convergent Journalism  Practice | 36 | 2 | 2 | Lu Fumin  Foreign teachers | Research assignment |
| 国际关系与全球治理 | International Relations and Global Governance | 36 | 2 | 2 | Hu Wentao  Expert team | Research assignment |
| 国际新闻报道 | International News Writing | 36 | 2 | 2 | The Team of Journalists Stationed abroad | Research assignment |
| 国际传播实务 | InternationalCommunication  Practice | 36 | 2 | 2 | Yang Kai  Du Huizhen | Research assignment |
| elective degree courses | 中外新闻传播史 | History of Journalism and Communication | 36 | 2 | 1 | Wang Hai  Yang Kai | Research assignment |
| 视觉传播 | [Visual](javascript:;) [communication](javascript:;)  Practice | 36 | 2 | 1 | He Gang  Wu Muqing | Research assignment |
| 国际新闻编译 | International News Translation and Editing | 36 | 2 | 2 | Tang Jiamei | Research assignment |
| 数据新闻 | Big Data News | 36 | 2 | 2 | Liu Pei  Huang Wensen | Research assignment |
| 国际舆情监测与分析 | Monitoring and Analysis of International public opinion | 36 | 2 | 2 | Luo Kunjin | Research assignment |
| 国际战略传播 | Global strategic communication | 36 | 2 | 2 | Pratt | Research assignment |
| 中外文化交流与传播 | International and inter-cultural communication | 36 | 2 | 2 | Quan Yan  Expert Team | Research assignment |
| Specialized Practice/Foreign exchange | 专业实习/境外交流 | Internship /Foreign Academic Exchange | 6 months | 4 | 4 |  | Research assignment |
| * Cutting-edge Lectures | 马克思主义新闻观大讲堂 | Lectures on Marxist Views of Journalism | 36 | 2 | 1 | Professional Teachers Employed from Outside | Research assignment |
| 新闻与传播发展前沿 | Development of Journalism and Communication | 18 | 1 | 2 | Professional Teachers Employed from Outside | Research assignment |

Note：11 credits are required for elective degree courses, students are encouraged to choose more courses. Among these courses, *Lecture Hall of Marxist Views of Journalism* and *Study on the Development of Media Industry* are prescriptive elective courses.

All elective courses can be established when there are at least ten people. Transdisciplinary students must take 2 undergraduate basic courses in Journalism and Communication.

**Ⅴ. Dissertation and Degree Granting**

The dissertation should be completed independently under the guidance of a supervisor. Thesis can be in the form of academic research papers, survey reports, case studies, or professional works.

**1. Academic Dissertation.** This applies to all discipline directions. Students can choose to complete a dissertation of at least 25,000 words. It must possess a certain theoretical value and practical significance, considering the standardization of the research method, the feasibility of the research object, and the social value of the research findings.

**2. Research Report.** This applies to all discipline directions. Post Graduate students can choose to write a research report on the development of the journalism and communication industry in a certain region or field, or to conduct field surveys or questionnaires on issues related to the field of journalism and communication and social development. First-hand materials, first-hand interviews, first-hand questionnaire data and analysis of research conclusions which have certain practical guiding significance. The research report should be 20,000 words at least.

**3. Case Study.** This applies to all discipline directions. Post Graduate students can also choose to conduct case studies on innovative communication practices of government departments, enterprises and institutions, news media, advertising public relations or cultural communication companies. Case studies should summarize the experience and problems of communication practices based on full investigation and interviews, offering constructive opinions on the future reform and development trends of communication practice in a certain field. The case study report should be 20,000 words at least.

**4. Professional Work.** This applies to all discipline directions.Forthis choice, students are required to complete and produce an in-depth report with significant social impact as the main participant during the internship in news media, government departments, advertising and public relations companies, or other cultural communication institutions. By combining the topic planning, reporting techniques and features, graduates should write a research paper of not less than 20,000 words, or as a main participant, complete an audio and video work of not less than 30 minutes and write a research report of not less than 20,000 words, including the train of thought of topic planning.

The evaluation and defense of the dissertation shall be carried out in accordance with *Regulations of the Degree granting of Guangdong University of Foreign Studies*.

Students who have completed the study and practice of the course, obtained the corresponding credits, passed the examination and dissertation defense and gained approval of the academic degree assessment committee of guangdong university of foreign studies, could been awarded the master's degree in journalism and communication, and obtained the master's diploma.

**Ⅵ. Career Opportunities**

This course is designed to equip students with the skills to thrive as a professional in domestic and foreign news media, government publicity department, enterprises, international corporations and enterprises in international journalism and communication, international advertising and public relations, cultural creativity industry, government international communication and crisis management, international public opinion analysis, media education, etc.

**VII. Innovation and characteristics**

Integrating the minority languages advantages and journalism and professional characteristics of communication, the Master Programme utilises the international teaching resources to cultivate high-end talents of journalism and communication with international perspective through the international cooperation projects, international faculty, international exchange, etc, which enables domestic journalism and communication professionals to participate more in the international dialogue and helps improve China's international discourse rights. Guangdong University of Foreign Studies is an international university which cooperates with more than 200 international universities. On this platform, our university has carried out a number of student exchange and cooperation projects, laying a solid foundation for training international senior talents in journalism and communication.

For further details, please refer to the *master degree training program of guangdong university of foreign studies in journalism and communication.*