Master in Communication

Program Name: Digital Media, Global Cultures and Communication

School of Journalism and Communication

Beijing Normal University

Beijing Normal University

A Leading Comprehensive University with Over 120 Years of History

The Beijing Normal University (BNU) has a rich history that began with its establishment in 1902, a date which nearly marks the origin of modern Chinese education. It is a national "**Double First-Class**" University (Class A) with an international reputation for high-quality teaching and research.

Academic Excellence

It is **ranked 12th in Mainland China and 57th & 40th in Asia** in the latest QS World University Rankings (2023) and Times Higher Education World University Rankings (2023).
The university offers 56 undergraduate programs, 141 Master's programs, 139 Doctoral programs, and 19 English-taught programs (https://admission-is.bnu.edu.cn/english) in a comprehensive choice of subjects.

Diverse Community

The university's Beijing campus has three faculties, 28 schools and two departments, 10 research institutes, and 39 disciplines. Its Zhuhai campus has six schools and five colleges. The university is home to 2,540 academics and more than 37,000 undergraduates and postgraduates including 1,968 international students.

School of Journalism and Communication (SJC)

Ranked 8th in Communication/Media Studies & Journalism and Communication in Mainland China in the latest QS World University Rankings (2023) and Times Higher Education China Subject Ratings (2023). The School (sjc.bnu.edu.cn) pioneered the interdisciplinary teaching and research of digital media and communication in Mainland China.

International Educated and Multi-Disciplinary Faculty

SJC is an interdisciplinary institution that integrates faculty members from a variety of academic backgrounds, including media and communication, economics, physics, political science, law, education, psychology and history. The focuses of SJC's teaching and research are in computational communication, cognitive communication and artificial intelligence, media economics, risk and political communications, digital and cyberspace governance, digital ethics and literacy, etc. SJC's research outputs have been published in top international and Chinese journals. More than 80% of the faculty have overseas qualifications or overseas study experience, and in-depth understanding of the latest international and domestic research, teaching and industrial practices in the field.

Teaching and Research Laboratory

The school owns a "Communication Innovation and Future Media Experimental Platform". The laboratory space has been built with an area of more than 500 square meters with a total value of more than 12 million RMB of various types of cutting-edge research instruments and equipment such as 3D printer, EEG analyzer, eye tracker, multi-channel physiological recorder, UAV, panoramic camera, virtual studio, etc. Users can examine the behavior, physiology, eye movement and EEG indicators in the traditional questionnaire design or the intelligent media design in a virtual reality environment in where the cross-fertilization of communication, psychology and cognitive neuroscience and other multidisciplinary and multi-technical means can be realized. In addition to the on campus internship platform, the school has also built internship bases with nearly 20 media such as Xinhuanet and qq.com.

Variety of Learning Platforms and Academic Dialogues

The school hosts five academic platforms: "Beijing Media Lecture Hall", "Artificial Intelligence and Future Media Lecture Hall", "Beijing Media Think Tank", "Beijing Normal University Online Culture Season" and "Artificial Intelligence and Future Media Innovation and Creativity Competition". A total of 250 activities including more than 100 high-quality international and domestic academic exchanges have been held. The school also hosts various national digital media forums and competitions including the China VR/AR/MR Creation Contest, the Global Youth Artificial Intelligence Forum, the Artificial Intelligence and the Future of Media Innovation and Creativity Competition.







Master in Digital Media, Global Cultures and Communication

The Master's Program aims to understand the processes that have shaped development of the digital information communication and emerging technologies, and to explore interactions between the digital media, communication, culture and society by analyzing the political, economic, technological, legal and cultural contexts in which the media and technology are embedded.

The program seeks to combine theories with practices, and adopts a multi-disciplinary approach to explore digital technology-related issues in a global context, issues such as Big Data and AI, Digital Visual Culture, Online Political Communication, Digital Media Economics, Computational Communication, International Communication, Digital Ethics and Governance, Health and Risk Communication, etc.

The aim of the program is to cultivate high-quality international talents who can adapt to the contemporary digital media environment and industry, possess cross-cultural creative thinking ability, innovation and dissemination capabilities. It will prepare students interested in pursuing a career in media, IT companies, research institutes, government service, non-governmental organizations (NGOs) and other sectors demanding cross-media, communication and cultural talents.

The program is taught in English by leading Chinese scholars and practitioners in the fields, and it integrates lectures and seminars with field visits and internships. In the end of the program, students will possess a deeper understanding of digital media, cultural and communication development processes and their implications upon and interactions with people, society and culture, and will also gain critical skills in analyzing and undertaking research as well as professional skills in interactive design & multi-media reporting, computational and big data analysis, etc.

Curriculum:

A minimum of 34 credits is required for this program.

Type	Module Title and Credit	Minimum Credit Requirement
Public Modules (Compulsory)	Introduction to China (2 credits)	6 credits
	Basic Chinese I (2 credits) ， Basic ChineseII （2 credits)	
Degree Foundation Modules	Qualitative Research methods (2 Credits), Quantitative Research methods (2 Credits), Media and Communication Theories (2 Credits), Digital Ethics and Law (2 Credits), International Communication (2 Credits)	10 credits
Degree Specialized Modules	Digital Visual Culture Communication (2 credits), Comparative Study of the West and Chinese Media (2 credits), Computational Communication (2 credits)	6 credits
Optional Modules	Four elective modules of 8 credits required: Interactive Design & Multi-Media Reporting (2 credits), Big Data and Social Network (2 credits), Political Communication (2 credits), Digital Media Economics (2 credits), Cyberspace Governance (2 credits), Health and Risk Communication (2 credits)	8 credits
Compulsory Components	Professional Practice	2 credits
	Mid-term Assessment	2 credits

Note: The specific course titles to be taken are subject to substitution and adjustment according to the requirements of the faculty.

Teaching Faculty

All modules and tutorials of the program are taught by faculty from the School of Journalism and Communication who have a strong international background and an in-depth understanding of the latest international and domestic research, development and practice in the field. You can find the profiles of the teaching faculty at: https://xwcb.bnu.edu.cn/as/pf/index.html

Application Requirements

Non-Chinese citizens with foreign passports. For additional requirements, please visit:
https://admission-is.bnu.edu.cn/english/admissionprogram/postgraduateprogram/masterdegree/admissionbrochure2/index.html

Duration, Language of Instruction and Tuition Fees

Full-time: 2 years
Language of instruction: English

Duration: up to 3 years
RMB 60,000 for 2 years

Language Proficiency Requirements

Applicants from non-English speaking countries should have an IELTS Academic score of 6.5 with at least 6.0 in each of the four components, or a TOEFL iBT score of 90.

Scholarship

In order to encourage and support excellent applicants to study at BNU, the University offers a range of scholarships. (For details, please refer to: "SCHOLARSHIP" at http://admission-is.bnu.edu.cn).

For applications of Chinese Government Scholarships, please refer to the website of the China Scholarship Council (https://www.campuschina.org) or contact the cultural and educational departments of the local Chinese embassy.

Supporting Documents •

• *Authorized undergraduate degree certificate*
•Authorized or original academic transcript of undergraduate study;
• Two recommendation letters;
• Personal statement;
• Resume / CV;
• Official English proficiency test scores;
• Visa Photo and copy of a valid regular passport;

For requirements of application materials, the admission information of Beijing Normal University shall prevail:
https://admission-is.bnu.edu.cn/english/admissionprogram/postgraduateprogram/masterdegree/admissionbrochure2/index.html

How to Apply

1. Register for an account at https://international.bnu.edu.cn/ and sign in. Submit all required information as guided. Pay an application fee of 600 RMB (non-refundable) through the payment system on the website;
2. Deliver the hard copies of all required documents to the Admission Office of Beijing Normal University for review (DHL, FedEx, and other international delivery services are recommended to minimize the possibility of mail loss), address referred below;
3. Take an online interview (Interview arrangement notification will be sent out via email, and interview results will be shown in the system).

*Address of the Admission Office of Beijing Normal University (for hard copies delivery):
Admission Office (International Students), Provost's Office and Academic Affairs, Beijing Normal University
A103, Main Building, No. 19 Xinjiekouwai Street, Haidian District Beijing, China 100875
Tel: +86-10-5880-2944
E-mail: egp@bnu.edu.cn

Program Enquires

Email: sjc037@bnu.edu.cn
Phone call:86-10-58803992 (9:00-11:00 & 15:00-17:00, Monday-Friday)
Postal Address: School of Journalism and Communication,
Beijing Normal University, 9307, Jingshi Building,
No. 19 Xinjiekouwai Street, Beijing, China