Doctor of Philosophy

Program Name: Ph.D., Media 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

Faculty members are from a variety of academic backgrounds, including media and communication, economics, physics, political science, law, education, psychology and history. SJC's research outputs have been published in top international and Chinese journals. More than 80% of the facultyhave overseas qualifications or overseas study experiences and have in-depth understanding of the latest international and domestic research, teaching and industrial practices in the field.

Teaching and Research Laboratory

The school has a "Communication Innovation and Future Media Experimental Platform" for teachers and students to use. 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, users can examine the behavior, physiology, eye movement and EEG indicators in the traditional questionnaire design or the intelligent media design in a virtualreality environment in

where the cross-fertilization of communication, psychology and cognitive neuroscience and other multidisciplinary and multi-technical means can be realized.

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 holds various national digital media forums and competitions including China VR/AR/MR Creation Contest, Global Youth Artificial Intelligence Forum, Artificial Intelligence and the Future of Media Innovation and Creativity Competition.

Ph.D. in Media and Communication

Interdisciplinary, Global and Comparative

The Ph.D. program embraces an interdisciplinary approach to explore media, culture and communication-related issues from a global and comparative perspective. The program is conducted in English, it integrates lectures, research seminars with rigorous supervision and independent research. The aim of the program is to cultivate high-quality international research talents who can adapt to the contemporary digital media environment, possess cross-cultural creative thinking ability, innovation and dissemination capabilities. It will prepare students interested in pursuing a research career in research institutes, government service, media and IT companies, non-governmental organizations (NGOs) and other sectors. The school’s intellectual inquiry is guided by five research areas:

News and Digital Literacy
Digital Media Economy and Cognitive Neural Communication
Intelligent Communication and Computational Communication
Digital Publishing and Visual Communication
Risk Communication and Digital Governance

As a doctoral student, you will be supported by our research culture and commitments in:

Engaging with theoretical inquiry from a range of disciplines including media and cultural studies, visual culture, history, science and technology studies, law, political science, economics, and psychology.

A global and comparative perspectives, i.e.understanding the global mediascape as transnational and contextualizing the development of media and technology in local conditions.

A multi-methodological approach to research from data science, experimental design, meta-analysis, to other qualitative and quantitative analysis.

Understanding media and technology from multi- dimensional perspectives suchas historical and global political economy, governance theories, normative questions, economic concerns,effect or cultural research, etc.

Teaching and Supervision Faculty

All courses are taught and all students are supervised by faculty members with excellent academic backgrounds. The lecturers and supervisors not only have rich experiences in research, teaching and doctoral supervision, but they also have a good knowledge of the latest international and domestic development of the sectors, and are proficient in teaching and supervising in English.



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RESEARCH ARTICLE

P&I WILEY

A comparative study on false information governance in Chinese and American social media platforms

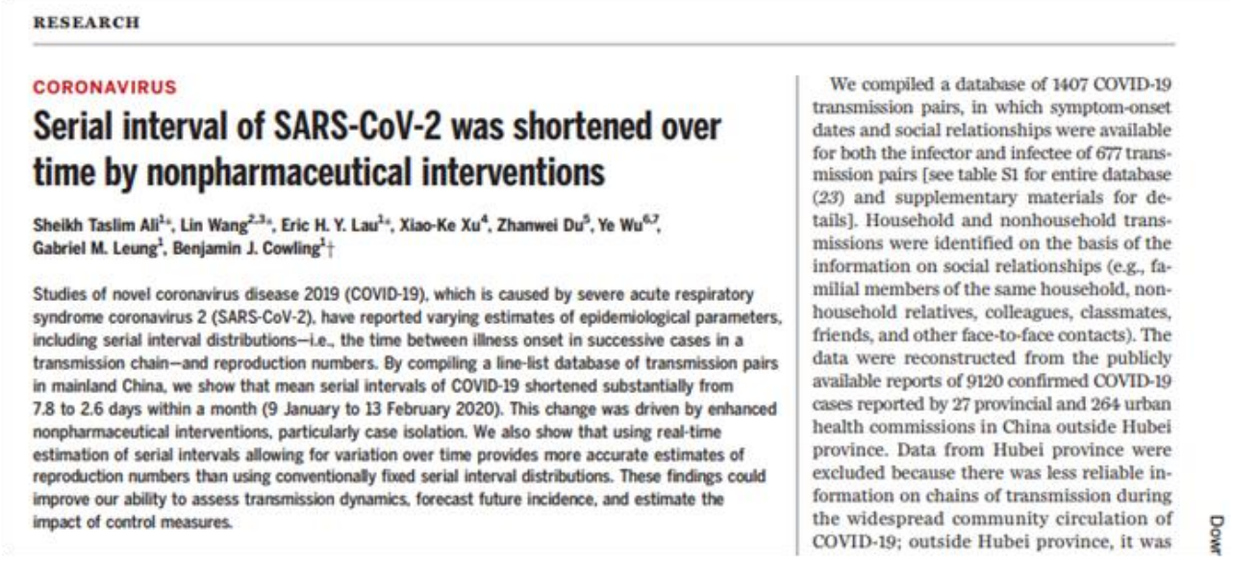
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Abstract
False information has become a profound issue of the Internet governance partly because of its serious impact on the political elections and public daily information flows. Different countries and social media platforms have adopted divergent approaches in handling false information. This study conducts a comparative study of the governance models of social media platforms in the United States and China over false Information from the perspectives of the balance of governance mechanism, that is, the balance between self-regulation, external regulation and coregulation. It explores the laws, regulations and rules of falseinformation in two countries, exams social media platform's regulatory mechanism, focusing on comparison of Weibo and Facebook. The research shows that to increase transparency and accountability, both Weibo and Facebook have devoted certain governance power and responsibilities to internal or external intermediaries. This may induce two negative implications: accountability of the external actors and reduction of platform's

publications of faculty members



RESEARCH

CORONAVIRUS

Serial interval of SARS-CoV-2 was shortened over time by nonpharmaceutical interventions

Sheikh Taslim Ali[1]*, Lin Wang[2,3]*, Eric H. Y. Lau[1]*, Xiao-Ke Xu[4], Zhanwei Du[5], Ye Wu[6,7], Gabriel M. Leung[1], Benjamin J. Cowling[1]†

Studies of novel coronavirus disease 2019 (COVID-19), which is caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), have reported varying estimates of epidemiological parameters, including serial interval distributions—i.e., the time between illness onset in successive cases in a transmission chain—and reproduction numbers. By compiling a line-list database of transmission pairs in mainland China, we show that mean serial intervals of COVID-19 shortened substantially from 7.8 to 2.6 days within a month (9 January to 13 February 2020). This change was driven by enhanced nonpharmaceutical interventions, particularly case isolation. We also show that using real-time estimation of serial intervals allowing for variation over time provides more accurate estimates of reproduction numbers than using conventionally fixed serial interval distributions. These findings could improve our ability to assess transmission dynamics, forecast future incidence, and estimate the impact of control measures.

We compiled a database of 1407 COVID-19 transmission pairs, in which symptom-onset dates and social relationships were available for both the infector and infectee of 677 transmission pairs [see table S1 for entire database (23) and supplementary materials for details]. Household and nonhousehold transmissions were identified on the basis of the information on social relationships (e.g., familial members of the same household, nonhousehold relatives, colleagues, classmates, friends, and other face-to-face contacts). The data were reconstructed from the publicly available reports of 9120 confirmed COVID-19 cases reported by 27 provincial and 264 urban health commissions in China outside Hubei province. Data from Hubei province were excluded because there was less reliable information on chains of transmission during the widespread community circulation of COVID-19; outside Hubei province, it was

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Curriculum:

A minimum of 23 credits is required for this program.

Type	Module Title and Credit	Minimum Credit Requirement
Public Modules (Compulsory)	Introduction to China (2 credits)	8 credits
	Basic Chinese I (2 credits) , Basic Chinese II (2 credits)	
	Research Methods (2 credits)	
Degree Foundation Modules	**Methods modules, 6 credits required, of which 2 credits are offset against the required public module:** Media and Communication Theories (2 credits), Qualitative Research Methods (offsetting the Research Methods course in the required public course, 2 credits), Quantitative Research Methods (2 credits)	4 credits
	Theoretical modules, 4 credits required: International Communication (2 credits), Computational Communication (2 credits), Big Data and Social Network (2 credits), Interactive Design & Multi-Media Reporting (2 credits), Political Communication (2 credits), Digital Media Economics (2 credits), Digital Ethics and Law (2 credits), Digital Visual Culture Communication (2 credits), Cyberspace Governance (2 credits), Health and Risk Communication (2 credits)	5 credits
	Advanced methods modules, 1 credit required: Experimental Design (1 credit), Cognitive Neural Communication Methods and Techniques (1 credit), Meta-analysis (1 credit), Data Science Analysis (1 credit)	
Compulsory Components	International Experience	2 credits
	Mid-term Assessment	2 credits
	Research Activities	2 credits

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

Teaching and Supervision Faculty

Supervisors of the Ph.D. in Media and Communication program are faculty members with excellent academic backgrounds. 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: 3 years
Language of instruction: English
Tuition Fees: 98,000 RMB / Full Program

Language Proficiency Requirements

(1) 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, theUniversity 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 degree certificate
- Authorized or original academic transcript of 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/doctoraldegree/admissionbrochure36/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 (8:00-11:30 & 14:00-17:30, Monday-Friday)
Postal Address: School of Journalism and Communication,
Beijing Normal University, 9307, Jingshi Building,
No. 19 Xinjiekouwai Street, Beijing, China