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Primarily Images

Mission



The School of Journalism and Communication attaches great importance on education and maintains characteristics while learning from other top universities. The school serves local development needs and at the same time strengthens cooperation with foreign institutions. Focusing on "radio, television and new media", the school strives to localize, characterize and internationalize its disciplines. The school aims to be aligned with the trend of media convergence and mobile communication and serves local development and the development of Guangdong-Hong Kong-Macao Greater Bay Area. Individual training programs and curriculum systems are provided for undergraduates and postgraduates. The school gives full play to the multi-disciplinary advantages of Guangzhou University and the location advantages of Guangzhou as a nationally central city. The school also maintains an active interaction with the local media and constantly innovates its talent training model.

General Description

The school was formally established in 2004 and is the earliest department in Guangdong Province to set up the undergraduate discipline of radio and television journalism, broadcasting and hosting art. There are two first-level disciplines which include journalism and communication as well as drama and film and television, and four undergraduate majors which include radio and television, broadcasting and hosting art, radio and television director and network and new media. The school consists of Journalism Department, Communication Department, Radio and Television Art Department, and Broadcasting and Hosting Art Department. There are 1,436 full-time undergraduates and 74 postgraduates.

The school has strong teaching and research strength. There are 54 full-time teachers which include 11 professors and 15 associate professors. The school has several teaching and research platforms to include a "2 + 2" news talent training mode innovation experimental area of Ministry of Education, a national first-class undergraduate discipline (radio and television director), a provincial first-class undergraduate discipline (radio and television), a provincial characteristic key discipline (radio and television art), Guangdong Province key discipline (Radio and Television) and Guangdong Province featured discipline (radio and television). The school enjoys excellent experimental teaching equipment. The total area of radio and television experimental teaching demonstration center is 1632.5 m², which is awarded as the provincial experimental teaching demonstration center.

Over the years, the school has educated a number of professionals with integrity and professional skills for news agencies, government departments, program production and network communication companies. In recent years, through the large-scale recruitment of high-caliber talents and the

development of high-level disciplines, the school is striving to build a leading and internationally influential modern school of journalism and communication.

Academic Programs

Undergraduate Programs

(1) Major in Radio and Television (a Bachelor's Degree of Arts will be conferred with four-year study)

This major aims to educate the students who can master the media system theory and broad scientific and cultural general knowledge based on radio and television, be familiar with news, publicity policies and regulations, fully understand the operation mode of radio and television industry, adapt to the development trend of radio, television and media industry, meet the needs of social communication, have good professional ethics and service spirit, have a high level of foreign language and become high-quality innovative talents with strong practical skills.

Main courses:

News interview and writing

News Photography

Television Camera

TV Program Editing and Production

News Review Science

Introduction to Journalism

Introduction to Communication

Program Planning

Television Journalism

Radio Program Editing and Production

(2) Network and New Media Major (a Bachelor's Degree of Arts will be conferred with four-year study)

This major aims to educate high-caliber and inter-disciplinary talents who not only have the basic theoretical knowledge of communication and journalism but also have digital communication technology ability. The course is based on the integration of arts and sciences, so that students can be engaged in the production and management of information (especially the integrated reporting and new media marketing) in new media and various communication institutions when they graduate. Students will also be competent for the collection, analysis and presentation of network data of the Party and government organizations at all levels and other institutions and enterprises.

Main courses:

Basic of Photography

Television Camera and Editing

Multimedia Technology and Application

Introduction to New Media

Introduction to Media Convergence

Web Design

Social Media

Media Survey Method

Research on new media users

Business and management of new media

Media Law and Ethics

(3) Broadcasting and Television Director (a Bachelor's Degree of Arts will be conferred with four-year study)

This major educates cross-media professionals with the ability of program planning, acquisition, editing and production and being a director. Adhering to the principle of the coordinated development of knowledge and capabilities, the major highlights the ability of being radio and television directors, the production of radio and television programs and the ability of making film and television and network innovation, and educating modern media talents with "one expertise and many capabilities".

Main Courses

Introduction to Art

Film and Television Art Theory

Video Production Technology

Audio-visual Language

Film and Television Editing

Television Camera Art

TV Program Planning,

Documentary Creation

Film and Television Writing

Analysis of Film and Television Works

(4) Broadcasting and Hosting Arts (a Bachelor's Degree of Arts will be conferred with four-year study)

Facing the reform and development of Broadcasting & television and new media, this major aims to educate innovative broadcasting and hosting talents with good professional ethics, scientific and humanistic qualities,

basic knowledge and skills of news and radio and television, strong practical ability and certain research consciousness.

Main Courses

Broadcast Acoustics

Mandarin speech

Guangzhou Dialect

Fundamentals of Broadcasting Creation

Improvisational oral expression

Audio-visual language

Audio Program Hosting

News TV Show Host

Television Journalism,

Graduate Programs Curriculum

(1) Journalism and Communication (a Master's Degree of Arts with be conferred with three-year study)

There are five professors and 13 associate professors in this project. Research areas include News Communication in Guangdong, Hong Kong, Macao and Taiwan, New Media and Social Development, Broadcasting & TV Studies and Digital Communication.

Main Courses

Methodology of Social Sciences

Professional English

Communication Theory and Research Methods

Research in New Media and society

The Research in Journalism

Theories and Methods of History Study

Sociology Theory

Lectures on Marxist News view

Intercultural Communication

Seminar on Media Ethics and Laws

Development of News Media in Guangdong, Hongkong and Macao

Media Culture Research

Introduction to Classic Literature of Journalism and Communication

Research in Mobile Media & Communication

Seminar in Media criticism

Literature Production and Communication

Advertising Management Research Project

The Research in Media Literacy

Intercultural Communication Research

(2) Theatre and Film (Master of Arts with three-year study)

There are three secondary subjects under this project: Theater and Chinese Traditional Opera, Film, Radio and Television Arts.

Main Courses

The History and Theory of Arts

Theater Art Theory

Script Writing Study

Film and Television Theory Study

Film and TV Director Study

RESEARCH Methods of Film and Television Art

Intercultural Communication

Lectures on Frontiers

The History of Chinese Theater

Film Aesthetic

Academic Research Theory and Method

Film Director and Production

Drama Director and Production

Film and Television Aesthetics

Visual & Audio Language

Genre Film Study

Genre Television Study

Documentary Study

Western Theatre and Drama Theory

Comparative Theatre

20th Century Chinese Theatre Studies

Theatre and the Arts at Home and Abroad

Arts Management and Marketing

Film History

Chinese Film Study

Television History

The Research in Program Planning and Directing

Teleplay Study

Studies on Program Hosts

The Research in Bay Area Film and Television

Film and Television Industry Study

Master of radio and television: analysis of film and television works, genre film research, film and television art theory, history of radio and television, documentary creation, research of famous hosts, advertising creativity and other areas.

Faculty and Research

This part introduces the school's national well-known experts and scholars, academic teams, international experts and other information.

Well-known Scholars

Prof. Tian Qiusheng



Doctor Tian is currently the Dean of the School of Journalism and Communication and the leader of the discipline of Journalism and Communication. His main research areas include news production, news history, media and society.

Prof. Li Chunlei



Doctor Li is currently the Vice Dean of School of Journalism and Communication and the leader of Journalism and communication disciplines. His main research fields include new media and social psychology, media culture, cross-cultural communication.

Prof. Zou Jun



Doctor Zou is currently the Vice Dean of the School of Journalism and Communication and the leader of journalism and communication disciplines. His main research fields include new media and society, network governance and Internet policy, and data governance.

Prof. Kong Lingshun



Doctor Kong is the leader of drama, film and television disciplines and his main research fields are film and television art, fashion communication and cultural industry.

Prof. Zhang Aifeng



Doctor Zhang is the leader of the subject of drama, film and television and her main research fields include media culture research and oral communication.

Prof. Tao Ye



Doctor Tao is the leader of drama, film and television disciplines. His main research areas include film & television industry and film & television culture.

Academic Research Projects, Research Platforms or Research Teams

Research Team and Projects

(1) Guangdong-Hong Kong-Macao Media Research Center of Guangzhou University

The Center has 17 main members to include three professors and seven associate professors. There are three research areas: research on the history of news communication in Guangdong, Hong Kong, Macao and Taiwan, research on political communication in Guangdong, Hong Kong, Macao and Taiwan, and research on the media industry in Guangdong-Hong Kong-Macao-Taiwan, which have initially formed their characteristics and influence.

Important Research Projects:

"A Study of the United Front Propaganda of the Progressive Newspapers and Periodicals in Hong Kong (1927-1949)"

"Research on the Social Mobilization of Lingnan Revolutionary Newspapers and Periodicals during the 1911 Revolution"

"Academic Context and Theoretical Mirror of Contemporary Journalism History Research in the United States (1970-2010)"

"Research on the Change of Mainstream Media's International Communication Concept in the Context of the New Era"

(2) Institute of New Media and Social Development

This Institute pays attention to the multiple dimensions of new media and the development of the whole society but pays more attention to the strong psychological system behind new media events, closely links with real social problems, and connects theory with the frontier. In recent years, the Institute has presided over many national topics and has a strong influence in academic circles.

Important Research Projects

Research on the Career Development of Female Media Workers from a Gender Perspective

Data-driven network big movie user portrait research

Human-computer communication mechanism in the development of artificial intelligence

Research on the Influencing Factors and Functional Model of Health Literacy of the Elderly from the Perspective of Life Course

Pain narrative and communication empowerment in social media of female factory workers in Pearl River Delta

Research on the Relationship between Chinese Documentary and Social Memory since the New Period

(3) Research Center of Digital Communication and Social Governance, Guangzhou University

Focusing on the social governance under the digital communication environment, this Center explores the emerging governance issues brought about by digital media communication, studies the role and function of

digital media in social governance, and the governance issues in digital communication, especially network governance. The Center has a number of influential research results which have great influence in the academia.

Important Research Projects

Dispute, Adjustment and Practice Path of Sovereignty Principle in Cross-border Data Flow Governance

Sino-US Conflicts and Countermeasures in Global Internet Governance Rules

Teenagers' Network Language Lifestyle and Its Guiding Strategies

Research on the Communication Power of Program Hosts under the Background of Media Convergence

Research on the formation mechanism and response of public opinion in cell phone

(4) Image Communication Research Center of Guangzhou University

The main research object of this Center is image communication to include both traditional film and television and the emerging network video, and the Center tries to conduct an overall study in media convergence and then connects the two disciplines of film & television and communication.

Important Research Projects

Research on Media Responsibility of Chinese Television in the Context of Cultural Industry

Research on Promoting the Communication Power of Original Cultural Programs under the Background of Cultural Power

Cultural Power and Discourse Politics: a Study of Video Journalism from the Perspective of Cultural Politics

(5) Guangdong-Hong Kong-Macao Greater Bay Area Research Academy of Film and Television Arts

This School focuses on the research of film and television in the Greater Bay Area, especially the research of southern filmmakers in the early Chinese film history, Cantonese film research, Lingnan film and television research since the reform and opening up, and Guangdong-Hong Kong-Macao Greater Bay Area film and television industry research. A large number of achievements with high research level and distinct research characteristics have been born.

Important Research Projects

A Reference Study of the Anglo-American System on the Reconstruction of the Mode of TV Programs Introduced into China

Narrative Research on the Adaptation of Chinese Film IP

Research on the Construction of Chinese TV Channels from the Perspective of Niche Media Theory

Awards

Achievements

In recent years, the School has developed rapidly and its influence has been greatly improved. Faculty has achieved great success and has hosted 41 projects of various types above the provincial level over the past five years. Faculty has published 16 monographs, two textbooks, two translations, 93 high-level academic papers and four national first-level academic awards. The school has won four excellent achievements awards of philosophy and social sciences in Guangdong Province and one documentary award of Guangdong Provincial Government News Award.

Honors

Advanced Teaching Management Unit of Guangzhou University in 2018-2019 Academic Year

Advanced College of Student Ability Development

Advanced College of Student Art Development

Vision Expanding Advanced College

Excellent Organization Award of Guangdong Region in the 11th National University Student Advertising Art Competition

Alumni

Success stories of Prominent Alumni

Peng Huaxin



Peng graduated in 2002 and is now a well-known scholar in communication study. He has worked in many media organizations and is now an associate professor and the Director of the Department of Journalism, School of Communication, Shenzhen University.

(2) Chen Tingyi



Chen graduated in 1998 and used to work for Zhongshan Broadcasting & Television Station and then as a journalist, responsible editor and assistant director, and is currently the Deputy Director of Marketing Department of Zhongshan Branch of Guangdong Broadcasting & Television Network Co., Ltd. He has won many national, provincial and municipal awards to include the Special Award of the Organizing Committee of Documentary Films of the 25th China TV Golden Eagle Award and the "Excellent Project Award of Radio, Film and Television Going Out Project" awarded by the State Administration of Radio, Film and Television.

(3) Zhao Ying



Zhao graduated in 1999 and is a senior reporter. She once served as Vice President of NetEase and editor in chief of NetEase portal. In 2014, she founded her own company and is currently the CEO of Guangzhou

Blooming Information Technology Co., Ltd. which focuses on women's Internet products development.

(4) Li Hua



Li graduated in 2000 and served as a journalist of Information Times and a bilingual artist of Asian Television Station. She is at present the leader of network and editing specialty in the Department of Art and Design of Guangzhou City Vocational College and is a visiting professor of Hebei University of Science and Technology.

(5) Zhang Xinzhi



Zhang Graduated in 2008 and received his PhD degree from the City University of Hong Kong. He is now an assistant professor at Hong Kong Baptist University.

(6) Wu Weigang



Wu Graduated in 2001. He has been a reporter and editor of the competition channel of Guangzhou TV Station and is currently the head of the column group of the competition channel and the producer of information programs. The fashion sports health program created by him won the second prize of the TV Sports Program Award of China Radio and Television Association.

(7) Wei Yin



Wei Graduated in 2002. She has been working in the Sports Center of Guangdong TV Station and is currently the deputy producer of the news group. She has participated in the coverage of 2004 Athens Olympic Games, 2008 Beijing Olympic Games and other large-scale sports events and is the main person in charge of sports news of Guangdong TV Station in 2010 Guangzhou Asian Games. In 2011, she was named an excellent female journalist in Guangdong Province.

(8) Liang Zhensheng



Liang graduated in 2010. He has worked in Guangzhou TV Station, Tiandi No.1 and other enterprises. Now he is the Vice President of the well-known VR company Guangzhou JiuDi Digital Technology Co., Ltd., Vice President of Guangzhou Virtual Reality Industry Association, and a member of 5G Application Committee of Guangzhou Internet Association.

(9) Zhan Leshi



Zhan graduated in 2017. Now she is the COO of Guangzhou Delin Information Technology Co., Ltd., a beauty fashion blogger, and the annual PGC beauty video TOP10.

(10) Liu Nanxin



Liu graduated in 2018. After graduation, he established Guangdong Youth Development Foundation Post-graduation Public Welfare Fund, which has been spread by more than one billion people on the mobile Internet. It is one of the fastest growing, largest and most influential organizations in the field of public welfare support for rural education in China, and won the gold medal of China Youth Volunteer Service Public Welfare Entrepreneurship Competition.