

Shanghai Jiao Tong University

School of Media and Communication



2020

International Graduate Programs in
New Media Studies



Shanghai Jiao Tong University

**SHANGHAI,
CHINA**



ABOUT SHANGHAI JIAO TONG UNIVERSITY

Shanghai Jiao Tong University (SJTU), founded in 1896, is one of the three oldest public universities in modern China. In the 1920s and 1930s, SJTU was crowned as the “oriental MIT” adapted and implemented the world’s most advanced teaching and research methods. During the first half of the 20th century, SJTU was considered one of the most exclusive and renowned university in China. So far, as one of the top universities in China, SJTU has cultivated nearly 300,000 outstanding graduates for the country. Among them are former Chinese president Jiang Zemin and “The Father of Chinese Aerospace” Qian Xuesen. Today, SJTU is forging ahead towards a world-class, comprehensive, research-intensive and internationalized university.

As a comprehensive university, SJTU offers a wide range of academic programs, with sciences as foundation; engineering, bio-medicine, and management as backbone; and law, economics, humanities and social sciences developing their own unique features. The three disciplines of Naval Architecture and Ocean Engineering, Mechanical Engineering, and Clinical Medicine continue to rank first in China, 9 disciplines rank top 3 and 15 disciplines rank top 5 among Chinese universities. 15 disciplines have entered the top 1% in the Essential Science Indicators (ESI), which ranks second among domestic colleges and universities.

SJTU extensively implements internationalization strategies and deepens substantial cooperation with top-notch peers around the world. SJTU China Europe International Business School, the SJTU-UM Joint Institute and SJTU-Paris Tech Elite Institute of Technology have become models of international cooperation in China. During 2014, SJTU received over 6,600 overseas visitors, hosted 54 international academic conferences and engaged 96 long-term foreign experts. In addition, there are more than 5,500 overseas students coming to SJTU each year. The creation of an international environment has enabled the SJTU students to develop a global vision and an all-inclusive mentality.

With SJTU situated in Shanghai, the most dynamic city in East Asia, its students and faculty enjoy both serene campus life and abundant offerings of this culturally rich and diverse city. The five campuses of Xuhui, Minhang, Luwan, Qibao and Fahu of the university take up an area of 400 hectares, housing a variety of activities from student life, athletics, and entertainment to research with laboratory facilities among the best in China.

ABOUT SCHOOL OF MEDIA AND COMMUNICATION, SJTU

Established in 2002, School of Media and Communication (SMC) at Shanghai Jiao Tong University consists of three departments, including Journalism & Communication, Film & Television, and Cultural Industry Management. It offers a series of undergraduate, master, and doctoral programs in these fields. Currently, SMC has 400 undergraduates, 200 master students, and 100 doctoral students. Our journalism and communication major ranks top 5 in China, and was in top 100 of the QS World University Rankings by Subject in both 2012 and 2014.

There are currently 300 international students in the school. Among them 109 are master or doctoral students who come from 60 countries including the U.S., the U.K., Russia, France, Egypt, Thailand, Sweden and etc., covering five continents of the world. Some international students even graduated from world prestigious universities like University of Chicago, Johns Hopkins University, University College London, University of South California, Moscow State University and University of California-Los Angeles.



ABOUT INTERNATIONAL GRADUATE PROGRAMS, SMC

M.A. Program in New Media Studies (Taught in English)

Overview

The goal of our master program in new media studies is to train professionals who have both thinking and technical skills to work in the field of new media. Specifically, SMC teaches students how to create and better understanding content strategies, web and interactive design and development, and the transformation of visual and written communication on digital platforms and in digital culture more broadly. The program provides rigorous theory and technical education that emphasizes both breadth and depth. It strengthens students' knowledge in journalism, communication, and digital technologies to provide a solid basis upon which professional skills are built. The length of master program is normally 2.5 years.





Curriculum

Courses	Credit	Semester	Required/Elective
Introduction to Chinese Culture	2	Spring/Fall	Required
Chinese Language	4	Spring/Fall	
Academic English	2	Spring	
Scientific Writing, integrity and ethics	1	Spring	
Selected Reading in Communication Literature	3	Fall	
History and Theory of New Media	3	Fall	
Quantitative Research Methods	3	Fall	
Qualitative Research Methods	3	Spring	
Advanced Topics in Media and Communication	1	Fall	
Statistics in Social Sciences	4	Spring	Elective
Multi-Media Reporting	3	Spring	
Web Design	3	Spring	
Information Visualization	3	Spring	
Advanced Digital Video Production	2	Fall	
New Media Applications in Business	3	Spring	
Cross-cultural Communication	3	Spring	
New Media and Brand Communication	3	Fall	
New Media and Crisis Communication	3	Fall	
New Media Management	3	Fall	
Creative Economics	3	Fall	
Creative Advertising	3	Fall	
Big Data and Social Network	3	Fall	
Interpersonal and Group Communication in Relationship	3	Fall	

Credit Requirement

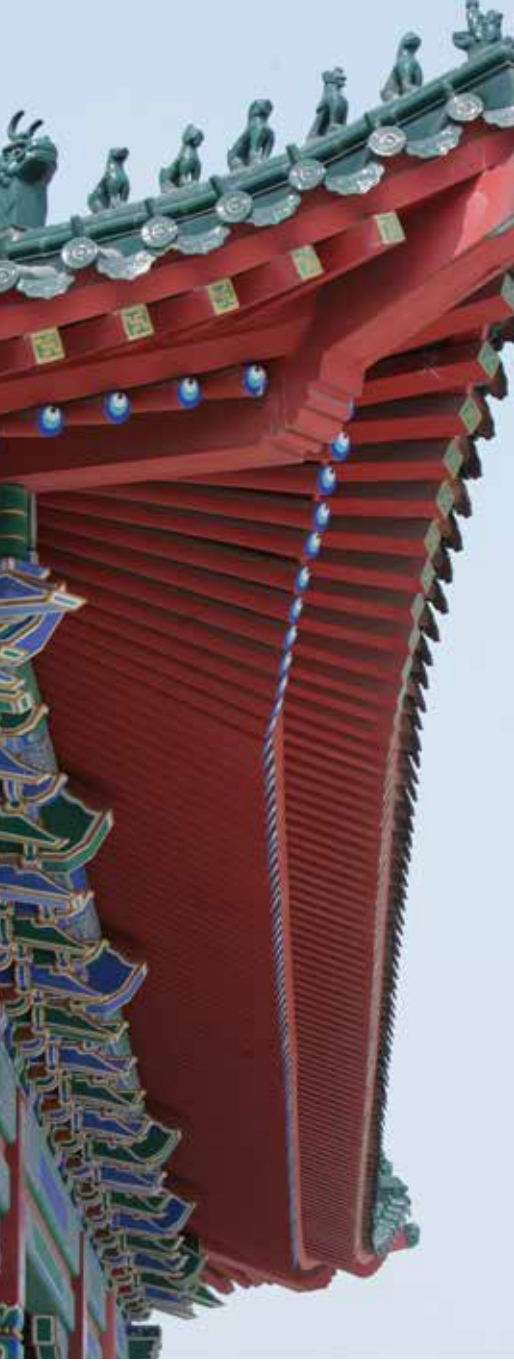
Students are required to take at least 32 credits in total, including 22 required credits. Normally students should finish all courses in the first 3 semesters; the fourth semester is usually used for research and practice for thesis and oral defense. Each semester they could select no more than 13 credits.

Timetable for M.A. Program

Stage	Semester
Courses	1st-3rd Semesters
Mid-term Assessment	3rd Semester
Thesis Proposal	4th Semester
Pre-Oral Defense	5th Semester
Oral Defense	5th Semester



交通大学



Ph.D. Program in New Media Studies (Taught in English)

Overview

The goal of our Ph.D. program is to develop world-class innovative leaders who can work in international universities and research institutes in the field of new media studies. A Ph.D. degree is given in recognition of a student's outstanding knowledge and innovative capability in a specific field. SMC encourages cutting-edge research, and emphasizes disruptive technologies and paradigm-shifting approaches. It seeks cooperation with research projects in government and industry to achieve international impact. It also encourages international cooperation and exchange, through short-term study abroad programs or participation in international conferences. The length of a doctoral study is normally 4 years.



Curriculum

Courses	Credit	Semester	Required/Elective
Introduction to Chinese Culture	2	Spring/Fall	Required
Chinese Language	4	Spring/Fall	
Academic English	2	Spring	
Scientific Writing, integrity and ethics	1	Spring	
Selected Reading in Communication Literature	3	Fall	
History and Theory of New Media	3	Fall	
Quantitative Research Methods	3	Fall	
Qualitative Research Methods	3	Spring	
Statistics in Social Sciences	4	Spring	
Academic Seminar	1	Fall	
Brand Management and Communication	3	Spring	Elective
Information Visualization	3	Spring	
New Media Applications in Business	3	Spring	
New Media Management	3	Fall	
Creative Economics	3	Fall	
Creative Culture and Digital Communication	3	Fall	
Big Data and Social Network	3	Fall	
Intercultural Communication	3	Spring	
New Media and Crisis Communication	3	Fall	
Media Psychology	3	Fall	

Credit Requirement

Before graduation, a student must complete at least 35 credit hours in total, including 26 credit hours of required courses. Students should finish the courses in two academic years. A student can enroll in at most 13 credit hours each semester.

Timetable for Ph.D Program

Stage	Semester
Courses	1st-3rd Semesters
Qualification Exam	3rd Semester
Thesis Proposal Defense	4th Semester
Annual Progress Report	5th Semester
Pre-Oral Defense	7th Semester
Oral Defense	8th Semester



Graduate Faculty

Dr. Lin Deng

Associate Professor of Cultural Management, holds a PhD in communication from Cardiff University, U.K. Her research interests include creative content and industries.

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Dr. Michel Dupagne

Visiting Professor of Journalism & Communication and Professor in University of Miami, USA., holds a PhD in Mass Communications from Indiana University. His research interests include new communication technologies, media economics, and international communication.

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Dr. Yan Ge

Professor of Journalism & Communication, holds a master degree in information science and a PhD in art archeology from the University of Pittsburg, U.S. His research focuses on communication behavior, media organizations, and art history.

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Dr. Ye Hao

Assistant Professor of Film and Television, holds a PhD in communication from University of Leicester, U.K. Her research focuses on advertising, sex and violence, and online games.

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Dr. Kanni Huang

Assistant Professor of Film and Television, holds a PhD in communication from Michigan State University. Her research interests include new media and environmental communication.

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Dr. Penn Tsz Ting Ip

Assistant Professor of Cultural Industry and Management, guest researcher at the University of Amsterdam. Dr. Ip received her PhD and rMA in Cultural Analysis from the University of Amsterdam and earned her MA in Intercultural Studies from the Chinese University of Hong Kong. Her research interests include migration studies, urban studies, post-colonialism, globalization, affect theory and women studies.

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Dr. Alexander Ivanov

Associate Professor of Journalism & Communication, holds a PhD in Interactive Arts & Technology from Simon Fraser University. His research interests include innovative interface development and virtual collaboration.

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Dr. Liangwen Kuo

Distinguished Professor of Journalism & Communication, holds a PhD in Sociology from University of California at Los Angeles, USA and a PhD in Media and Communication from University of New South Wales, Australia. His research interests include sociology, new media technologies and migration culture and communication studies.

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Dr. Benqian Li

Dean and Professor of School of Media and Communication, holds a PhD in communication (one of the earliest communication doctors in China) from Fudan University, China. He has been awarded "Talent in New Century" by China's Ministry of Education. His research interests include media economics and management, media industry and policies, communication effect research, and etc.

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Dr. Xueqing Li

Assistant Professor of Journalism & Communication, holds a PhD in Communication Studies from the Chinese University of Hong Kong. Her research interests include relational communication and computer mediated communication.

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Dr. Jinzhu Ling

Professor of Cultural Management, holds a PhD from Suzhou University, China. His research areas include cultural industry and intellectual property, public culture management, and cultural law.

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Dr. Yiwei Li

Assistant Professor of Journalism & Communication, holds a PhD in International Media and Communication from Hokkaido University, Japan. Her research mainly focuses on environmental, health, and risk communication in both traditional and new media contexts, with particular interest in how individuals interpret and use risk information to make judgments and decisions.

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Dr. Limin Lin

Assistant Professor of Cultural Industry and Management, holds a PhD in Art Theory (Arts Management & Cultural Industries) from Peking University. Her research interests center on performing arts in terms of creative industries and the performative aspects of economics, especially on mass performance on a micro level.

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Dr. Yi Mou

Associate Professor of Journalism and Communication, holds a PhD in Communication Studies from University of Connecticut. Her research interests include new media studies and health communication.

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Dr. Guosong Shao

Professor of Journalism and Communication, holds a PhD in mass communication from The University of Alabama, U.S. His research focuses on internet law and internet politics. He is also the author of Internet Law in China (Chandos Publishing, 2012)

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Dr. Suchen Song

Associate Professor of Journalism and Communication, holds a PhD in communication from Montreal University, Canada. His research interests include new media research, organizational communication, photo journalism and etc.

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Dr. Qingyan Tong

Professor of Journalism and Communication, holds a PhD in Journalism from Fudan University, China. She completed her post-doctoral study in industrial economy in the same university. Her research interests include journalism practices, audience analysis, and media economics.

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Dr. Qian Wang

Assistant Professor of Journalism and Communication, holds a PhD in communication from Purdue University, U.S. Her research interests include health communication and online communication.

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Dr. Fang Wu

Assistant Professor of Journalism and Communication, holds a PhD in Communication Studies from the Chinese University of Hong Kong. Her research interests include crisis communication and public relations.

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Dr. Yuehua Wu

Associate Professor of Journalism and Communication, holds a PhD in communication from Michigan State University, U.S. Her research interests include new media policy, electronic government, new media use, and audience analysis.
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Dr. Zhanwei Wu

Associate Professor of Design, holds a PhD in design from Shanghai Jiaotong University, China. His research interests include digital media technologies, animation, and interactive art.
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Dr. Jinwen Xie

Professor of Journalism and Communication, holds a PhD in Journalism from Fudan University, China. His research interests include communication theories, China and foreign news media industry.
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Dr. Ke Xue

Professor and Department Chair of Journalism and Communication, holds a PhD in Management from Nankai University, China. She finished her post-doctoral study in management science and engineering at Shanghai Jiaotong University and post-doctoral study in business administration at Beijing University. Her research interests include brand strategy and communication, PR and advertising, interpersonal communication.
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Dr. Junxi Yao

Professor of Journalism and Communication, holds a PhD in Aesthetics from Fudan University, China. He completed his post-doctoral study in journalism & communication studies in the same university. His research interests include communication theories, visual communication, and developmental communication.
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Dr. Xinbao Yao

Professor of Journalism and Communication, Director of Spokesman Training & Research Center of SJTU, and also Executive Associate Professor of SJTU-Sina Institute of Internet Research. His research interests include journalism practices, media and society, and media & Chinese political economy.
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Dr. Guoliang Zhang

Distinguished Professor of Journalism and Communication, holds a PhD in History from Fudan University, China and Waseda University, Japan(joint doctoral program). His research interests include communication theories, empirical research methods, and Chinese and foreign communication history.
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Dr. Dong Zhou

Associate Professor of Cultural Management, holds a PhD in Economics from University of California-Riverside. Her research interests include application of economics, cultural industry economics and public policy evaluation.
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ADMISSION POLICY

Applicant Eligibility

- All applicants of international programs must be non-Chinese citizens.
- Master program applicants must have a bachelor degree.
- Doctoral program applicants must have a mater degree.
- Demonstrate proficiency in English:
 - 1) English Language Tests
 - 2) Prior study in the medium of EnglishFor details please refer to: <http://isc.sjtu.edu.cn/>

Important Dates and Deadlines

Oct 01, 2019: Start of Application

Dec 15, 2019: Deadline for 1st Round Scholarship Application

Mar 31, 2020: Deadline for 2nd Round Scholarship Application

May 31, 2020: Deadline for self-supported application

Sep 05, 2020: Registration

How to Apply

Step 1: Complete the Online Application

Complete and submit an online application at Study@ SJTU(<http://isc.sjtu.edu.cn/>) by the application deadline. If you wish to apply for the scholarship at the same time, please complete the application by the scholarship deadline.

To apply for master program please choose Journalism & Communication (2.5 Years):

Study Plan	
* Application Category :	Master
* Teaching Language :	<input type="radio"/> Chinese <input checked="" type="radio"/> English
* Study Duration :	2020 Programs in English, From 2020-9-7
Recommended Units :	
* Preference-School :	School of Media and Communication
* Preference-Major :	Journalism & Communication(2.5 Years)
Preference-Research Direction :	New Media Studies

To apply for doctoral program please choose Journalism & Communication (4.0 Years):

Study Plan	
* Application Category :	Doctoral
* Teaching Language :	<input type="radio"/> Chinese <input checked="" type="radio"/> English
* Study Duration :	2020 Programs in English, From 2020-9-7
Recommended Units :	
* Preference-School :	School of Media and Communication
* Preference-Major :	Journalism and Communication(research direction: new media studies)(4.0 Years)

Step 2: Pay the Application Fee

The application fee is RMB 800 (approx. USD 120), non-refundable and non-transferable. Payment must be made using CNY or USD. You can choose online payment or bank transfer in the online application system.

Tuition and Housing Fees

Tuition*:

RMB 28,900/Year for Master programs (Approx. USD 4,200/ Year)

RMB 45,500/Year for Doctoral programs (Approx. USD 6,600/Year)

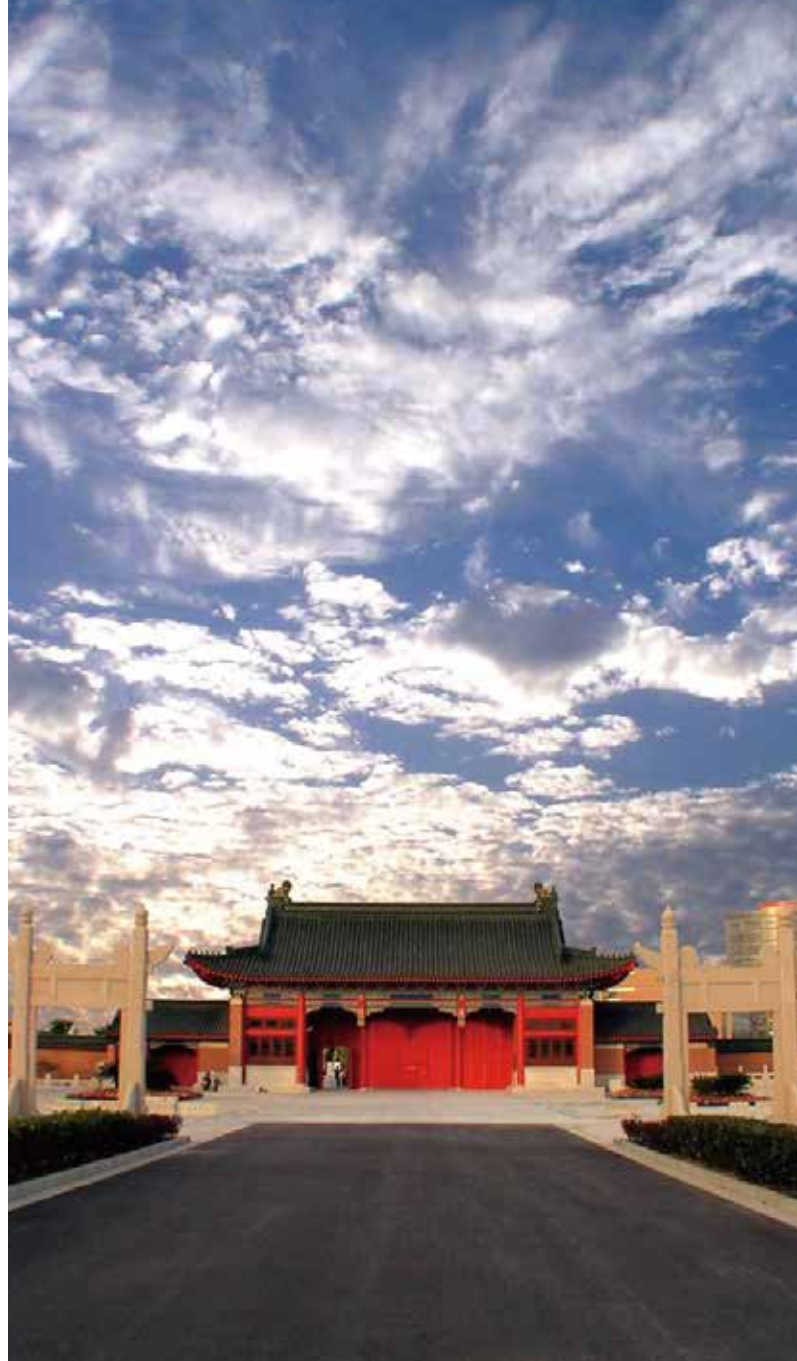
Housing:

RMB 50-160/Day (Approx. USD 8-25/Day)

On-campus housing has limited capacity and is not guaranteed

Scholarship Application Requirements

1. Eligible to apply for SJTU international graduate programs
2. Not supported by another scholarship simultaneously





Types of Scholarships

Program	Type	Duration	Coverge(RMB)	Source
Doctoral Program	I	4 years	Monthly stipend(5,000/Month) Tuition(45,500/Year) Health insurance Accommodation allowance(1,500/Month)	CSC/SGS+SJTU
	II	4 years	Monthly stipend(4,000/Month) Tuition(45,500/Year) Health insurance Accommodation allowance(1,500/Month)	CSC/SGS+SJTU
	III	4 years	Monthly stipend(2,500/Month) Tuition(45,500/Year) Health insurance Accommodation allowance(1,500/Month)	SJTU
Master's Program	I	2-3 years	Monthly stipend(3,000/Month) Tuition(28,900/Year) Health insurance Accommodation allowance(1,200/Month)	CSC/SGS+SJTU
	II	2-3 years	Monthly stipend(1,700/Month) Tuition(28,900/Year) Health insurance Accommodation allowance(1,200/Month)	SJTU
	III	2-3 years	Tuition(28,900/Year) Health insurance	SJTU

Important Notes

- In general, scholarships duration cannot be extended.
- Graduate students in SJTU can also apply for certain TA or RA positions on campus.
- All scholarship recipients are obliged to participate in the annual scholarship review in April and/or May which will confirm their scholarship status in the next academic year.

How to Apply

- When applying at <http://apply.sjtu.edu.cn/> applicants should choose “apply for scholarship through SJTU ” and follow the steps online. Applicants should complete the scholarship application procedures in time according to the requirements of the university.
- The earlier an applicant completes the application, the sooner he/she receives an offer of admission and scholarships if the review result from the university is positive. Applicants can check the scholarships result through the application system. The formal offer of scholarships will be sent along with the formal admission letter.

Apply for scholarships through Chinese Embassies/Consulates in the home country

- Applicants may also apply to the Chinese Embassies/Consulates in the home country for scholarship opportunities. The application schedule varies from country to country (usually from November to April).
- Please consult the Chinese Embassy/Consulate about its application schedule, eligibility, requirements, procedures, documents, agency number, program category type and so on in advance.
- For the contact information of Chinese Embassies/Consulates, please visit the website of the Ministry of Foreign Affairs of the People's Republic of China (http://www.fmprc.gov.cn/mfa_eng/).

Contact Information

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