Changing Landscape of Journalism Education in China

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China

Journalism Education in China (1)

- Started with the U.S. influences in the 1920s and the Soviet impacts in 1950s, followed by Chinese politics in 1970s (Cultural Revolution)

- The current journalism education did not start until 1977 when China resumed a national exam system.

- China's j-education may be the largest scope now in the world

Journalism Education in China (2)

- **Journalism & Mass Communication as a first-tier discipline in 1998**
- **Second tier divisions at graduate level (2)**
  Journalism
  Communication
- **Second tier divisions at undergraduate (6)**
  Journalism (print)/ Broadcasting
  Advertising / Editing & Publishing
  New media and Communication

Journalism Education in China (3)

- **China Association of Journalism & Communication Education (1984), including almost all the journalism programs**
- **National Journalism and Mass Communication Discipline Supervisory Committee (1996), 21 members**
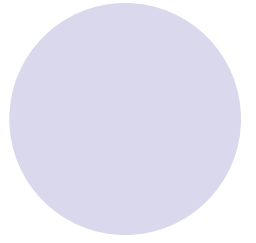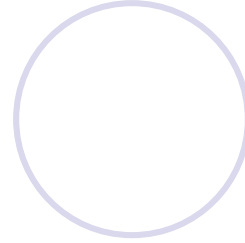- **Journalism & Communication Discipline Appraisal Committee, 5 members**
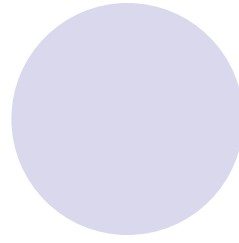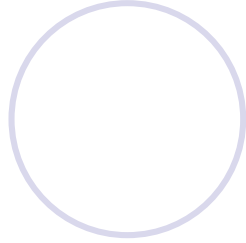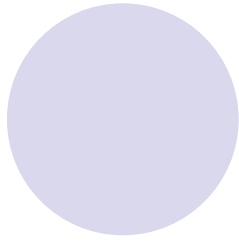
JC Education System

- **The Ministry of Education or its provincial subdinates decide funding and university top management**

- **Annual intake of jmc student at undergraduate level 37,099 , only 10-20% go to media, more to government and enterprises**

- **Total faculty members: 6,912 , half of them over associate professorship and with docotral degrees.**

Journalism Education in a Glimpse

- **Number of colleges and universities: 637**
- **Number of Undergraduate Programs: 1073**
  - **---- 304 journalism**
  - **---- 224 broadcasting**
  - **---- 363 Advertising**
  - **---- 80 Editing & publishing**
  - **---- 43 New media and 54 communication**
- **Number of Graduate Programs (180)**
- **Number of Ph.D. Programs: 21 (11/10) in 15 universities**

Changing Journalism Education

- **JC vs Social Sciences (knowledge building)**
- **Quantity vs Quality: via evaluation**
- **Theory vs Media Practice**
- **Chinese vs English (other foreign languages)**
- **Global vs Chinese local**

THANK YOU