Fudan Master of Global Media and Communications in English

1. Program Introduction

The Fudan-LSE double-degree program in Global Media and Communications was launched in 2007 in partnership with Department of Media and Communications at London School of Economics and Political Science. The program enables students to study for one year at LSE in Department of Media and Communications, and one year at Fudan School of Journalism. The aim of the program is to enhance the skills of media and communications professionals - through research, practical training and applied learning - in Chinese media, marketing, journalism and culture in order to enhance their knowledge of China, equipping them with a richer global perspective and media savvy so they can contribute a unique transnational perspective in their future professions.

The School of Journalism at Fudan University is known as the Cradle for Chinese Journalists, and has close link to the Chinese media industry. The school was founded in 1988, which is evolved from the Department of Journalism established in September 1929. With its close link to the Chinese media industry, Fudan Journalism School’s alumni have played significant role across the country as leading figures in the media industry. As the first higher education institution in China to commit to journalism, currently Fudan Journalism School consists of four departments including Department of Journalism, Broadcasting, Advertising, and Communications with 75 faculty members, and about 1300 students.

Along with the academic resources of LSE, and Fudan, the breadth of our students’ cultural and academic/professional background makes for a stimulating intellectual space for discussing and debating issues arising from globalization.

2. Application
   a. Language requirement
      IELTS 7 ( 6.5 in Listening and Reading and 6 in Speaking and Writing) or 627 for TOEFL( 263 for computer based test).

   b. Academic qualification
      Bachelor’s degree with honours, with a grade of first or upper second class, or equivalent in a related area. Professional experience, although desirable, is not an essential requirement.
c. Other documents needed:
   CV; Personal Statement (1,000 – 1,500 words including academic interest, and
   study plan); 2 Reference Letters; GPA 3.5

   d. Research or study plan: N/A
   e. Reference Letter or other documents: None
   f. Course requirement: GPA 3.5 minimum
   g. Dissertation requirement: N/A

3. Main courses

Fudan Courses
Communication Inquiry in China
Chinese Journalism: History, Theory and Practice
Strategic Communication in China
Communicating in China: The Media and PR Perspectives.
Applied Media Management in China
New Media and Chinese Society
Introduction to Chinese Language and Culture

LSE Courses
Media and Globalization
Representation in the Age of Globalization
Corporate Communication
Critical Studies in Media and Journalism
Methods of Research in Media and Communications
Theories and Concepts in Media and Communications

4. Duration of the program & Tuition
   Duration of the program: 2 years, with first year at LSE in London, and second year at
   Fudan in Shanghai.
   Tuition: 19,344 GBP for LSE, 80,000 RMB for Fudan.

5. Contact details
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