

# Fudan-LSE “Global Media and Communications”

## Double Degree Program

### 1. 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 81 faculty members, and about 1500 students.

### 2. Admissions

Candidates shall apply directly through the LSE website as below:

<http://www.lse.ac.uk/media@lse/study/mscProgrammes/globalMedia/Home.aspx>

There is no application deadline with rolling admissions. Applications are administered centrally at LSE where applications are examined by a joint admissions board consisting of professors from both school of Journalism, Fudan University and LSE.

*Admission Requirement:*

a. Language requirement

IELTS 7 (6.5 in Listening, Reading and Writing, 6 in Speaking)

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. Course requirement: GPA 3.5 minimum

### **3. Financial Support**

*Chinese Government Scholarship (Bilateral Program)*

For more details: <http://www.csc.edu.cn/Laihua/indexen.aspx>

*School of Journalism DD Program Scholarship*

More details at: <http://www.xwxy.fudan.edu.cn/dm/>

### **4. Curriculum**

*Fudan*

(1) Required Courses (10 credits)

Communication Inquiry in China (3 credits)

Marketing Communication in China (3 credits)

Introduction to Chinese Language and Culture (4 credits)

(2) Elective within J-School (6 out of 12 credits)

Chinese Journalism: History, Theory and Practice (3 credits)

Communicating in China: The Media and PR Perspectives (2 credits)

Applied Media Management in China (2 credits)

New Media and Chinese Society (2 credits)

Information Visualizations and Design (2 credits)

New Chinese Cinema (2 credits)

Contemporary Arts in China (2 credits)

(3) Elective outside J-School (2 credits)

(4) Internship (1 credit)

## LSE

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

### **5. Graduation Requirements & Tuition**

The program takes two academic years, with first year at LSE in London, and second year at Fudan in Shanghai. Courses are multidisciplinary and students will have International Communication, Corporate Communication, Political Communication with focus on global media and communication. Final graduation will rely on the validation of both years of the program. Students get a temporary graduation in August at LSE and graduate definitely after being confirmed to have met all graduation requirements at Fudan the following year.

#### Graduation Requirements

1. Successful accomplishment of total 35 credits. (Including 16 credits from LSE and 19 credits from Fudan).
2. Pass the thesis defense.
3. Finish all above requirements in up to 5 years.

#### Tuition

Tuition for second year at Fudan is 80,000 RMB, and students shall pay the tuition to the university in which they actually study for both LSE of year 1 and Fudan of year 2).

### **6. Contact**

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