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
The Ministry of Education or its provincial subdinars 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 doctoral 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