

## MASTER'S PROGRAM FOR INTERNATIONAL STUDENTS IN JOURNALISM

### INTRODUCTION

The Department of Journalism and Graduate School of Journalism have a long and distinguished tradition in offering exceptional undergraduate and graduate degree programs. Offering a nationally acclaimed graduate program in journalism has been our driving force.

The graduate curriculum in journalism was established in 1980. It was originally administered by the graduate school of philosophy, and later the program was moved to the graduate school of politics. In 1983, the university foresaw the need for well-trained journalism professionals in the media industry, and established the Graduate School of Journalism. At present, our Master's degree program gives admission to 34 students annually, including 24 domestic and 10 international students.

### MISSION STATEMENT

As one of the most prestigious journalism programs in the nation, we aim to provide high quality education across the full spectrum of journalism and mass communication. Our innovative curriculum emphasizes interdisciplinary studies in new media technologies, cross-cultural studies, integrated marketing communications, and communication in politics. Each field of emphasis has a diverse selection of courses. The primary objective of offering these courses is to cultivate students with professional knowledge and skills.

### ADMISSION

#### **Eligible Applicants:**

All applicants must have a bachelor's degree or its equivalent from an educational institution recognized by Ministry of Education, Republic of China (Taiwan). In addition, all applicants have to satisfy all applicable general requirements listed in the University Regulations for International Admission.

#### **Criteria for Admission:**

1. Applicants need to submit one copy of official transcript in sealed envelope.
2. Applicants have to submit one copy of Research Plan written in either English or Chinese.
3. Applicants are encouraged to submit any work or paper related to journalism or communication. Preference is given to students who have social science backgrounds or media experience.

## PROGRAM STRUCTURE

On the path to the master’s degree, each student must complete 30 credit hours of study at graduate level, including 10 credit hours of core courses, and a minimum of 20 credit hours of elective courses.

English is the language of instruction in the international master’s degree program offered by the Department of Journalism. After one year of study and upon the completion of all required courses, students are eligible to submit a thesis proposal. A five member committee shall be formed to evaluate the thesis proposal. After passing the thesis proposal evaluation, a student will be considered as a master’s degree candidate, and begins thesis writing process officially. The thesis could be written in English or Mandarin Chinese, and must comply with the standard format issued by the university.

To graduate, students must achieve a TOEFL IBT score of 68 or above, or an equivalent score on a similar test.

## REQUIRED COURSES

Course	Unit	Course Description
Mass Communication Theory	4 credits	Examine communication theories in several categories. Our emphasis will be on the nature of communication theory, the idea of communication ecology and its implication, some historical forces or generative forces affecting the field of communication especially the construction of communication theory.
Mass Communication Methodology	3 credits	<b>This course on the procedure of research construction aims to produce students who are competent in conducting</b> research in the field of mass communication.
Statistics in Communications	3 credits	This course provides students with an introduction to different types of quantitative research methods in Journalism and statistical techniques.

## ELECTIVE COURSES

Courses	Unit	Courses Description
Computer-Mediated Communication	2 credits	This course is an overview of practical and scholarly approaches to computer-mediated communication.

<b>Introduction to Communication Literature</b>	<b>2 credits</b>	The objective of this course is to build up a solid foundation for graduate students to pursue further theoretical knowledge by reading and criticizing famous articles or research papers in mass communication.—
<b>Media Production and Integration in Journalism</b>	<b>2 credits</b>	This course aims to educate students in the theory of visual editing and to develop skills required for pictures editing, visual presentation in print, and online publications.—
<b>Seminar on Communication Ecology</b>	<b>2 credits</b>	The <b>purpose</b> of this course is to give social phenomena or/and communication phenomena a reasonable explanation. For this purpose, we will try to examine how and/or why the communication environment has changed over time.
<b>Journalism and Communication in the Information Age</b>	<b>2 credits</b>	This course introduces key issues and debates of journalism and communication in the information age. It is designed for graduate students to gain theoretical and practical knowledge on journalism and communication and their transformation in the information age.
<b>ICTs and Society</b>	<b>2 credits</b>	This course has two objectives: first, to expose students to major issues in the study of information communication technologies (ICTs), particularly the Internet; secondly, to prepare students for critical thinking on the relationship between ICTs and society.
<b>Telecommunication Policy</b>	<b>2 credits</b>	This course aims to investigate how knowledge underpins the policy-making process.
<b>Seminar in Cross Cultural Communication Studies</b>	<b>2credits</b>	This course is designed for students to understand then to reflect on both the theoretical paradigms and phenomena of cross-cultural communication on gender, identity, and community in the age of neo-liberalism and cultural globalization/localization.
<b>Research Topic in International Relations and Global Issues</b>	<b>2 credits</b>	This course provides a comprehensive presentation of international relations and global issues. The primary goals of this course are to develop students' international awareness, and broaden their international visions. Each student is required to initiate a research project in international issues.
<b>Media and Cultural Studies</b>	<b>2 credits</b>	This course will survey key benchmarks and documents in the history of media from the perspective of cultural studies, whilst also introducing critical readings of 20th and 21st century media culture.

<b>Integrated Marketing Communications</b>	<b>2 credits</b>	The objective of this course is to give students an opportunity to explore the basic principles of integrated marketing communication and know how to apply those principles in marketing communication practice.
<b>Research Topic in Integrated Marketing Communication and New Technologies</b>	<b>2 credits</b>	This course provides a comprehensive presentation of integrated Marketing Communications and new technologies being used in Journalism and Communications fields.
<b>Seminar in Persuasive Communication Strategies</b>	<b>2 credits</b>	The objective of this course is to give students an opportunity to explore the basic principles of persuasion theory and know how to apply those principles in persuasion practice.
<b>Marketing in Creative Industries</b>	<b>2 credits</b>	This course will firstly introduce some general concepts (such as definitions, development, policy, etc.) in Creative Industries and then apply for a variety of marketing strategy and methods in different creative industries.

## FACULTY

<b>Professor</b>	<b>Position</b>	<b>Educational Background</b>
<b>Dr. Ming-Deh Yeh</b>	Professor and Dean of Journalism and Communication	Ph.D., University of Pittsburgh
<b>Dr. Po-Chung Chuang</b>	Associate Professor and Graduate Program Director	Ph.D., Wayne State University
<b>Dr. Yung-Yi Tang</b>	Associate Professor	Ph.D., University of Wisconsin-Madison
<b>Dr. Yen-Hung Lo</b>	Associate Professor	Ph.D., Clark University
<b>Dr. Chen-Hsing Hsu</b>	Assistant Professor	Ph.D., University of Utah
<b>Dr. Huey-Rong Chen</b>	Assistant Professor	Ph.D., State University of New York at Albany
<b>Dr. Shu-Lin Chiang</b>	Assistant Professor	Ph.D., University of Edinburgh

<b>Dr. Win-Ping Kuo</b>	Assistant Professor	Ph.D., Lancaster University
<b>Dr. Shyang-Yuh Wang</b>	Assistant Professor	Ph.D., University of Missouri at Columbia

Contact Information

Mr. Ching-Mao Chen

Email: [crrmou@staff.pccu.edu.tw](mailto:crrmou@staff.pccu.edu.tw)

Tel: +886-2-28610511 Ext. 37106