

International Graduate Programs
in New Media Studies



2015

**Shanghai Jiao Tong University
School of Media and Design**



Shanghai Jiao Tong University

**CHINA,
SHANGHAI**



ABOUT SHANGHAI JIAO TONG UNIVERSITY

Shanghai Jiao Tong University (SJTU), founded in 1896, is one of the three oldest public universities in modern China. In the 1920s and 1930s, SJTU was crowned as the "oriental MIT" adapted and implemented the world's most advanced teaching and research methods. During the first half of the 20th century, SJTU was considered one of the most exclusive and renowned university in China. So far, as one of the top universities in China, SJTU has cultivated nearly 300,000 outstanding graduates for the country. Among them are former Chinese president Jiang Zemin and "The Father of Chinese Aerospace" Qian Xuesen. Today, SJTU is forging ahead towards a world-class, comprehensive, research-intensive and internationalized university.

As a comprehensive university, SJTU offers a wide range of academic programs, with sciences as foundation; engineering, bio-medicine, and management as backbone; and law, economics, humanities and social sciences developing their own unique features. The three disciplines of Naval Architecture and Ocean Engineering, Mechanical Engineering, and Clinical Medicine continue to rank first in China, 9 disciplines rank top 3 and 15 disciplines rank to 5 among Chinese universities. 15 disciplines have entered the top 1% in the Essential Science Indicators (ESI), which ranks second among domestic colleges and universities.

SJTU regards “building the first-class faculty” as its core strategy for development. The university boasts a large number of high-caliber scholars, including 15 members of the Chinese Academy of Sciences, 19 members of the Chinese Academy of Engineering, 88 prestigious Cheung Kong Scholars, and a great majority of faculty members committing themselves to teaching and research through quiet constancy.

SJTU takes cultivating innovative future leaders as its principal mission, with an education philosophy of “knowledge discovery, capability building, and integrity development.” SJTU now has 20,300 full-time undergraduate students, 19,100 master degree students, 9,000 doctoral students and 5,500 overseas students. Taking student development as its top priority, SJTU integrates teaching with research, sciences with humanities, and curricular with extracurricular activities, thus forming a complete talent education system.

SJTU extensively implements internationalization strategies, expands and deepens substantial cooperation with top-notch peers around the world. SJTU China Europe International

Business School, the SJTU-UM Joint Institute and SJTU-ParisTech Elite Institute of Technology have become models of international cooperation in China. During 2014, SJTU received over 6,600 overseas visitors, hosted 54 international academic conferences and engaged 96 long-term foreign experts. In addition, there are more than 5,500 overseas students coming to SJTU each year. The creation of an international environment has enabled the SJTU students to develop a global vision and an all-inclusive mentality.

With SJTU situated in Shanghai, the most dynamic city in East Asia, its students and faculty enjoy both serene campus life and abundant offerings of this culturally rich and diverse city. The five campuses of Xuhui, Minhang, Luwan, Qibao and Fahu of the university take up an area of around 400 hectares, housing a variety of activities from student life, athletics, and entertainment to research with laboratory facilities among the best in China.



ABOUT SCHOOL OF MEDIA AND DESIGN, SJTU



chool of Media and Design (SMD), Shanghai Jiao Tong University, was founded in September 2002. The objective of the school emphasizes on solid theoretical foundation, high competitiveness in professional skills and distinctive disciplinary

features.

SMD features its teaching as following: interaction of arts and science, interdependence of theory and practice, interconnection of technology, academic research and arts, internationalization, digitization and integration of Industry-University-Research. It orients itself toward setting up cluster of disciplines where journalism and communication, arts and management interact and complement each other. SMD aims at training and developing a new generation of “multi-talented graduates” who are not only equipped with modern communication theory and technique, but also with design creativity.

SMD consists of four departments, including Journalism and Communication, Film and Television, Design, and Cultural Management. It offers a series of undergraduate, master, and doctoral programs in these fields. Currently, SMD has more than 600 undergraduates, over 300 master students, about 50 doctoral students, and 200 oversea students in various programs.



About 90 faculty members work in SMD, among them there are 27 professors, 15 supervisors of doctoral candidates and 38 associate professors. More than half of the faculties hold Ph.D. degrees from first-rate university in China, U.S., U.K., and etc. One faculty member was awarded by Education Ministry of China "Cross-Centurial Talent", and four awarded "New century Talent". Several faculty members sit on the editorial board of internationally renowned academic journals. In addition, SMD has retained a group of academic elites and business leaders as visiting and part-time professors.

In the past five years, the faculty of SMD has published more than 300 academic books and over 500 papers. They have also carried on more than 100 research projects, ranging from ministerial and national to international ones, totally up to 20 million CNY.

Our journalism and communication major ranked No. 10 in the first-level discipline assessment by the Ministry of Education in 2012. In addition, our communication major is in top 100 of the QS World University Rankings by Subject 2012.

SMD cooperates with SJTU's School of Electronics, Information, and Electrical Engineering, Antai School of Economics and Management, and Institute of Arts and Humanities. It also has close cooperative relationships with such famous companies as Baidu and SMG. In addition, SMD has close research collaboration with a number of prestigious schools around the world.



ABOUT INTERNATIONAL GRADUATE PROGRAMS, SMD

M.A. Program in New Media Studies (Taught in English)

The goal of our master program in new media studies is to train professionals who have both thinking and technical skills to work in the field of new media. Specifically, SMD teaches students how to create and better understand content strategies, web and interactive design and development, and the transformation of visual and written communication on digital platforms and in digital culture more broadly. The program provides rigorous theory and technical education that emphasizes both breadth and depth. It strengthens students' knowledge in journalism, communication, and digital technologies to provide a solid basis upon which professional skills are built. The length of master program is 2 years.

Ph.D. Program in New Media Studies (Taught in English)

The goal of our Ph.D. program is to develop world-class innovative leaders who can work in international universities and research institutes in the field of new media studies. A Ph.D. degree is given in recognition of a student's outstanding knowledge and innovative capability in a specific field. SMD encourages cutting-edge research, and emphasizes disruptive technologies and paradigm-shifting approaches. It seeks cooperation with research projects in government and industry to achieve international impact. It also encourages international cooperation and exchange, through short-term study abroad programs or participation in international conferences. The length of doctoral study is 3 years.



Faculty in New Media Studies

Dr. Lin Deng

Associate Professor of Cultural Management, holds a PhD in communication from Cardiff University, U.K. Her research interests include creative content and industries.

Dr. Yan Ge

Professor of Journalism & Communication, holds a master degree in information science and a PhD in art archeology from the University of Pittsburg, U.S. His research focuses on communication behavior, media organizations, and art history.

Dr. Ye Hao

Assistant Professor of Film and Television, holds a PhD in communication from University of Leicester, U.K. Her research focuses on advertising, sex and violence, and online games.

Dr. Benqian Li

Dean and Professor of School of Media and Design, holds a PhD in communication (one of the earliest communication doctors in China) from Fudan University, China. He has been awarded "Talent in New Century" by China's Ministry of Education. His research interests include media economics and management, media industry and policies, communication effect research, and etc.

Dr. Wu Li

Associate Professor of Journalism and Communication, holds a PhD in information sciences from Beijing University, China. His research interests include information sciences, and new media & education.

Dr. Jinzhang Jiang

Associate Dean and Professor of School of Media and Design, holds a PhD in business administration from Nanjing University, China. He is Director of SJTU-SSN (Shanghai Jiao Tong University-Shanghai Security News) New Media Joint Laboratory. His research covers media management, knowledge management and networking, e-finance, and etc.

Dr. Guosong Shao

Professor of Journalism and Communication, holds a PhD in mass communication from The University of Alabama, U.S. His research mainly focuses on new media & society, and new media law & policy. He is also the author of Internet Law in China (Chandos Publishing, 2012).

Dr. Suchen Song

Associate Professor of Journalism and Communication, holds a PhD in communication from Montreal University, Canada. His research interests include new media research, organizational communication, photojournalism and etc.

Dr. Qingyan Tong

Professor of Journalism and Communication, holds a PhD in Journalism from Fudan University, China. She completed her post-doctoral study in industrial economy in the same university. Her research interests include journalism practices, audience analysis, and media economics.

Dr. Qian Wang

Assistant Professor of Journalism and Communication, holds a PhD in communication from Purdue University, U.S. Her research interests include health communication and online communication.

Dr. Huan Wu

Associate Professor of Journalism and Communication, holds a PhD in communication from Chinese University of Hong Kong, Hong Kong. Her research interests include cyber-culture and communication of aged people.

Dr. Yuehua Wu

Assistant Professor of Journalism and Communication, holds a PhD in communication from Michigan State University, U.S. Her research interests include new media policy, electronic government, new media use, and audience analysis.

Dr. Zhanwei Wu

Assistant Professor of Design, holds a PhD in design from Shanghai Jiao Tong University, China. His research interests include digital media technologies, animation, and interactive art.

Dr. Jinwen Xie

Professor of Journalism and Communication, holds a PhD in journalism from Fudan University, China. His research interests include communication theories, China and foreign news media industry.

Dr. Ke Xue

Professor and Department Chair of Journalism and Communication, holds a PhD in management from Nankai University, China. She finished her post-doctoral study in management science and engineering at Shanghai Jiao Tong University and post-doctoral study in business administration at Beijing University. Her research interests include brand strategy and communication, PR and advertising, interpersonal communication.

Mr. Feng Yan

Associate Head and Associate Professor of Journalism and Communication, holds a master degree in Aesthetics from East China Normal University, China. He is also a supervisor of our master student program. Currently he is studying for his PhD degree in Urban Culture and Creative Industry at Shanghai Normal University, China.

His research interests include marketing communication, new media advertising, and creative industry.

Dr. Junxi Yao

Professor of Journalism and Communication, holds a PhD in Aesthetics from Fudan University, China. He completed his post-doctoral study in journalism & communication studies in the same university. His research interests include communication theories, visual communication, and developmental communication.

Dr. Xinbao Yao

Professor of Journalism and Communication, Director of Spokesman Training & Research Centre of SJTU, and also Executive Associate Director of SJTU-Sina Institute of Internet Research. His research interests include journalism practices, media and society, and media & Chinese political economy.

Dr. Guoliang Zhang

Distinguished Professor of Journalism and Communication, holds a PhD in history from Fudan University, China and Waseda University, Japan (joint doctoral program). His research interests include communication theories, empirical research methods, and Chinese and foreign communication history.

ADMISSION POLICY

Applicant Eligibility

- All applicants of international programs must be non-Chinese citizens.
- Master program applicants must have a bachelor degree.
- Doctoral program applicants must have a master degree.
- Applicants for both master and doctoral programs must complete the IELTS (minimum score 6) or TOEFL (minimum score 90). Applicants who are native English speakers are exempt.

Important Dates and Deadlines

April 5th: Deadline for scholarship application*

May 31st: Deadline for self-supported application*

Early June: Admission notification

Early September: Fall semester starts

*All mailed documents must be postmarked by the deadline date.

How to Apply

Step 1: Submit Your Application Online

Complete and submit an online application via <http://isc.sjtu.edu.cn> by the application deadline. Print, sign and attach a 2-inch photo on the application form from the online application system.

Step 2: Pay Your Application Fee

The application fee is CNY 800 or USD 130, non-refundable and non-transferable. Payment must be made using CNY or USD.

Step 3: Submit Your Application Documents by Mail

No.	Checklist of Documents to be Mailed	Original	Copy
1	<u>Application form</u> from the online application system	•	
2	<u>Degree certificates</u> . Must be original or notarized (Chinese or English notaries are both acceptable). Students who have not yet graduated should provide an official letter from your university stating the expected graduation date.	•	
3	<u>Transcripts</u> . Must be original or notarized (Chinese or English notaries are both acceptable)	•	
4	<u>English proficiency certificate and score report</u> (Some applicants can be exempt, see the above)	•	
5	<u>Passport</u>		•
6	<u>Two passport-size photos</u>	•	
7	<u>Personal statement and study plan</u>	•	
8	<u>Two recommendation letters</u> from associate professors or scholars with higher academic titles. Must include the referees' phone number and email address.	•	
9	<u>Remittance Notice</u> . Specify your name and payment details.		•

Please mail all documents to the following address by the application deadline.

International Graduate Program
School of Media and Design
Shanghai Jiao Tong University
800 Dongchuan Road
Shanghai, 200240 China

Tuition and Housing Fees

- Tuition: CNY 28900/Year for Master programs (Approx. USD 4670/ Year)
CNY 45500/Year for Doctoral programs (Approx. USD 7350/Year)
- Housing: CNY 50-150/Day on-campus (Approx. USD 8-25/Day)

Scholarships

Applicants Requirements

- Applicants cannot be supported by another scholarship simultaneously.
- Applicants in a master program must have a bachelor degree.
- Applicants in a doctoral program must have a master degree.
- Freshmen in a professional degree program are not qualified.



Types of Scholarships

Type	Duration	Support	Coverage	Note
Doctoral Programs Type A	4 Years	About CNY 100,000/Year	Fully covered tuition, health insurance, and on-campus housing, and a monthly stipend (CNY 4,000/ Month).	Applicants must be awarded Chinese Government Scholarships (CSC) or Shanghai Government Scholarships (SGS)
Doctoral Programs Type B	4 Years	About CNY 80,000/Year	Fully covered tuition, health insurance, and on-campus housing, and a monthly stipend (CNY 2,500/Month).	
Doctoral Programs Type C	4 Years	About CNY 55,000/Year	Fully covered tuition, health insurance, and on-campus housing	
Masters Programs Type A	2.5 Years	About CNY 70,000/Year	Fully covered tuition, health insurance, and on-campus housing, and a monthly stipend (CNY 3,000/Month).	Applicants must be awarded the Chinese Government Scholarships (CSC) or Shanghai Government Scholarships (SGS)
Masters Programs Type B	2.5 Years	About CNY 55,000/Year	Fully covered tuition, health insurance, and on-campus housing, and a monthly stipend (CNY 1,700/Month).	
Masters Programs Type C	2.5 Years	About CNY 40,000/Year	Fully covered tuition, health insurance, and on-campus housing	

Typically, the support duration cannot be extended. All scholarship recipients are obliged to attend the annual comprehensive scholarship assessment during April and May of each year to verify qualification of the scholarship for the next year.

How to Apply

All scholarships can be applied through the application system at <http://isc.sjtu.edu.cn>.

For Chinese Government Scholarship (CSC), applicants are also encouraged to apply to China Scholarship Council (<http://www.csc.edu.cn>) through recommendations from Chinese Embassies or Consulates, or relevant organizations in the home countries of the applicants between November and April (varies for different countries).

Contact Information

International Graduate Program
School of Media and Design
Shanghai Jiao Tong University
800 Dongchuan Road
Shanghai, 200240 China

Email: smd@sjtu.edu.cn

nms_sjtu@126.com

Tel: 86-21-34206345

Fax: 86-21-34205809

Website: <http://smd.sjtu.edu.cn/english.php/news/d/id/1>