

PROGRAMME OVERVIEW

DEGREE PROGRAMME
MSc Media and Communication

AWARDING INSTITUTION
University of Liverpool, UK
The full-time programme is also recognised by the Chinese Ministry of Education.

TUITION FEE
RMB 90,000

PROGRAMME DURATION
18 months, full time / 30 months, part time

SCHOLARSHIPS
Scholarships of up to 50% are available for our full-time programmes. For details, please visit:
www.xjtlu.edu.cn/en/study-with-us/admissions/scholarships

ALUMNI DISCOUNT
If you are a graduate of XJTLU, the University of Liverpool or Xi'an Jiaotong University, you will automatically receive a discount of 20% of the tuition fee.

ENTRY REQUIREMENTS

UNDERGRADUATE BACKGROUND
An undergraduate degree (UK 2:1 or equivalent) in communication, media, English with media or similar. No practical experience is required, but some relevant media practice/background would be an advantage.

UK
Upper second class (2:1) honours

CHINA
1st tier universities: 75% or above
2nd tier universities: 80% or above
Chinese applicants are not required to take the Ministry of Education postgraduate entrance exam.

NORTH AMERICA
3.0 Cumulative GPA (out of 4) or
3.2 Cumulative GPA in the final two years of your undergraduate programme

OTHER REGIONS
Equivalent academic qualifications

ENGLISH REQUIREMENTS
IELTS: 7.0 (minimum of 6.0 in all sections) / TOEFL iBT: 100 (minimum of 21 in any skill)

If you miss the English language requirements by 0.5-1.0 of an IELTS band, or a similar number for other English language exams, you can be admitted to the programme after successful completion of our four- or six-week intensive English pre-sessional course.

The University reserves the right to modify programmes at any time in response to unforeseen circumstances, feedback and review. The University also reserves the right to not offer programmes with low enrolments. For the latest information, please visit our website.

HOW TO APPLY

PREPARING TO APPLY

Make sure you have prepared the following documents to upload onto the application system. Documents required for application include:

- Certificates of education qualifications and transcripts, translated into English
- Personal statement
- Two letters of reference
- Certificates of English language qualifications such as IELTS, TOEFL or other acceptable English qualifications (where required)
- Scholarship statement (if applying for the XJTLU scholarship)

We reserve the right to request additional documents or an interview to assess your academic qualifications.

APPLY ONLINE

All applicants should apply via our online application system:

1. Choose your programme from www.xjtlu.edu.cn/en/find-a-programme
2. Click/tap 'Apply' on the programme page
3. Create an account or log in to your existing account
4. Complete your application.

Upload the required documents (mentioned above) to the corresponding fields. You may log-in to view your application form at any time and upload any remaining supporting documents.

After submitting your application successfully, you will receive an acknowledgement email from pgadmissions@xjtlu.edu.cn. If you do not receive the confirmation email or experience any difficulties during the online application process, please send us an email with specific details of the problem.

www.xjtlu.edu.cn/en/study-with-us/admissions/how-to-apply

APPLICATION DEADLINES

- 30 June 2018 (International applicants)
- 31 July 2018 (Chinese nationals)

MSc

MEDIA AND COMMUNICATION

媒体与传播学硕士

媒体与传播学硕士

本专业旨在为学生提供在理论与实践层面上更深入地了解传媒行业的机会，特别适合以下人士报读：已获得或即将获得传媒、社会科学、广告和公共关系等专业本科学位的学生；已在媒体行业内就职并希望更进一步了解该领域的本科学位获得者；以及希望提升和拓展传媒理论和专业技能的本科学位获得者。同时，本专业也将为计划在传媒领域内攻读博士学位的学生做好准备。该专业毕业生将习得传播学的重要理论知识，并有机会学习数字媒体制作的实用技能。在全球化不断深入的背景下，西交利物浦大学着力培养学生拥有卓越的英语语言能力，使毕业生能广受海内外企业的青睐。

西浦金诚影视艺术学院拥有数字媒体实验室，配备有苹果iMac电脑、Final Cut Pro X编辑软件、全套Adobe专业数字媒体制作软件，以及应用于制作影片、数字化媒体产品及纪录片的索尼高清数字视频制作装备。

专业特色

通过媒体与传播学硕士专业的学习，你将受益于：

- 媒体理论与实践相结合的独特训练；
- 附加学习活动使你有机会与顶尖的学者和行业专家共同工作；
- 获得对国内外媒体市场的深入理解。

毕业生将获得

- 获取对传媒领域对重点问题、概念和理论以及理论与实践之间关系的高度批判性理解；
- 获得媒体语言及不同媒体平台之交互影响的重要知识；
- 探索为实现工作任务所进行的媒体分析之启示；
- 更好地认识当前传媒实践中所体现的方法论；
- 了解以当前传播实践中的观点为基础的理论，包括全球及本土媒体表现的重要性；
- 培养研究技能和技巧；
- 在贴近实际的课程和实地教学中获取实践技能。



扫描二维码
获取更多专业信息

专业负责人
holger.briel@xjtlu.edu.cn

咨询邮箱
pgenquiries@xjtlu.edu.cn

在线申请
www.xjtlu.edu.cn/en/find-a-programme/
masters/msc-media-and-communication

MSc MEDIA AND COMMUNICATION

The MSc Media and Communication programme aims to provide you with the opportunity to develop a deep understanding of the field of media and communication at theoretical and practical levels. The programme is intended for graduates from the fields of media and communication, the social sciences, advertising and public relations, for individuals already working in the media and trying to gain a more profound understanding of their field, and for others who want to develop and extend the range of their theoretical and professional media skills. It is also a stepping stone for any individual wanting to pursue a PhD in the media and communication field.

You will graduate with critical and theoretical knowledge of the contexts of communication studies in combination with the opportunity to develop practical skills in digital media production. Combined with the strong English language skills that studying at XJTLU gives, this produces graduates who will be very attractive to Chinese and international companies in an increasingly globalised workplace.

The school has a digital media laboratory with Apple iMac computers, Final Cut Pro X editing software and the Adobe suite of professional digital media production software, in addition to Sony high definition digital video production kits for short film-making, digital media and documentary production.



SCAN THE QR CODE
TO VISIT THE
PROGRAMME
WEBSITE

PROGRAMME DIRECTOR
holger.briel@xjtlu.edu.cn

GENERAL ENQUIRIES
pgenquiries@xjtlu.edu.cn

APPLY
www.xjtlu.edu.cn/en/find-a-programme/
masters/msc-media-and-communication

DISTINCTIVE FEATURES

By studying MSc Media and Communication you will benefit from:

- a unique combination of both media theory and practical training, something very few other masters programmes provide
- Additional Learning Activities that allow you the opportunity to work closely with top researchers and industry experts
- gaining a superb understanding of the Chinese and international media markets.

MODULES

CORE MODULES

GLOBAL MEDIA CULTURES

CONTEMPORARY MEDIA THEORY

DIGITAL ETHICS

CONTEMPORARY CHINESE MEDIA

ENVIRONMENT

RESEARCH METHODS IN

COMMUNICATION

INTERACTIVE AND EMERGING

TECHNOLOGIES

PRACTICAL SKILLS DEVELOPMENT

ELECTIVE MODULES

ADVERTISING AND PUBLIC RELATIONS

JOURNALISM RESEARCH

ADDITIONAL LEARNING ACTIVITIES

The completion of additional learning activities is required to obtain your masters degree. Normally, required ALA hours will be distributed evenly across each semester, amounting to 200 hours per semester. Part-time programmes will normally require 100 to 150 hours per semester.

CAREERS

MSc Media and Communication graduates can enjoy careers in top international and Chinese media companies specialising in public relations, advertising and digital media amongst others.

KNOWLEDGE AND SKILLS

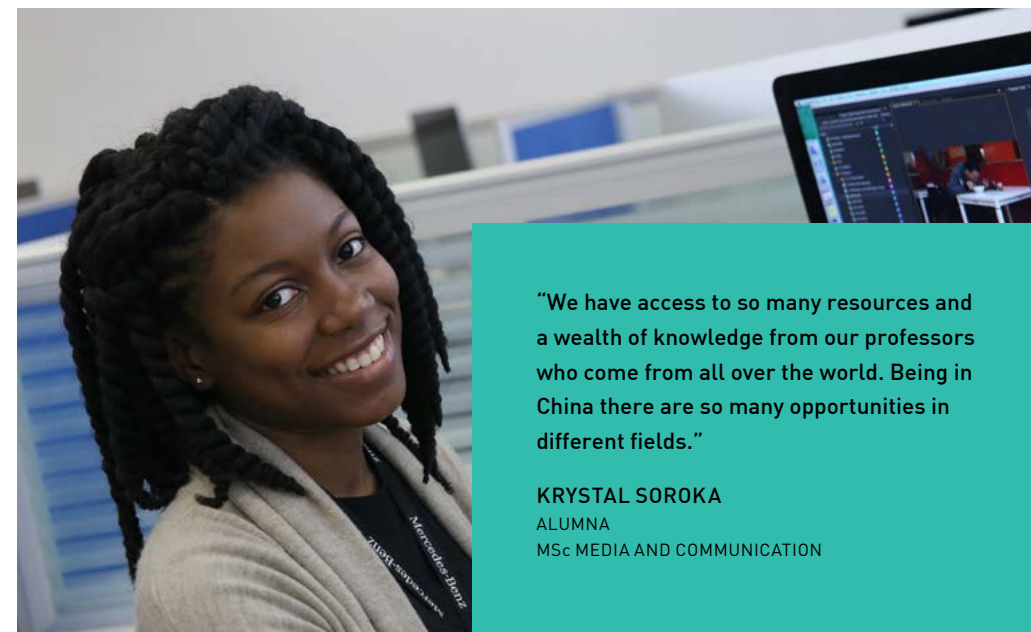
The MSc Media and Communication programme will:

- give you an advanced critical understanding of key issues, concepts and theories and the relationship between theory and practice in the fields of media and communication
- instil a sound knowledge and understanding of media language and its iterations on different media platforms
- encourage your exploration of the implications of media analysis for work purposes
- help you develop an understanding of current methodology as it is embodied in media and communication practices
- encourage you to engage with theories underlying current views on communicative practices, including the importance of global and local media manifestations
- help you engage with and critically appreciate the connections between theory and practice in the field of media and communication
- foster your research skills and techniques
- provide hands-on expertise through practical modules and a work placement.



“The XJTLU MSc in Media and Communication is an indispensable tool for anyone wanting to future-proof his or her career in the media here in China or at any other global media hot spot. Class sizes are small and professional interaction with other students, teachers and industry representatives is highly encouraged and fostered through a large number of projects, workshops and industry events. Students are introduced to cutting-edge media technologies and learn to harness them in specific, professional settings.”

Dr HOLGER BRIEL
PROGRAMME DIRECTOR
MSc MEDIA AND COMMUNICATION



“We have access to so many resources and a wealth of knowledge from our professors who come from all over the world. Being in China there are so many opportunities in different fields.”

KRYSTAL SOROKA
ALUMNA
MSc MEDIA AND COMMUNICATION

XJTLU

MASTERS

XJTLU-JC SCHOOL OF FILM AND TV ARTS 西浦金诚影视艺术学院

The XJTLU-JC School of Film and TV Arts is a research and practice-led school that prepares graduates for careers as media professionals in the media and communication industry sector, in advertising, public relations and the fields of video and television production. We aim to provide students with an understanding of theory-informed practice within cinema, broadcast television, the media in its many changing forms, and broader industries including digital media technology and arts, equipping students with an international vision and the language and communication skills to achieve this.

作为一个研究院系，西浦金诚影视艺术学院力图将学生培养为可在媒体与影视艺术学院以研究和实践为导向，为学生在毕业后成为媒体专业人士，从事广告、公关、影视制作等领域的工作打下坚实的基础。学院旨在为学生提供在理论及实践层面上深入了解广播电视、多种媒介形态及包括数字媒体技术与艺术在内的影视行业的机会，培养学生具备国际化视野、流利的语言技能及良好的沟通技能。

XI'AN JIAOTONG-LIVERPOOL UNIVERSITY 西交利物浦大学

Xi'an Jiaotong-Liverpool University is the largest international joint venture university in China, combining the best of East and West, awarding English-taught University of Liverpool degrees.