English Taught Professional Master's Degree Program

Journalism and Communication (MJC)

- College of Humanities -

The English-taught Master of Journalism and Communication program will welcome its fourth batch of international students in September of 2027. This program will cultivate high-level and applied talents with international vision and modern communication concepts, proficient in journalism and communication skills and methods, serve the journalism and communication industry, and competent for the organizations in the fields of news and media, fashion communication, public relations industry, and other related jobs.



This two-year full time professional master's program features three concentrations on fashion communication, Public Relations and Corporate Communication, and New Media Communication. Students will be awarded Master Degree of Journalism and Communication if they are academically qualified, successfully fulfill 27 credits within designated years, accomplish the thesis,

pass the thesis defense and finally approved by Donghua University Professional Degree Evaluation Committee.



Research Directions

- ✓ **Fashion Communication**: starting from the discipline of journalism and communication, conduct cross-border integration research on fashion design, fashion art, fashion industry, fashion consumption, etc.. The research results will meet the development of international fashion cities and other major social needs, including the construction of an international fashion city development index and evaluation system, fashion brand development monitoring database, fashion brand development index and evaluation system, etc.



✓ **Public Relations and Corporate Communication**: conduct systematic research on the core theories and typical cases in the process of modern corporate communication and public relations management, provide theoretical support for contemporary corporate communication practices, and cultivate high-level specialized talents. The research direction focuses on public relations theory and development history, corporate communication laws and regulations, news media relationship management, public relations planning and practice, marketing strategies and crisis management strategies, etc.



✓ **New Media Communication**: conduct research on major issues that, under the influence of new media technology, those related to the political, cultural, technological and other social fields as well as economic fields, such as production and service, especially focusing on media integration research, network communication practice research, and communication design and applied research, cognitive and interaction design research, new media image communication research, etc.



Curriculum

At least 27 credits should be completed, including 10 credits for public compulsory courses, 11 credits for professional compulsory courses, and 6 credits for professional elective courses. Thesis can be written in the form of theoretical research, investigation report, case analysis, or graduation work design. No paper publication requirements.



- Public compulsory courses/credits

Integrated Chinese I / 4

Integrated Chinese II / 4

Introduction to China / 2

- Professional compulsory courses/credits

Theory and Practice of Journalism and Communication / 2

Research Methods of Journalism and Communication / 2

Study on New Media / 2

Media Management / 2

Policy, Law and Ethics about Journalism and Communication / 2

Academic Writing and Project Design / 1

- Professional elective courses/credits

Intangible Cultural Heritage and Communication / 2

Public Relations / 2

Visual Communication / 2

Movie and TV Study / 2

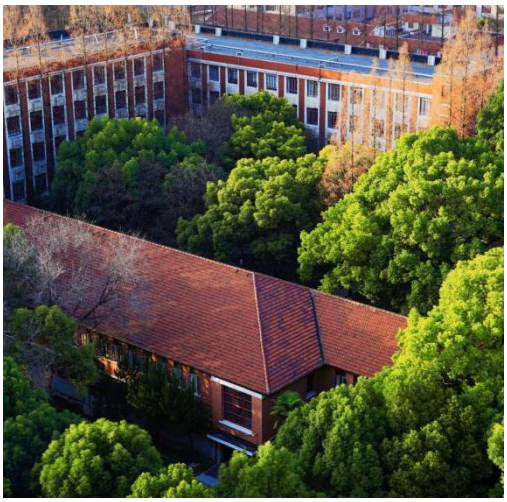
Study on Intellectual Property / 2

Fashion Communication / 2

Allotment of Thesis work

1) Pre-opening report meeting: 17-18 weeks of the second semester
2) The opening report meeting: the 5th week of the 3rd semester
3) Thesis pre-defense meeting: at the end of the third semester
4) Thesis defense meeting: midterm of the 4th semester





Social Practice

10 practice bases are supporting this program, where all international students of MJC have opportunities to practice, study and join in certain projects.

1) DHU-Youth Newspaper Postgraduate Practice Base
2) DHU-Shanghai Qingbo Information Technology Co., Ltd Postgraduate Practice Base
3) DHU-Shanghai Education Press General Office Postgraduate Practice Base
4) DHU-Songnan Town Social Enterprise Development Service Center Postgraduate Practice Base
5) Donghua University Press Limited Postgraduate Practice Base
6) DHU Party Committee Propaganda Department Excellent Journalism and Communication Talent Education Postgraduate Practice Base

7) DHU-Shanghai Baoshan District Luojing Cross Stitch Promotion Center Postgraduate Practice Base
8) DHU-Zen Consulting Group Postgraduate Practice Base
9) DHU-Shanghai Yoon Love Culture Communication Co., Ltd. Postgraduate Practice Base
10) DHU-Shanghai I-Fish Culture Co., Ltd Postgraduate Practice Base

Supervisors:

15 supervisors working in this program, including 5 professors, 7 associated professors and 3 lecturers. More information can be found at https://hc.dhu.edu.cn/22274/list.htm)



杨桃莲 Taolian YANG

教授，硕导 Professor, Master Supervisor

Email: lotus201064@dhu.edu.cn

研究方向：新媒体传播、时尚传播、传播伦理

Research Areas: new media communication, fashion communication, communication ethics



赵高辉 Gaohui ZHAO

教授，硕导 Professor, Master Supervisor

Email: zhaogaohui@dhu.edu.cn

研究方向：网络传播；健康传播；时尚传播

Research Areas: network communication; health communication; fashion communication



苏状 Zhuang SU

教授，硕导 Professor, Master Supervisor

Email: zhuang.su@163.com

研究方向：视觉传播；时尚传播

Research Areas: visual communication; fashion communication



李凌燕 Lingyan LI

教授，硕导 Professor, Master Supervisor

Email: lingyanli@dhu.edu.cn

研究方向：媒介话语，新媒体文化，语言与文化传播

Research Areas: media discourse, new media culture, language and cultural communication



杨彬 Bin YANG

教授，硕导 Professor, Master Supervisor

Email: bang@dhu.edu.cn

研究方向：中国古代小说与小说理论、域外（日本）汉文小说

Research Areas: ancient Chinese novel and novel theory, extraterritorial (Japanese) Chinese novels



叶长海 Changhai YE

副教授，硕导 Associate Professor, Master Supervisor

Email: yechanghai@dhu.edu.cn

研究方向：时尚传播；戏剧影视研究

Research Areas: fashion communication; theatre, film and television studies



徐敏 Min XU

副教授，硕导 Associate Professor, Master Supervisor

Email: xumin@dhu.edu.cn, xumin.rice@foxmail.com

研究方向：政治传播，网络舆论，时尚传播

Research Areas: political communication, online opinion, fashion communication



杭丽滨 Libin HANG

副教授，硕导 Associate Professor, Master Supervisor

Email: hanglibin@dhu.edu.cn

研究方向：品牌传播，文化遗产与传播，人工智能与传播

Research Areas: brand communication, cultural heritage and communication, artificial intelligence and communication



吴志刚 Zhigang WU

副研究员，硕导 Associate researcher, Master Supervisor

Email: wutsg@qq.com

研究方向：用户体验、交互设计、智能信息处理

Research Areas: user experience, interaction design, intelligent information processing



徐玲英 Lingying XU

副教授，硕导 Associate Professor, Master Supervisor

Email: klaudel302@163.com

研究方向：媒介经营与管理；时尚传播；品牌管理

Research Areas: media management and administration; fashion communication; brand management



涂鸣华 Minghua TU

副教授，硕导 Associate Professor, Master Supervisor

Email: tmh@dhu.edu.cn

研究方向：中国新闻史 对外传播

Research Areas: history of Chinese journalism external communication



唐承鲲 Chengkun TANG

副教授，硕导 Associate Professor, Master Supervisor

Email: keven_tang@dhu.edu.cn；87194931@qq.com

研究方向：传播科学、艺术教育、服务创新与管理

Research Areas: communication sciences, arts education, service innovation and management



戚远博 Yuanbo QI

讲师，硕导 Lecturer, Master Supervisor

Email: qiyuanbo@hotmail.com

研究方向：国际传播、政治宣传、元宇宙文化

Research Areas: International communication, political propaganda, meta-cosmic culture



于嵩昕 Songxin YU

讲师，硕导 Lecturer, Master Supervisor

Email: yusongxin@dhu.edu.cn

研究方向：媒介理论、舆论研究、跨文化传播

Research Areas: Media Theory, Public Opinion Research, Intercultural Communication



韩彦超 Yanchao HAN

讲师，硕导Lecturer, Master Supervisor

Email:hanyanchao@dhu.edu.cn

研究方向：文化社会学；社会学研究方法

Research Area:Culture Sociology; Research Methods of Sociology