

COURSE DETAIL

AUDIO-VISUAL MEDIA CONTENT PRODUCTION AND OPERATION

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

131

UCEAP Course Suffix**UCEAP Official Title**

AUDIO-VISUAL MEDIA CONTENT PRODUCTION AND OPERATION

UCEAP Transcript Title

AUD-VISL MEDIA PROD

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course covers the basic concepts and characteristics of audio-visual media and explains the similarities and differences between traditional audio-visual and new audio-visual media. Based on the trend of media dominated by the computer, Internet, and new media and the new concept of three major fusion, this course focuses on the values, modes, and characteristics of content production, and organization and operation of audio-visual media.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130227

Host Institution Course Title

AUDIO-VISUAL MEDIA CONTENT PRODUCTION AND OPERATION

Host Institution Campus

Host Institution Faculty

Zheng Chenyu

Host Institution Degree

Host Institution Department

Journalism

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