

COURSE DETAIL

RADIO AND TELEVISION PROGRAM PLANNING

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

126

UCEAP Course Suffix**UCEAP Official Title**

RADIO AND TELEVISION PROGRAM PLANNING

UCEAP Transcript Title

RADIO&TV PROGM PLAN

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Course topics include program planning; broadcast and television media; comparison of the characteristics of different media forms; current trends in China's radio and television industry; content-based audio-visual media planning; content-based audio-visual media planning practice; integration of business and humanities; and similarities and differences between entertainment and new programs.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130037

Host Institution Course Title

RADIO AND TELEVISION PROGRAM PLANNING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Zhou Xiao

Host Institution Degree

Host Institution Department

Journalism

Course Last Reviewed

2020-2021

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