

# COURSE DETAIL

## ANALYSIS OF SOCIAL MEDIA COMMUNICATION

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

164

**UCEAP Course Suffix****UCEAP Official Title**

ANALYSIS OF SOCIAL MEDIA COMMUNICATION

**UCEAP Transcript Title**

SOCIAL MEDIA COMM

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

Offering this elective allows students to gain a deeper understanding of current social media communications and emerging technologies. From the perspective of disciplinary development, this course is conducive to cultivating students' ability to integrate theory with practice, especially how to combine the knowledge of communication with the changes in media technology, which is in line with the characteristics of applied communication.

Through this course you will

- 1) Understand the history of social media development
- 2) Be familiar with the basic terminology, academic concepts and important theories of social media communication
- 3) Improve the ability to apply relevant theories to analyze social media phenomena
- 4) Improve the specific communication practice ability of social media communication
- 5) Learn some basic methods for evaluating social media communication practices

## Language(s) of Instruction

Chinese

## Host Institution Course Number

JOUR130264

## Host Institution Course Title

ANALYSIS OF SOCIAL MEDIA COMMUNICATION

## Host Institution Campus

**Host Institution Faculty**

Shoaling SUN

**Host Institution Degree****Host Institution Department**

School of Journalism

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