

COURSE DETAIL

EXPLORING CHINESE COMMUNICATION

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication Asian Studies

UCEAP Course Number

53

UCEAP Course Suffix**UCEAP Official Title**

EXPLORING CHINESE COMMUNICATION

UCEAP Transcript Title

CHINESE COMMUNICATN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores different aspects and contexts of Chinese communication. The various contexts of Chinese communication include advertising, business, the press, social communication, regional usages, pop culture, translations, meaning of Chinese names, codeswitching and the use of Chinese dialects.

Language(s) of Instruction

English

Host Institution Course Number

GET1002,GEX1004

Host Institution Course Title

BRIDGING EAST AND WEST: EXPLORING CHINESE COMMUNICATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Chinese Studies

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