COURSE DETAIL

NEW MEDIA CREATION AND OPERATION
Country China
Host Institution Peking University, Beijing
Program(s) Peking University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Film & Media Studies
UCEAP Course Number 140
UCEAP Course Suffix
UCEAP Official Title NEW MEDIA CREATION AND OPERATION
UCEAP Transcript Title NEW MEDIA CREAT&OPR
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

As a core professional course for undergraduates majoring in journalism, New Media Creation and Operation aims to enable students to have a deep understanding of the theoretical and practical issues in the field of new media and master certain basic methods of new media operation through systematic teaching of new media development related theories and organizing students to participate in new media creation and operation practice. At the same time, new media platform operation principals of well-known mainstream media and We Media will be invited to the class to share the operation characteristics of different types of new media platforms with students through case analysis and discussion, so as to have a more intuitive and vivid understanding of the development trend of new media.

Language(s) of Instruction
Chinese

Host Institution Course Number
01834340

Host Institution Course Title
NEW MEDIA CREATION AND OPERATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Journalism & Communication

Course Last Reviewed
2023-2024

Print