

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

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