

## 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

School of Journalism & Communication

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