

COURSE DETAIL

PUBLIC COMMUNICATION

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

131

UCEAP Course Suffix**UCEAP Official Title**

PUBLIC COMMUNICATION

UCEAP Transcript Title

PUBLIC COMMUNICATN

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

New media empowerment game in the public space of private and public interests, affects the development of advertising, public relations and media industry. To understand the meaning and mechanism of public expression, communication from the public narrative and public opinion are needed. It also needs to conduct in-depth study of power relations and power of emotion expression under the environment of Internet.

Language(s) of Instruction

Chinese

Host Institution Course Number

01833830

Host Institution Course Title

PUBLIC COMMUNICATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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