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 Course Details
https://drive.google.com/file/d/1EWV57NgsGiSLIBpsajonb8SVj4Vt3CZM/view?usp=driv...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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