

COURSE DETAIL

SOCIAL MEDIA APPLICATIONS II

Country

China

Host Institution

Tsinghua University

Program(s)

Tsinghua University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

113

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MEDIA APPLICATIONS II

UCEAP Transcript Title

SOCIAL MEDIA APP II

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course will lead students to practice the content production and operation of all categories, all processes and all media. Students participate in the actual work of the project, master the ability of graphic writing, video production and podcast production in a real all-media environment, participate in large-scale live broadcasting and large-scale activities, carry out actual operation under the guidance of teachers, and ride the waves in the ocean of digital media. The content involved includes but is not limited to interviewing and photographing senior professors, new scholars, outstanding students and alumni, reporting campus scenery, interesting courses and lectures, campus sports activities, cultural activities, community activities, exhibition performances and so on.

Language(s) of Instruction

Chinese

Host Institution Course Number

40670803

Host Institution Course Title

SOCIAL MEDIA APPLICATIONS II

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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