COURSE DETAIL

UNDERSTANDING CHINESE MEDIA AND CULTURAL INDUSTRIES
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Film & Media Studies Communication Chinese
UCEAP Course Number 114
UCEAP Course Suffix
UCEAP Official Title UNDERSTANDING CHINESE MEDIA AND CULTURAL INDUSTRIES
UCEAP Transcript Title CHINESE MEDIA/CULTR
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

Through exploring different areas within the Chinese language and cultural domain, including Chinese media, content creation, book publishing, and Chinese teaching, the course familiarizes students with today's volatile society and market, equipping them with the necessary skills to comprehend the dynamics of these industries within current political, social, cultural and linguistic contexts. Students gain a deeper understanding of the professional landscape and learn to combine their knowledge of Chinese language and culture with design thinking approaches for addressing opportunities and challenges they encounter in their future career. The course requires students to take prerequisites.

Language(s) of Instruction

Host Institution Course Number
CH2276

Host Institution Course Title
UNDERSTANDING CHINESE MEDIA AND CULTURAL INDUSTRIES

Host Institution Course Details
https://nusmods.com/courses/CH2276/understanding-chinese-media-and-cultural-ind...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Chinese Studies

Course Last Reviewed
2025-2026

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