

# 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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