

华中师范大学新闻传播学院招生简章

一、学院简介

华中师范大学的新闻传播教育历史底蕴深厚。1950年，华中大学新闻组成立。1995年，学校设新闻传播系于文学院，开始本科层次的新闻传播教育。2013年6月，以原新闻传播系为基础，成立新闻传播学院。学院现有新闻学、传播学（网络与新媒体方向）、播音主持艺术三个本科专业，以及一个国际新闻传播实验班。新闻传播学科为湖北省一级重点学科，新闻学专业为国家一流本科专业。学院拥有新闻传播学一级硕士学位授权点和新闻与传播硕士专业学位授予点。学院现有全日制本科生500余名，硕士研究生300余名。学院获批“湖北省新闻传播卓越人才培养基地”，获选湖北省“省部共建新闻传播学院”单位。

新闻传播学院师资队伍结构合理、特色鲜明。学院现有专任教师40余人，其中国家级人才3名；高级职称人数占比超过80%。实践性强，理论与实践相结合，是我院师资队伍的鲜明特点——专任教师中曾经拥有媒体一线工作经验的高达30%，学院现任教师曾三次获得中国新闻奖一等奖，多次获得中国新闻奖二、三等奖，中国广播电视新闻奖一等奖、中国广播影视大奖和省级新闻奖一、二、三等奖。

学院拥有一流的实践教学资源与实习资源。独立建设约600平方米实验室，各类专业影视、多媒体设备200余套，能够满足学生实习实训要求。已在人民日报等20余家中央和地方新闻传播机构建立实习基地，是“中央在鄂媒体省级实习实训示范基地”。

二、招生专业

（一）招生目录

学院	招生层次	中文授课专业	英文授课专业	入学要求
新闻传播学院	本科	网络与新媒体	无	HSK4级
	硕士	新闻传播学 (学硕-三年制)	无	HSK5级
		新闻与传播 (专硕-两年制)		

（二）专业介绍

本科专业：

招生专业1：网络与新媒体

1、专业介绍

网络与新媒体专业设立于2015年，依托湖北省一级重点学科新闻传播学科的优质资源，已建立一支在网络视听传播、品牌与新媒体营销、网络舆情治理等领域拥有专长的师资队伍，办学实力强劲。本专业注重对学生网络新媒体内容生

产、用户分析、经营管理等核心知识技能的培育，旨在培养网络新媒体产品策划、制作、运营及推广的“全链条”人才。毕业生可在新闻媒体机构、互联网公司、广告公关公司、政府机构、企事业单位等工作，亦可继续攻读硕士、博士学位，深造前景广阔。专业实行新闻传播学大类招生，学生于大二上学期末进行专业分流。

本专业以习近平新时代中国特色社会主义思想为指导，培养具备扎实新闻传播技能与素养、熟练掌握网络与新媒体技术、适应智媒时代发展要求的融合媒体高级传播人才。学生毕业5年左右，能够达到以下预期目标：

培养目标1：在思想品德方面，贯彻习近平总书记关于新闻舆论工作的重要论述，自觉践行社会主义核心价值观，具备良好的职业操守与高度的社会责任感。能够在复杂多变的智能传播环境中保持清醒的价值判断，遵循新闻传播伦理规范，维护健康有序的网络传播秩序，展现新时代传播人才应有的责任担当。

培养目标2：在专业知识方面，系统掌握新闻传播学科的基础知识，熟悉网络与新媒体相关理论与研究方法，深刻理解网络与新媒体技术的发展趋势，具备新闻传播与网络新媒体技术融通的知识体系。

培养目标3：在实践能力方面，具备新媒体产品策划、内容创制、媒介运营、传播管理能力，可熟练生产文字、图像、音视频等多模态信息产品。熟悉跨平台传播流程，胜任全媒体新闻报道、新媒体编辑、短视频运营、品牌传播、数据分析等多种工作。具备较强的实际问题解决能力，能够在新媒体行业中发挥积极作用。

培养目标4：在自我发展方面，具备持续学习、自我评价和自我规划能力，关注国内外网络新媒体领域的前沿趋势与技术变革，能将理论与实践紧密结合，持续更新知识结构与专业技能。具备良好的沟通、合作与反思能力，能以保持终身学习的意识，以积极主动的心态不断追求个人成长与职业发展。

专业课程

课程类别	课程名称	学时	学分
专业必修课	融合新闻学	32	2
	数据新闻	32	2
	公共关系学	32	2
	传播心理学	32	2
	媒介伦理与法规	32	2
	网络视听节目分析	32	2
	媒介经营与管理	32	2
	网络舆情分析	32	2

	学术论文写作规范	32	2
	自媒体发展前沿	32	2
	新媒体用户分析	32	2
	品牌与新媒体营销	32	2
专业选修课	文化学概论	32	2
	国际流行文化研究	32	2
	新媒体与社会	32	2
	广告学概论	32	2
	广告文案与创意	32	2
	公共演讲与人际沟通	32	2
	数字时代的媒介转型	32	2
	媒介素养	32	2
	非线性编辑	32	2
	新闻摄影	32	2
	影像创意创作实践	32	2
	中外经典电影赏析	32	2

说明：（1）每学时为 45 分钟；（2）以上为各部分课程节选。

2、学分要求

网络与新媒体专业要求在 4 年学制内修满 140 个学分。其中通识课、专业必修课、选修课合计为 126 学分，实践教育 14 学分。实践学分可通过科研训练、新媒体数据挖掘工作坊、专业实习、毕业论文（设计）、社群教育等方式获得。

3、导师信息

目前本专业老师的个人简介及联系方式如下。

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辛静，华中师范大学新闻传播学院副教授、硕士生导师，武汉大学新闻与传播学院博士后，新西兰坎特伯雷大学博士。研究方向：跨文化传播、新媒体内容生产与传播。邮箱：67551428@qq.com

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余欢，华中师范大学新闻传播学院讲师，硕士生导师。曾在跨国传媒集团负责奢侈品行业的媒介策划、媒介购买、媒介投放等相关工作。研究方向：智能传播，跨文化传播。邮箱：cristinayu2017@outlook.com

方飞，华中师范大学新闻传播学院讲师，硕士生导师。研究方向：政治传播、网络社会与数字生活。邮箱：fangfei@ccnu.edu.cn

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硕士专业：

招生专业 1：新闻传播学（学硕-三年制）

1、专业介绍

新闻传播学硕士培养的总体目标是培养既有扎实人文社科功底，又掌握现代化传播技能的复合型新闻与信息传播人才。新闻传播学硕士的培养目标如下：

培养目标 1：具备良好的政治素养和广阔的人文社科视野；

培养目标 2：掌握本学科的基础理论和研究方法，培养良好学风与一定的科研能力；

培养目标 3：熟悉新闻传播的基本业务技能，具备较强的信息处理、交流与沟通与传媒实务工作能力；

培养目标 4：掌握一门外语，具备一定的国际视野，能进行基本交流和阅读外语文献。

2、专业课程

课程类别	课程名称	学时	学分
专业必修课	马克思主义新闻思想研究	32	2
	新闻学理论研究	32	2
	传播学理论研究	32	2
	新闻传播史研究	32	2
	新闻传播伦理与法规	32	2
	研究设计与论文写作	32	2
	新闻传播学量化研究方法	32	2
	新闻传播学质化研究方法	32	2
专业选修课	影视艺术学	32	2
	数据分析与应用	32	2
	媒体用户发展研究	32	2
	视觉传播研究	32	2
	影视艺术哲学研究	32	2
	纪录片与短视频创作研究	32	2
	公共关系与品牌传播研究	32	2
	人机交互理论与实践	32	2
	国际传播理论与实践	32	2
	New Media Research	32	2
	人工智能与新闻生产	32	2
	媒介社会学	32	2
	政治传播学	32	2
	危机传播研究	32	2
	媒介理论前沿	32	2
	新媒介史论	32	2

说明：（1）每学时为 45 分钟；（2）以上为各部分课程节选。

3、学分要求

新闻传播学硕士研究生培养实行学分制，所有专业要求至少修满 36 学分（16 学时/学分）。其中学生在规定修业年限内修满公共必修课程 8 学分、专业学位必修课程 16 学分、专业选修课程 8 学分以及实践 4 学分。实践学分包括新闻传播实践和学术实践两部分，各占 2 学分。新闻传播实践一般安排在第二学年进行，已经有 3 年相关工作经验的可以免修新闻传播实践。

4、导师信息

万忆，华中师范大学新闻传播学院院长、院党委副书记，教授、高级记者，博士生导师。研究方向：全媒体新闻生产、网络舆论引导、国际传播、中国新闻史。

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林吉安，华中师范大学新闻传播学院副教授，硕士生导师。2016-2017年获国家留学基金委公派留学资助赴美国加州大学戴维斯分校（University of California, Davis）参加博士联合培养。研究方向：中国电影史论、电影社会学。

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招生专业 2：新闻与传播（专硕-两年制）

1、专业介绍

新闻与传播专硕硕士旨在培养“融合媒体”时代能胜任新闻传播、新闻教育、新闻管理、新闻研究、出版宣传工作以及其他文化工作的专业人才，并为研究生教育提供优质生源。新闻与传播专硕硕士不区分研究方向。培养目标如下：

培养目标 1：培养学生具有高度的社会责任感和使命感、系统的新闻传播理论知识、跨媒介的传播技能、良好的人文社会科学素养；

培养目标 2：有较宽的知识面，有较强的文字和口头表达能力等新闻实践能力；

培养目标 3：能较好掌握一门外语，具有较强的听、说、读、写能力。

2、专业课程

课程类别	课程名称	学时	学分
专业必修课	马克思主义新闻思想研究	32	2
	新闻学理论研究	32	2
	传播学理论研究	32	2
	新闻传播史研究	32	2
	新闻传播伦理与法规	32	2
	研究设计与论文写作	32	2
专业选修课	新闻传播学量化研究方法	32	2
	新闻传播学质化研究方法	32	2
	影视传播与社会实践	32	2

	人工智能与影像创作实践	32	2
	传媒产业发展研究	32	2
	广告营销策略与经典实验	32	2
	视听艺术策划与创作	32	2
	新闻舆论引导专题研究	32	2
	全媒体新闻报道案例分析	32	2
	新媒体发展前沿	32	2
	网络视频传播研究	32	2
	人工智能素养教育与教学设计	32	2

说明：（1）每学时为 45 分钟；（2）以上为各部分课程节选。

3、学分要求

新闻与传播硕士研究生培养实行学分制，所有专业要求至少修满 36 学分（16 学时/学分）。其中学生在规定修业年限内修满公共必修课程 4 学分、专业学位必修课程 12 学分、专业选修课程 12 学分以及实践 8 学分。实践学分包括新闻传播实践和学术实践两部分。新闻传播实践一般安排在第二学年进行，已经有 3 年相关工作经验的可以免修新闻传播实践。

4、导师信息

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三、优势学科推荐

华中师范大学新闻传播学科承续学校深厚的人文底蕴，依托学校强大的新文科建设实力，以新闻传播学院为主体，形成了特色较为鲜明，优势较为显著的网络与新媒体学科。网络与新媒体专业设立于 2015 年，依托湖北省一级重点学科新闻传播学科的优质资源，已建立一支在网络视听传播、品牌与新媒体营销、网络舆情治理等领域拥有专长的师资队伍，办学实力强劲。本专业注重对学生网络新媒体内容生产、用户分析、经营管理等核心知识技能的培育，旨在培养网络新媒体产品策划、制作、运营及推广的“全链条”人才。毕业生可在新闻媒体机构、互联网公司、广告公关公司、政府机构、企事业单位等工作，亦可继续攻读硕士、博士学位，深造前景广阔。专业实行新闻传播学大类招生，学生于大二上学期末进行专业分流。

四、学生活动

1. “观影沙龙”活动

作为学院标志性特色活动，观影沙龙已成功举办 100 余期，吸引全校各学院师生广泛参与，成为跨学科交流的优质平台。活动面向全校师生开放预约，每期精选兼具艺术价值与思想深度的经典影片，在专业舒适的影视鉴赏室开展沉浸式观影活动。

沙龙由学院教师担任主讲人，不仅会从专业视角解析影片的叙事手法与艺术审美，还会引导师生围绕影片的精神价值展开深度讨论。在温馨惬意的交流氛围中，不同专业背景的参与者分享多元感悟，从生命意义、生活哲学到个人成长，让观影不止于“看”，更成为启发思考、传递温暖的精神之旅。这里既有专业解读的深度，也有思想碰撞的温度，让每一位参与者在光影流转中收获感悟、凝聚力量。





2. “导师客厅”活动

作为学院导学关系建设的核心品牌活动，“导师客厅”打破师生交流壁垒，以户外露营、盲盒互动等创新形式，搭建起平等开放、温馨惬意的沟通桥梁，覆盖研究生成长全周期需求。活动面向全院研究生开放参与，每期邀请学院资深导师坐镇，围绕学生关注的成长话题深度分享，让导学交流走出课堂、贴近生活。

活动中，师生围坐畅谈，话题包含个人成长、职业选择、人际交往、情绪调节等多个维度。导师解疑答惑，在经验传递中明晰前行方向，让专业指导更有温度，让成长路上不再迷茫。

“导师客厅”已成为学院凝聚导学力量的重要载体，既以创新形式拉近了师生距离，更以真诚对话传递成长智慧，彰显了学院对学生全方位发展的深切关怀，为构建和谐导学关系、助力学生稳步成长注入持续温暖的动力。



五、学生感言

1、湖北省第十五届“挑战杯”大学生课外学术科技作品竞赛省赛特等奖获奖学生

贾聪聪（团队队长）：

科研实践感悟：“处理数据时才发现，我们面对的不是冰冷数据，是真实的青年心事”，深刻体会到学术研究需扎根现实、回应青年关切，兼具科学性与人文温度。

团队与坚持认知：“要么不做，要做就要尽力做到最好”，这段从滞后起跑

到逆袭夺奖的经历让我明白，没有天生的强者，只有在不确定中坚定向前的追光者，并肩作战的时光比奖项本身更珍贵。

廖梓涵（团队成员，本科生）：

团队感恩感悟：“谢谢老师和学长学姐，这份荣誉是大家一起拼出来的！”初入团队时面对海量数据无从下手，是老师的耐心指点和学长学姐的经验分享帮我理清思路，在协作中深刻体会到集体托举的力量。

2. 华中师范大学“三好学生标兵”：

吴雨宸（2023 级新闻学本科生）

学院课程筑牢专业根基，实践与科创锤炼本领。采访团 10 万余字创作、“挑战杯”攻坚、海外实习等经历，让我懂新闻需坚守底线、脚下有泥，也明白成长在于坚持突破，唯有踏实前行，方能在新闻路上致远。

3. 2025“长江杯”湖北省全媒体主持新人电视评选活动获奖学生

杨晶淼（2024 级学生）：感恩在高压赛程下帮助我改稿子指导我的徐老师和杨老师和给予我鼓励的朋友们。在比赛中，听到了很多老师中肯的意见，也明白未来的路如何前进。我希望未来的自己步履不停，在更多比赛中打磨自身，成为更好的自己，继续为校增光！

六、联系人、方式及地址

联系人：辛静老师

联系方式：67551428@qq.com

学院地址：湖北省武汉市洪山区珞喻路 152 号华中师范大学九号楼 8 楼

Admission for International Students of School of Journalism and Communication, Central China Normal University

1. School Introduction

The Journalism and Communication education at Central China Normal University (CCNU) has a profound historical foundation. In 1950, the Journalism Group of Central China University was established. In 1995, the School of Journalism and Communication was established in the School of Literature to start undergraduate education. In June 2013, CCNU established the School of Journalism and Communication based on the former Department of Journalism and Communication. The school offers three undergraduate programs: Journalism, Communication (specializing in Network and New Media), and Broadcasting and Hosting Arts, along with an International Journalism and Communication Experimental Class. The discipline of Journalism and Communication is the first-level key discipline in Hubei Province, and the Journalism program is a nationally recognized first-class undergraduate program. The school has two master's degree programs (2 years and 3 years) in journalism and communication. There are more than 500 full-time undergraduate students, 300 master students. The school has been recognized as the "Hubei Excellent Cultivation Base for Journalism and Communication" and selected as the "School of Journalism and Communication co-supported by the ministry and province".

The faculty of the School of Journalism and Communication is well-structured and distinctive. There are around 40 full-time teachers in the school, including 3 national talents, and more than 80% of them have senior professional titles. Strong practicality and the combination of theory and practice are the distinctive features of the faculty—approximately 30% of the full-time teachers have frontline working experience in the media institutions. Current teachers of the School have won the first prize of the China News Award three times, as well as the second and third prize of the China News Award, the first prize of the China Radio and Television News Award, the China Radio and Television Film Award, and the first, second, and third prize of the Provincial News Award for many times.

The school has first-class practical teaching resources and internship opportunities. Independent laboratory is approximately 600 square meters, equipped with over 200 sets of professional film, television, and multimedia equipment, capable of meeting the requirements of student internships and practical training. The School

established internship bases in more than 20 central and local journalism and communication institutions, including People’s Daily, and is recognized as the “Provincial Internship and Practical Training Demonstration Base for Central Media in Hubei Province”.

2. Admission Programs

(1) Catalogue

Schools	Level	Chinese-Taught Programs	English-Taught Programs	Requirements
School of Journalism and Communication	Bachelor	Network and New Media	None	HSK 4
	Master	Journalism and Communication (Three-Year Academic Master’s Program)	None	HSK 5
		Journalism and Communication (Two-Year Professional Master’s Program)		

(2) Program Introduction

Bachelor Program: Network and New Media

Program Introduction

Established in 2015, the Network and New Media program employs the high-quality resources of Hubei Province’s first-class key discipline in Journalism and Communication. It has built a strong faculty with expertise in areas such as online audiovisual communication, branding and new media marketing, and online public opinion governance. The program focuses on cultivating students’ core knowledge and skills in new media content production, user analysis, and operational management, aiming to develop “full-chain” talents capable of planning, producing, operating, and promoting online new media products. Graduates can pursue careers in news media organizations, internet companies, advertising and public relations agencies, government institutions, enterprises, and other organizations. They also have broad prospects for further academic advancement, including master’s and doctoral degrees. The program admits students under the broader Journalism and Communication discipline, with specialization selection taking place at the end of the

first semester of the sophomore year.

Guided by the Xi Jinping's Thoughts on Socialism with Chinese Characteristics for a New Era, the program aims to cultivate senior integrated media communication professionals with solid journalism and communication skills and literacy, proficiency in network and new media technologies, and the ability to adapt to the demands of the intelligent media era. Approximately five years after graduation, students are expected to achieve the following objectives:

Objective 1: In terms of ideology and morality, implement the important discourse of the General Secretary Xi Jinping on journalism and public opinion, consciously practice core socialist values, and demonstrate strong professional ethics and a high sense of social responsibility. Capable of maintaining clear value judgments in complex and ever-changing intelligent communication environments, adhering to journalism and communication ethical norms, safeguarding a healthy and orderly online communication order, and showcasing the responsibility and commitment expected of communication professionals in the new era.

Objective 2: In terms of professional knowledge, systematically master the foundational knowledge of journalism and communication, familiarize themselves with theories and research methods related to network and new media, deeply understand the development trends of network and new media technologies, and possess an integrated knowledge system combining journalism and communication with new media technologies.

Objective 3: In terms of practical abilities, possess the ability to plan new media products, create content, manage media operations, and oversee communication processes. Proficient in producing multimodal information products, including texts, images, audio and video. Familiar with cross-platform communication workflows and competent in roles such as all-media news reporting, new media editing, short video operations, brand communication, and data analysis. Capable of effectively solving practical problems and playing an active role in the new media industry.

Objective 4: In terms of self-development, demonstrate the ability for continuous learning, self-assessment, and self-planning. Stay abreast of domestic and international cutting-edge trends and technological advancements in the network and new media field. Integrate theory with practice, continuously update knowledge structures and professional skills, and exhibit strong communication, collaboration, and reflective abilities. Maintain a lifelong learning mindset and proactively pursue personal growth and career development.

Major Courses

Course Category	Course Title	Lecture Hours	Credits
Compulsory Courses	Convergent Journalism	32	2
	Data Journalism and Visualization	32	2
	Public Relations	32	2
	Communication Psychology	32	2
	Media Ethics and Regulations	32	2
	Analysis of Online Audio-visual programs	32	2
	Media Operation and Management	32	2
	Network Public Opinion Analysis	32	2
	Academic Paper Writing Standards	32	2
	Frontiers of Self-Media Development	32	2
	New Media User Analysis	32	2
	Brand and New Media Marketing	32	2
Elective Courses	Introduction to Culturology	32	2
	Studies of International Popular Culture (Interdisciplinary Course)	32	2
	New Media and Society	32	2
	Introduction to Advertising	32	2
	Advertising Texts and Creativity	32	2
	Public Speaking and Interpersonal Communication	32	2
	Media Transformation in the Digital Age	32	2
	Media Literacy	32	2
	Nonlinear Editing	32	2
	News Photography	32	2
	Photography Practice and Creation	32	2
Interpretation of Film Classic	32	2	

Note: (1) Each credit hour is 45 minutes; (2) The above are excerpts from various parts of the course.

Credit Requirements

In a four-year academic program, Network and New Media requires the completion of 140 credits. This includes a total of 126 credits of general courses, required major courses, and electives, and 14 credits of practical credits. Practical credits can be earned through professional apprenticeship, professional internship, thesis (design), and community education.

Information of the Supervisor

Yongjun Zhang, the Director of Media Ethics and Media Management Research Center, Professor, Doctoral Supervisor of School of Journalism and Communication, Central China Normal University, and visiting scholar at University of Illinois at Urbana-Champaign. Research interests: news gathering and editing practice, media transformation and media convergence, media and social change.

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Zhiyuan Wu, the Director of the We-Media Research Center of Central China Normal University, Professor, Master's Supervisor of the School of Journalism and Communication, a visiting scholar of Curtin University in Australia. Research interests: We media operation and management, Internet brand operation and communication, copywriting creative planning, online media writing, etc.

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Ouyang Chen, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Visiting Scholar at the University of Illinois at Urbana-Champaign and the University of Massachusetts. Research interests: strategic communication and international public relations, crisis communication and brand management.

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Qiong Liu, Associate Professor and Master's Supervisor, Head of the Communication Department and Director of the New Media Teaching and Research Section of the School of Journalism and Communication, Central China Normal University. Visiting Scholar at the College of Media, University of Illinois at Urbana-Champaign, and the School of Communication and Creative Arts, Deakin University. Research interests: online video, online culture, internet governance.

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Fei Fang: Lecturer of the School of Journalism and Communication, Master's Supervisor. Research Interests: political communication, internet society and digital life. Email: fangfei@ccnu.edu.cn

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Master Programs:

Admission Program: Journalism and Communication (Three-Year Academic Master's Program)

Program Introduction

The overall objective of the three-year Academic Master's Program in Journalism and Communication is to train comprehensive journalism and information communication talents who have a solid foundation in the humanities and social sciences, as well as modern communication skills. Students are expected to achieve the following objectives:

Objective 1: To have good political knowledge and a broad view of humanities and social sciences;

Objective 2: To master the basic theories and research methods of the discipline, and to cultivate a good academic style and certain scientific research ability;

Objective 3: To become familiar with the basic business skills of journalism and communication, and to have strong ability in information processing, communication and media practice;

Objective 4: To master a foreign language, have a certain international view, be able to carry out basic communication and read foreign literature.

Major Courses

Course Category	Course Title	Lecture Hours	Credits
Compulsory Courses	Research on Marxist Journalism Thoughts	32	2
	Research on Journalism Theory	32	2
	Research on Communication Theory	32	2
	Research on the history of journalism and the history of communication	32	2
	Journalism Ethics and Law	32	2
	Research Design and Dissertation Writing	32	2
	Quantitative Research Methods in Journalism and Communication	32	2
	Qualitative Research Methods in Journalism and Communication	32	2
Elective Courses	Film and Television Art Studies	32	2
	Data Analysis and Application	32	2

	Research on Media User Development	32	2
	Visual Communication Studies	32	2
	Philosophical Research on Film and Television Art	32	2
	Research on Documentary and Short Video Creation	32	2
	Public Relations and Brand Communication Research	32	2
	Human-Computer Interaction Theory and Practice	32	2
	International Communication Theory and Practice	32	2
	New Media Research	32	2
	Artificial Intelligence and News Production	32	2
	Media Sociology	32	2
	Political Communication	32	2
	Crisis Communication Research	32	2
	Frontiers of Media Theories	32	2
	History and Theory of New Media	32	2

Note: (1) Each credit hour is 45 minutes; (2) The above are excerpts from various parts of the course.

Credit Requirements

The education of the Master of Journalism and Communication students is based on a credit system, and all majors are required to complete at least 36 credits (16 hours/credit). Students are required to complete 8 credits of public compulsory courses, 16 credits of professional compulsory courses, 8 credits of professional electives and 4 credits of internship within the required years of study. The practical credits include journalism and communication practice and academic practice, each of which is worth 2 credits. The journalism and communication internship is usually arranged in the second academic year, and those who already have three years of relevant work experience can be exempted from the journalism and communication internship.

Information of the Supervisor

Yi Wan, Dean of the School of Journalism and Communication, Central China

Normal University, Professor, Senior journalist and Doctoral Supervisor. Research interests: all-media news production, online opinion guidance, international communication, and Chinese news history.

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Li Zhou, Professor and Doctoral Supervisor, of the School of Journalism and Communication, Central China Normal University. Visiting Scholar, Department of Communication, University of Rhode Island, USA. Research interests: online emotion research, online participation and online expression.

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Yongjun Zhang, the Director of Media Ethics and Media Management Research Center, Professor and Doctoral Supervisor of School of Journalism and Communication, Central China Normal University, and visiting scholar at University of Illinois at Urbana-Champaign. Research interests: news gathering and editing practice, media transformation and media convergence, media and social change.

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Haibo Gao, Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research interests: history of news communication.

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Yueqin Huang, Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Visiting scholar of University of Westminster, Chinese University of Hong Kong, City University of Hong Kong. Research interests: media sociology, media theory, media culture.

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Li Wang, Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research interests: red culture communication research, media convergence communication research, hosting communication research, etc.

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Zhiyuan Wu, the director of the We-Media Research Center of Central China Normal University, Professor and Master's Supervisor of the School of Journalism and Communication, a visiting scholar of Curtin University in Australia. Research interests: We media operation and management, Internet brand operation and communication, copywriting creative planning, online media writing, etc.

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Jimu Zhang, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research interests: history of Chinese journalism, frontier communication, and journalism education.

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Yongchao Xu, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research interests: History of Chinese and foreign journalism, and media and society. In recent years, he has focused on the historical research of the interaction between social changes in Hong Kong's Chinese community and Chinese-language newspapers, as well as "news copyright".

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Zhenyu Zhang, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Visiting Scholar at Shih Hsin University (Taiwan), City University of Hong Kong, Ming Chuan University (Taiwan), and the University of Washington, Seattle. Research interests: Research on emergencies and crisis communication, and visual communication research.

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Zheng Liu, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. PhD in media Sociology from the University of Paris VIII. Research interests: history of communication ideas, media culture studies, and mental health communication.

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Ran Duan, Associate Professor and Master's Supervisor of the School of

Journalism and Communication, Central China Normal University. Ph.D. in Philosophy, City University of Hong Kong. Research interests: conceptual history of journalism concepts, cultural concept changes in modern and contemporary China, new media and cultural practice, individualization of Chinese society and contemporary social changes.

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Ji'an Lin, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. University of California, Davis as a joint PhD student funded by the China Scholarship Council in 2016-2017. Research interests: history and theory of Chinese cinema, film sociology.

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Sixin Bai, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research interests: oral communication, broadcasting and hosting arts, film and television communication studies, media development theory and practice research.

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Xun Wang, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research interests: Cross-cultural communication research in new media, public interest communication research, film and television communication studies, audio-visual theory and practice.

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Qiong Liu, Associate Professor and Master's Supervisor, Head of the Communication Department and Director of the New Media Teaching and Research Section of the School of Journalism and Communication, Central China Normal University. Visiting Scholar at the College of Media, University of Illinois at Urbana-Champaign, and the School of Communication and Creative Arts, Deakin University. Research interests: Online video, online culture, internet governance.

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Ouyang Chen, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Visiting Scholar at the University of Illinois at Urbana-Champaign and the University of Massachusetts.

Research interests: strategic communication and international public relations, crisis communication and brand management.

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Jing Xin, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Postdoctoral Fellow at the School of Journalism and Communication, Wuhan University. Ph.D. from the University of Canterbury, New Zealand. Research interests: intercultural communication, new media content production and dissemination.

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Chung Donghwa, Associate Professor and Master The Chinese University of Hong Kong's Supervisor of the School of Journalism and Communication, Central China Normal University. Korean nationality, visiting scholar at the University of Kansas, USA. Research areas: intelligent communication, health communication, international communication.

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Li Li, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research areas: media ethics and regulations, the value of red culture communication.

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Zheng Liu, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Research areas: journalism practice, new media studies.

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Junfeng Chen, Associate Professor and Master's Supervisor of the School of

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Min Liu, Associate Professor and Master's Supervisor of the School of Journalism and Communication, Central China Normal University. Visiting Scholar at the University of Illinois at Urbana and Champaign, CUIUC. Research interests: News theory, image communication, new media research.

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Fei Fang: Lecturer of the School of Journalism and Communication, Master's Supervisor. Research Interests: political communication, internet society and digital life. Email: fangfei@ccnu.edu.cn

Hansheng Zhong: Lecturer of the School of Journalism and Communication, Master's Supervisor. He participated in a joint doctoral training program at King's College London, UK. Research Interests: film history and theories, film and television communication and criticism. Email: zhonghansheng@ccnu.edu.cn

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Admission Program 2: Journalism and Communication (Two-Year Professional Master's Program)

Program Introduction

The two-year Professional Master's program in Journalism and Communication is designed to train professionals who are competent in journalism and communication, journalism education, journalism management, journalism research, publishing and publicity, as well as other cultural work in the era of "convergent media", and to provide a high-quality source of students for postgraduate education. This program does not differentiate between research directions. Students are expected to achieve the following objectives:

Objective 1: To cultivate students' high sense of social responsibility and mission, systematic knowledge of journalism and communication theories, cross-media communication skills, and good humanities and social science literacy;

Objective 2: To have broad knowledge and strong practical journalism skills such as written and oral expression;

Objective 3: A good command of a foreign language and strong listening, speaking, reading and writing skills.

Major Courses

Course Category	Course Title	Lecture Hours	Credits
Compulsory Courses	Research on Marxist Journalism Thoughts	32	2
	Research on Journalism Theory	32	2
	Research on Communication Theory	32	2
	Research on the history of journalism and the history of communication	32	2
	Journalism Ethics and Law	32	2
	Research Design and Dissertation Writing	32	2
Elective Courses	Quantitative Research Methods in Journalism and Communication	32	2
	Qualitative Research Methods in Journalism and Communication	32	2
	Film and Television Communication and Social Practice	32	2
	Artificial Intelligence and Image Creation	32	2

	Practice		
	Research on the Development of the Media Industry	32	2
	Advertising Marketing Strategies and Classic Experiments	32	2
	Planning and Creation of Audio-Visual Art	32	2
	Special Research on News Public Opinion Guidance	32	2
	Case Analysis of Omni-media News Reporting	32	2
	Frontiers of New Media Development	32	2
	Research on Online Video Communication	32	2
	Artificial Intelligence Literacy Education and Teaching Design	32	2

Credit Requirements

The education of the Master of Journalism and Communication students is based on a credit system, and all majors are required to complete at least 36 credits (16 hours/credit). Students are required to complete 4 credits of public compulsory courses, 12 credits of professional compulsory courses, 12 credits of professional electives and 8 credits of internship within the required years of study. The practical credits include journalism and communication practice and academic practice. The journalism and communication internship is usually arranged in the second academic year, and those who have three years of relevant work experience can be exempted from the journalism and communication internship.

Information of the Supervisor

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Advantageous Disciplines

Established in 2015, the Network and New Media program employs the high-quality resources of Hubei Province's first-class key discipline in Journalism and Communication. It has built a strong faculty with expertise in areas such as online audiovisual communication, branding and new media marketing, and online public opinion governance. The program focuses on cultivating students' core knowledge and skills in new media content production, user analysis, and operational management, aiming to develop "full-chain" talents capable of planning, producing, operating, and promoting online new media products. Graduates can pursue careers in

news media organizations, internet companies, advertising and public relations agencies, government institutions, enterprises, and other organizations. They also have broad prospects for further academic advancement, including master's and doctoral degrees. The program admits students under the broader Journalism and Communication discipline, with specialization selection taking place at the end of the first semester of the sophomore year.

Student Activities

1. “Film Salon”

As a flagship characteristic activity of the school, the Film Salon has been successfully held for over 100 sessions, attracting extensive participation from faculty and students across the university. It has become a high-quality platform for interdisciplinary exchange. Open for registration to all university members, each session carefully selects classic films with both artistic value and intellectual depth, offering an immersive viewing experience in a professional and comfortable film appreciation room.

Hosted by faculty members of the school, the salon not only analyzes the narrative techniques and artistic aesthetics of the films from a professional perspective but also guides participants to conduct in-depth discussions about the films' spiritual value. In a warm and pleasant communication atmosphere, participants from diverse academic backgrounds share their insights, ranging from the meaning of life, philosophy of life to personal growth, making film viewing more than just “watching” but a spiritual journey that inspires thinking and conveys warmth. It combines the depth of professional interpretation with the warmth of ideological collision, allowing every participant to gain insights and gather strength in the flow of light and shadow.





2. “Supervisor’s Lounge”

As the flagship initiative for fostering mentorship within the school, the “Supervisors’ Lounge” breaks down barriers between faculty and students by creating an equal, open, and warm communication bridge through innovative formats such as outdoor camping and blind box interactions. It addresses the holistic needs of graduate students throughout their growth journey. Open to all graduate students in the school, each session features experienced faculty supervisors who share in-depth insights on topics of concern to students, allowing mentorship exchanges to extend beyond the classroom and into daily life.

During the activity, faculty and students gather for open conversations covering multiple dimensions such as personal growth, career choices, interpersonal relationships, and emotional regulation. Supervisors provide suggestions and answers, offering clarity for the path ahead through the sharing of experience. This approach adds warmth to professional mentorship and helps alleviate uncertainties on students’ journey of growth.

The “Supervisors’ Lounge” has become an important platform for the School to strengthen mentor-student dynamics. By adopting innovative formats, it not only bridges the gap between supervisors and students but also conveys wisdom for growth through sincere dialogue. This initiative reflects the School’s deep commitment to the holistic development of its students, injecting sustained warmth and momentum into fostering harmonious mentor-student relationships and supporting students’ steady growth.



Student Testimonials

Special Prize in the Provincial Competition of the 15th Hubei “Challenge Cup” Extracurricular Academic Science and Technology Works Competition

Congcong Jia (Team Leader):

Reflections on Research Practice: “When processing the data, I realized that what we were dealing with was not just cold numbers, but the real concerns and thoughts of young people.” This experience deepened my understanding that academic research must be grounded in reality and responsive to the issues faced by youth, blending scientific rigor with humanistic warmth.

On Teamwork and Perseverance: “If we’re going to do it, we must strive to do our best.” This journey—from a slow start to a remarkable comeback and ultimately winning the award—taught me that there are no born champions, only determined individuals who keep moving forward amid uncertainty. The time spent fighting alongside my teammates is even more precious than the award itself.

Zihan Liao (Team Member, Undergraduate Student):

Gratitude for the Team: “Thank you to our teachers and senior students—this honor is the result of everyone’s hard work!” When I first joined the team, I felt overwhelmed by the massive amount of data and didn’t know where to start. It was the patient guidance of our teachers and the experience shared by senior students that helped me clarify my thinking. Through collaboration, I deeply felt the power of collective support.

“Model Student of Academic Excellence” of CCNU

Yuchen Wu (Undergraduate Student of Journalism, Class of 2023)

The courses offered by the school have solidified my professional foundation, while practical experiences and scientific innovation have honed my skills. From writing over 100,000 words as part of a reporting team, tackling the “Challenge Cup” to interning abroad, I’ve learned that journalism requires upholding integrity and staying grounded. I’ve also come to understand that growth lies in persistent breakthroughs. Only by moving forward steadily can I journey far on the path of journalism.

3. 2025 “Yangtze River Cup” Hubei Provincial TV Selection Competition for New All-Media Host Talents

Jingmiao Yang (2024 Student):

I am grateful to Teacher Xu and Teacher Yang for their guidance in revising my script under the intense competition schedule, and to my friends for their encouragement. During the competition, I received constructive feedback from many teachers and gained clarity on how to move forward. I hope to keep striving, refine my skills through more competitions, become a better version of myself, and continue to bring honor to our school!

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