

PROGRAMME INFORMATION

DURATION

Two semesters; one in Shanghai and one in Austria (Salzburg/Vienna)

EXCHANGE CRITERIA

- Registered as a Master's Student
- Study of Communication Science
- Formal application and interview
- Excellent knowledge of English

ECTS

The programme is part of the regular study programme and will be mutually recognized both in China and Austria. The lectures and courses are transferred into ECTS credits.

FINANCIAL SUPPORT:

Scholarships are available on basis of application.

BUDDY SYSTEM

The Buddy System (one-to-one) helps the students to integrate their colleagues from abroad into their social and academic environment.

BASIC CONTENT

Interdisciplinary basics: Interdisciplinary thinking and methodologies of analysis.

Transcultural communication: Influences of society and culture on media and communication processes.

Management of media and communication products and services: Excursions and reflections on developments in (digital) media.

Societal dynamics and current ICT developments: Information Society in Europe and Asia.

European and Asian Media: Insights and analysis.



ACADEMIC INSTITUTIONS



University of Salzburg

Programme Coordinators:

Thomas Herdin, Department of Communication

Ursula Maier-Rabler, ICT&S Center for Information and Communication Technologies & Society



University of Vienna

Programme Coordinator:

Thomas Bauer, Department of Communication



Fudan University

Programme Coordinator:

Yu Zhenwei, School of Journalism

PARTNER INSTITUTION

**Eurasia Pacific Uninet
BFSU (Beijing Foreign Studies University)**



CONTACT INFORMATION:

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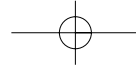
MEET THE CHINA CHALLENGE

MASTER EXCHANGE
PROGRAMME
2007/08



MEET THE CHINA CHALLENGE





MASTER EXCHANGE PROGRAMME



ACADEMIC AND ECONOMIC RELEVANCE

The globalisation in the field of academic studies enables increased competitiveness of students all over the world. Especially in the field of media and communication, international experience is a must for future decision-makers. China's importance in the global economy is growing rapidly and constitutes an increasing factor in the global media and communication industry.

This programme will bring together Chinese and Austrian students in the field of communication to cooperate closely for two semesters to gain first hand experiences in order to meet the challenges in a global future.

OBJECTIVES

Transcultural competences in the field of media and communication management.
Mutual insights into different cultural and economic systems.

COOPERATION

Acknowledged academic institutions and leading media and communication enterprises.

CERTIFICATION

Students who attend the programme will receive a special certification for an international programme in media and communication management from the Fudan University (Shanghai, China) and the University of Salzburg (Austria).

MULTI-PERSPECTIVES

To achieve professional quality and international reputation the Master Exchange Programme focuses on three perspectives:



Culture & Society: Media and communication cultures, organizational cultures, media and business ethics, inter- and transcultural aspects.

Technology: Information and communication technologies (ICTs), technologies in a socio-cultural context.

Economy: Media and Communication Management in economic perspective, technologies in organisations and enterprises (business studies and management, media economics).

TRANS-CULTURAL DIMENSION

Considering the multi-perspectives-approach as a crucial factor for the quality of the entire exchange programme, trans-cultural competence will be introduced as a basic principle raising mutual understanding and respect.



Trans-Cultural Dimension of Content

Awareness of the existing cultural differences between the countries regarding media- and communication culture; business culture; social, cultural and economic use of technology.

Trans-Cultural Dimension of Cooperation

Perception of cultural differences between the academic and scientific systems. Integration of different teaching methods and modes of scholarly work for the benefit of both, the Chinese and the Austrian students.



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