

**Institution / Date of Event**
**Institution :**

1. School of Journalism and Communication, Shanghai International Studies University
2. Faculty of Journalism & Communication Studies, Communication University of China

**Date of event :**

December 26<sup>th</sup>, 2021 (whole day)

**Event Overview**
Topic

**Reform and Innovation of Journalism and Communication Education in the Context of the Covid-19 Epidemic**

Speakers

1. **Hu Baijing**, Vice President of Renmin University of China
2. **Chen Changfeng**, Executive Vice Dean of School of Journalism and Communication, Tsinghua University
3. **Liu Liqun**, President of China Women's University
4. **Liu Mingyang**, Executive Vice Dean of School of Journalism and Communication, Shandong University
5. **Yang Lin**, Professor, School of Journalism and New Media, Xi'an Jiaotong University
6. **Shi Lei**, College of Humanities, Southwest Jiaotong University
7. **Yao Zejin**, Executive Vice Dean of Guangming School of Journalism and Communication, China University of Political Science and Law
8. **Guo Weidong**, Vice President of Communication University of Shanxi and Dean of the School of Journalism and Communication
9. **Shan Xiaohong**, School of Journalism, Yunnan University
10. **Cheng Lihong**, Dean of School of Journalism and Communication, Liaoning University
11. **Li Fengyu**, Professor, Journalism Program at Yanbian University
12. **Zhang Taofu**, Executive Dean of the School of Journalism, Fudan University
13. **Qiang Yuexin**, Dean of School of Journalism and Communication, Wuhan University
14. **Wei Lu**, Dean of the College of Media and International Culture of Zhejiang University
15. **Chen Xinling**, Dean of the School of Journalism and Communication, Nanchang University
16. **Xiang Guoxiong**, Vice President of Jiangxi Normal University
17. **Han Jun**, Executive Dean of the Institute of New Media Studies, Northwest University
18. **Zhang Yun**, Dean of the School of Journalism and Communication of Xinjiang University
19. **Huang Heshui**, Director of the Professorial Committee of the School of Journalism and Communication, Xiamen University
20. **Wen Xue**, School of Language and Communication Studies of Beijing Jiaotong University
21. **Jin Xing**, Professor of School of Literature and Communication, Yunnan Minzu University
22. **Li Mingjie**, School of Journalism and Communication, Guangxi University
23. **Zheng Ya'nan**, Communication University of Zhejiang



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24. **Peng Zhubin**, Dean of School of Journalism and Communication, Hunan University
25. **Li Benqian**, Dean of School of Media and Communication ,Shanghai Jiaotong University
26. **Yan Sanjiu**, Dean of School of Journalism and Communication, Shanghai University
27. **Guo Ke**, Dean of School of Journalism and Communication, Shanghai International Studies University

#### Chair persons

1. **Chen Peiqin**, Vice Dean of School of Journalism and Communication, Shanghai International Studies University
2. **Yan Yining**, Vice Dean of School of Journalism and Communication, Shanghai International Studies University

#### Guests

1. **LI Zhi**, Professor, School of Television, Communication University of China
2. **Lin Yan**, Director of Journalism Program , School of Journalism and Communication, Shanghai International Studies University
3. **Sheng Yinyan**, Director of Advertising Program , School of Journalism and Communication, Shanghai International Studies University
4. **Lv Nan**, Director of Internet and New Media Program , School of Journalism and Communication, Shanghai International Studies University
5. **Zheng Chuang**, Director of International Journalism and Communication Program , School of Journalism and Communication, Shanghai International Studies University
6. **Hou Wei**, Director of Radio and Television Journalism Program, School of Journalism and Communication, Shanghai International Studies University

#### **Summary of discussions**

The Round-table discussions have focused on the new approaches and new models of China's journalism and communication education in the context of COVID-19. Thirty six scholars and deans from 28 universities across China, online and offline, have shared their views and expertise on four major themes as listed below.

**The first theme highlighted the innovative ideas of journalism and communication education in the era of COVID-19, playing up a whole-person education concept that stresses cultivation of values and creativity.**

Prof. Hu Baijing, Vice President of Renmin University of China, thinks it is a must to use a universal frame to find the most basic and essential issues of JC education and determine its interdisciplinary nature. It is also necessary to think backward and consider the disciplinary knowledge in different dimensions. Based on the light of universal illumination and reflection, we have to identify central questions and raise them from the abstract to the concrete level. And it is vital to cultivate JC students based on mid-level theory and micro-knowledge while emphasizing the ability of the narrative and humanistic orientations.

According to Prof. Chen Changfeng, Executive Vice Dean of School of Journalism and Communication, Tsinghua University, when cultivating students, teachers should pay attention to students' humanistic qualities, especially their thinking values. The professional



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ability should be emphasized while the JC discipline should also be built on the students' ability of critical thinking and communication.

According to Professor Zhang Taofu, Executive Dean of the School of Journalism, Fudan University, journalism and communication education in China has been hit by three waves: one is globalization, another is the deep transformation of Chinese society and finally the revolution of new communication technologies. Now with the strong impact of the epidemic on journalism and communication education, our journalism education is also facing a triple door, quality student training, scientific research and industry services.

Professor Qiang Yuexin, Dean of School of Journalism and Communication, Wuhan University, talked about four aspects "Journalism and Communication Education in the Post-Epidemic Era" and pointed out that professionalism and careerism should be called for again in the context of the COVID-19. In addition, the context of conflicting public opinion has opened up international perspectives, and there is a need to enhance international teaching and learning cooperation, and to create a pool of talents with a sense of family and social responsibility. Finally, in the context of a risky society, it is necessary to strengthen the concept of humanism, cultivate journalism and communication talents with a sense of family and social responsibility, establish the correct value orientation, journalistic aspirations and journalism professional orientation, and strengthen the sense of social responsibility and mission.

Professor Xiang Guoxiong, Vice President of Jiangxi Normal University, gave a speech entitled "Reflections on Journalism and Communication Education in the Context of the Epidemic", arguing that in the era of the epidemic, it is necessary to shift from knowledge-based traditional teaching to personalised teaching aimed at the "Whole Person" concept, based on the background of the world's great development, reform and adjustment.

Professor Peng Zhubin, Dean of the School of Journalism and Communication of Hunan University, talked about the role of journalism and communication education in cultivating family and national sentiments, correct value judgments and a firm sense of moral responsibility. The cultivation of these aspects must combine theory with practice, and classroom education with practical education, in order to truly achieve the unity of knowledge and practice.

According to Professor Shi Lei, Dean of the College of Humanities of Southwest Jiaotong University, to cultivate all-media journalism and communication talents, it is necessary to reshape their abilities, including the expression ability using new media and integrated media, etc. Meanwhile, it is necessary to reform our training system to cultivate all-media journalism and communication talents.

According to Professor Yao Zejin, Executive Vice Dean of Guangming School of Journalism and Communication, China University of Political Science and Law, the journalism and communication education is facing three significant problems. The first is the over-specialization of simple knowledge learning, the second is the over-professionalization of talent training, and the third is the over-technicalization of professionalism. In the post-epidemic era, he thinks it is essential to find ways to return to the ecological reconstruction of journalism and communication education, including the goal of journalism and communication education, which must return from specialized education to whole-person education.

In her presentation entitled "The Covid-19 Epidemic Brings Possibilities for the Expansion of Higher Education Field", Professor Zheng Ya'nan of Communication University of Zhejiang, argued that in the context of the epidemic, students need to learn to integrate into the world and cultivate students to put ecological concepts in a prominent



position. Students also need to be nurtured in the concept of lifelong learning and lifelong development. Offering courses online and offline has great significance for educational equity and publicness, and also provides students with the ability to sustain self-improvement and lifelong improvement.

**The second theme expounded upon the creative models of China’s journalism and communication practices in the Chinese scenario.**

Liu Liqun, President of China Women's University said the school has restructured its public service course " Speaking skills of Social Practice", and launched an online activity of reading therapy with the disabled in Hubei province based on this course. Liu believed that such a course transformation was one of the ways to transmit public welfare consciousness and the patriotism. Education is a trinity of quality, ability, and knowledge. In addition to learning knowledge, such a course can enable female college students to know how to learn and grow amid storms, be strong under pressure, and shoulder responsibilities.

Professor Guo Weidong, Vice President of Communication University of Shanxi and Dean of the School of Journalism and Communication, believed that the epidemic has forced the reform of practical teaching of journalism and communication. The College of Radio and Television of the university highlights basic skills training in the teaching, while enhancing students' team consciousness and professional identity through innovative teaching forms. The school also integrated course practice into the requirements of integrated creation.

According to Professor Shan Xiaohong from the School of Journalism of Yunnan University, in the context of the COVID-19 epidemic, local colleges and universities have to carry out teaching reforms in journalism and communication, facing the problems of relatively backward economic development, relatively low education level and great difficulty in attracting qualified talents. And in the process of international communication, the influence of local institutions on neighbouring countries is their unique resource advantage. In order to carry out the teaching reform of journalism and communication, local institutions must have an open mode of operation, be oriented towards international communication and seize the opportunity during the epidemic.

**The third theme focused on innovative teaching methods of China’s journalism and communication education in the era of COVID-19**

Professor Cheng Lihong, Dean of School of Journalism and Communication, Liaoning University, believes that virtual simulation technology is the most suitable for journalism history courses. Virtual simulation can provide students with immersive scenes, realize scenario education, enhance the interesting and tasty nature of the course, and also enhance students' memory.

Professor Liu Mingyang, Executive Vice Dean of School of Journalism and Communication, Shandong University, said that they combined practical activities with theory teaching to teach students how to take use of innovations, and help students appreciate the changes in the public opinion field on public events. They also combined such changes with students' value education and ability education.

According to Professor Li Fengyu of the Journalism Program at Yanbian University, the main philosophy among the reform of the journalism program at Yanbian University is the student-centred with a philosophy of output-oriented improvement. This can be divided into three areas: strong support for the reform of the flipped classroom, reform of teaching methods and the creation of a special curriculum for frontier institutions.



Professor Chen Xinling, Dean of School of Journalism and Communication of Nanchang University, gave a speech entitled "Adjustment and Change of Teaching Mode in the Epidemic Environment", pointing out the four characteristics of this teaching mode, namely the mimetic nature of the teacher-student communication environment, the co-occurrence of time, the separation of the field and the large weight of technology, and sharing how to make use of the characteristics of online teaching to update the teaching mode to improve the quality of teaching.

Professor Han Jun, Executive Dean of the Institute of New Media Studies at Northwest University, gave a talk entitled "Evolution and Innovation of Journalism Practice Courses in the Era of All Media", in which she sorted out the evolution of journalism and communication practice courses in recent years, arguing that systematic improvement requires process shaping and overall development, and shared his thoughts on how to set norms and standards in the era of great development.

Professor Zhang Yun, Dean of the School of Journalism and Communication of Xinjiang University, gave a presentation entitled "Key Points in Journalism and Communication Education in the Digital Age" during the seminar, pointing out that journalism and communication education needs to shift dimensions in the discipline and construct a new conceptual system. Above the profession, competence should be the main learning content, students should take initiatives, apply theoretical knowledge flexibly, engage in process learning, effectively use conceptual knowledge to explain new things, and stimulate the initiative of the whole process.

Professor Huang Heshui, Director of the Professorial Committee of the School of Journalism and Communication at Xiamen University, taking his course *Human Perspectives* as an example and sharing his approach on how to enhance course interaction and improve the effectiveness of online teaching. He suggested that teaching could be conducted using WeChat, with multiple questions and answers on mobile phones, arguing that this approach could solve the teaching that has been passively indoctrinated since the past and allow students to be motivated very effectively.

Professor Wen Xue from the School of Language and Communication Studies of Beijing Jiaotong University gave a speech entitled "Exploring the Psychological Problems of Journalism and Communication Students in the Context of the Covid-19 Epidemic - Taking Postgraduate Students of Journalism and Communication at Beijing Jiaotong University as an Example", introducing a student stress questionnaire survey she had conducted, analysing the reasons for students' psychological stress, and looking at the causes of students' psychological stress and made suggestions from the perspective of counsellors and tutors' work to pay attention to students' healthy growth and cultivate talents in the discipline in both physical and mental aspects.

Professor Jin Xing, Professor of School of Literature and Communication, Yunnan Minzu University, gave a speech entitled "COVID-19 and the Practice of Curriculum Reform for International Students", in which he firstly introduced the College, featuring the "Media + South and Southeast Asian language" model, which has the advantage of cultivating cross-cultural advantages of modern media production and management capability talents. In the context of the epidemic, they found that by making some improvements for the different countries and regions where the students are located, and the practicalities of actually being able to apply internet-based online teaching, they can greatly enhance the teaching effect.

Professor Li Mingjie from School of Journalism and Communication of Guangxi University shared her views on the topic of "Changes and challenges to journalism education



in Guangxi brought by the epidemic" at the seminar. She conducted research with vice deans and some teachers from different types of universities and found that in the context of the epidemic, journalism education in Guangxi is more open in terms of knowledge transfer, teachers are more open-minded and more capable of using modern technology, with richer means, and it is more obvious in terms of reaching the goal of knowledge transfer. In terms of competence development, teacher-student interaction is more frequent and the space for discussion has been expanded to a certain extent. However, the initiative and creativity in terms of the paths and methods of competence development and goal attainment need to be strengthened.

**The final theme explored how to improve JC teaching quality via interdisciplinary cooperation.**

Li Benqian, Dean of the School of Media and Communication at Shanghai Jiao Tong University, spoke on the topic of "Innovative education models for journalism and communication in China in the context of the epidemic", suggesting that the educational environment has changed greatly and the training objectives have been greatly expanded. The main idea is to cross-fertilise disciplines and combine them with industry practice. It is hoped that through problem-solving orientation, we can cultivate complex and high-quality journalism and communication students, so that they can present themselves as "T-shaped talents" who can broaden horizontally and deepen vertically, tell the Chinese story and promote the integrated media strategy.

Professor Yang Lin from the School of Journalism and New Media of Xi'an Jiaotong University believes that against the background of the Internet environment, we can make the time and space domains converge under the drive of technology, thus realizing the dialogue between the ancient and the modern East and West. Under the challenge of the epidemic, the ultimate goal of education has not changed, and value education, knowledge literacy, and skills education are still the core.

Professor Wei Lu, Dean of College of Media and International Culture of Zhejiang University, gave a speech entitled "Model Innovation of Journalism and Communication Education in the Context of the Epidemic", focusing on the innovation of talent training model. He advocated that the training of journalism and communication talents should be promoted from three perspectives: disciplinary collaboration, cross-border collaboration and international collaboration, and that there is a need to collaborate with disciplines such as computer science, foreign languages and art and design, and to open up the whole industry and the whole process chain. The international synergy can also be developed in the direction of local internationalization or local internationalization, from the original "going out" to the current "inviting in", from the original shallow exchange to deep exchange, and from the original unequal exchange to a more equal cooperation. The transformation from a shallow exchange to a deeper one, and from a less equal exchange to a more equal one.

Professor Yan Sanjiu, Dean of School of Journalism and Communication at Shanghai University, gave a speech titled "Cooperation in Journalism and Communication Education in the context of the Epidemic through the International Journalism Education Alliance", introducing thoughts on how international journalism and communication education should be better developed in the context of the Epidemic. He shared his experience in promoting talent development through international education alliances, i.e. through online cooperation in teaching full English courses and online seminars on bilateral and multilateral teaching reforms, to create a better environment for international education and improve the



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internationalisation of talent development.

To wind up, GUO Ke, WJEC Asian/China coordinator, concluded the UNESCO-sponsored Round-table by emphasizing that journalism and communication education in China should be further innovated in terms of its teaching approaches and practices and integrated more with AI and real journalistic scenarios in an effort to address the challenges as a result of COVID-19. He hopes the Round-table can kick off the preparatory work of the CUC-SISU team to move forward towards the 6<sup>th</sup> WJEC to be held in Beijing and Shanghai in 2023.

### Discussion outcomes/recommendations





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2021年12月26日



## Promotional/Visibility Actions

## Further comments

China Daily has released news reports in English and Chinese as follows:

1. English News: Experts discuss journalism education in UNESCO Round-table  
<https://studychina.chinadaily.com.cn/s/202201/05/WS61d50a27498e6a12c121c657/experts-discuss-journalism-education-in-unesco-round-table.html>

2. <https://www.facebook.com/405703776835780/posts/1106067570132727/?d=n>

3. Chinese news report:

<https://sh.chinadaily.com.cn/a/202112/30/WS61cd47c0a3107be4979ffd43.html>