



GU 8 Joint Research Proposal Media and Communications

Media and Communications Environment

- Media Convergence Age
 - Over 6.2 million people visit Internet video repository YouTube daily, and since 2003, 220 million have registered to use free VoIP software Skype.
 - With the expansion of 3G and introduction of wireless broadband networks, which together serve more than 200 million users internationally, converged media is everywhere.

Media and Communications Environment

- Media Convergence Age
 - Information Revolution
 - Information and Communications Technologies
 - Drivers of Change of Economy

- It is also becoming respectable to talk of the multimedia experience; late last year, <Economist> magazine felt compelled to title their feature on convergence ‘Your television is ringing.’

Media and Communications Environment

- Media and Communications are now everywhere.
 - Global phenomena
- The purpose of this presentation is to propose joint research under GU 8 how convergence translates from ‘global’ ideas and ‘technology’ into local implementation.
 - Given the importance of convergence to many stakeholders – domestic and international – it is needed to illuminate some of the possible factors that might interact with ideas and technologies towards our future society.

Joint Research Needed under GU 8

- All GU 8 member universities have department or school on the media and communications fields.
 - It is time to combine creative ideas from GU 8 member universities and put them into joint researches.

Université du Havre

	présentation & organisation		12 langues enseignées	sommaire	actualités	marchés publics
	offre de formation	orientation, stages & insertion professionnelle		composantes & services		
bibliothèque		vie culturelle sportive & internationale	relations internationales	Réussir à l'université	recrutement enseignants chercheurs 2009	
	recherche & valorisation	Vie étudiante & scolarité	Intranet			ENT
	mentions légales		annuaire	Normandie Université	plan du site & contacts	Espace numérique de travail

L'université est une chance. Saisissons-la



Applied Communication

RMIT University's School of Applied Communication offers a wide range of programs and courses in:

[Advertising](#)

[Communication](#)

[Communication Design](#) (Graphic Design)

[Editing and Publishing](#)

[Journalism](#)

[Media](#)

[Professional Communication](#)

[Public Relations](#)

Our programs are consistently among the most highly sought-after with school-leavers, mature-age students and international students alike. Through a strong association with [industry and community groups](#) we ensure our students get the right balance between practical skills and a solid academic foundation. Our graduates can be found at the top of their fields, both in Australia and internationally.



Creative Media

The School of Creative Media offers industry-focused study all the way from single subject, to TAFE, Undergraduate and Postgraduate research levels. These programs utilise digital post production and editing, audiovisual, imaging, television and sound production facilities, incorporating staff who are both industry practitioners and scholars.

Our graduates enter industry as animators, audiovisual technicians, authors, editors, digital artists, filmmakers, games designers, multimedia and new media designers, musicians, photographers, screenwriters, sound technicians and web designers.



Communication studies

<Program>

- Multiculturalism : Theory and Practice
- Content & Effects of Media Advertising
- The Rhetoric of Music : Songs of Social Justice
- Dynamics of Communication Marketing
- Health Communication in Mass Media .. Etc



Xiamen University

School of Journalism and Communication

Main Courses of Undergraduate Programmes

Journalism: Introduction to Communication, History of Communication in China and America, Communication Research, Journalism Theory, News Gathering, News Writing, News Editing, Comprehensive English, Commentary, International News Reporting, etc

Broadcasting: Introduction to Communication, History of Communication in China and America, Communication Research, Journalism Theory, TV News Gathering, News Editing, News Commentary, Screening, Programs Production, Lighting, etc

Advertising Introduction to Communication, History of Communication in China and America, Introduction to Advertising, Basic Public Relations, Communication Research, Marketing, Marketing Studies, Advertising Planning, Text Writing, Practical Public Relations, etc



Media, Culture and Society

There is much current interest in what is termed 'culture', how this has evolved, and the way it is formed and reflected by the media and by society's view of itself.

Adopting an interdisciplinary approach that distinguishes it from both 'Cultural Studies' and 'Media Studies', our innovative programme develops a set of critical skills that enable a better understanding of how our society is shaped and how it has developed.

Media, Culture and Society is an interdisciplinary and iconoclastic program. It provides a distinctive education by interrogating a wide variety of identities and institutions. Teaching material is drawn from a wide range of sources and combines practical project work with tutorials and lectures. We strongly emphasise student-centred learning, allowing you to develop a portfolio of work in each year to reflect your own creative interests.



University of Haifa

Communications

Founded in 1994, the Department's goal is to advance research and education about the processes and consequences of human communication. Today, approximately 400 students are enrolled in the [undergraduate program](#) and 30 in our [masters program](#).

The Department is distinguished by its inter-disciplinary approach to the study of communication, merging research on interpersonal and mass communication, integrating diverse theoretical perspectives on media institutions, media content and audiences, and bringing together a variety of quantitative and qualitative research methodologies.

Communication

The Department of Communication offers five different graduate degrees for students interested in exploring the meaning, significance, and process of communication.

The majority of the graduate students in the Department pursue [M.A.](#) or [Ph.D.](#) degrees. Students are required to have obtained an M.A. before entering the Ph.D. program, though many students earn their M.A. in the Department and remain in the program to obtain a Ph.D.

The Department also offers three different professional [Master of Communication \(M.C.\)](#) degrees, each of which has specific requirements tailored to a different purpose.

This portion of the website provides a comprehensive overview of the design and policies of each of the Department of Communication's graduate degree programs

Communications and Information

The Department of Communications and Information was founded in March 1998, and was affiliated with the School of Social Sciences. The media are an indispensable part of our lives and cultures.

Mass communication on a global scale has become a cultural phenomenon. Our four-year courses are offered to help student understand various aspects of media and communications.

The courses links intensive media practice with the study of theories, foundations, and research methodology of mass communication. Students learn the historical development and issues and cultural effects on society of newspapers, television, and other media. They study critical thinking and learn to think in visual terms. Our graduates have gone on to further studies and employment in many fields including print and broadcast media, advertising and public relations.

1st Step in 2009

Request for JRC

- 1)Media and communications area included in the GU 8 JRC umbrella
- 2)Representative selected each university
- 3)Information sharing within GU 8
- 4)Seed money on the first representative meeting
- 5)First joint conference held in late 2009

2nd step in 2010 Funding Plan

- 1) Application for 2010 Global Research Network Program by Korea Research Foundation (April 2010)
 - The research project should be a joint activity between researchers from Korea and researchers from abroad.
 - 100 million won/year for three years

3rd step in 2011

Future Rolling Plan

- 1) Publication on media and communications issue by GU 8 scholars
- 2) Application for other international research grant program
- 3) More....