



浙江大学 传媒与国际文化学院
COLLEGE OF MEDIA AND INTERNATIONAL CULTURE ZHEJIANG UNIVERSITY

PHD PROGRAM IN GLOBAL COMMUNICATION ZHEJIANG UNIVERSITY

Fall 2019
Hangzhou, China

Address: College of Media & International Culture,
Zhejiang University, 148 Tianmushan Rd., Hangzhou, China
E-mail: 430310@zju.edu.cn
Website: <http://www.cmic.zju.edu.cn/english/>

About CMIC

Zhejiang University (ZJU) is one of China's top higher education institutions, as well as one of its oldest. ZJU currently ranks among the top three in Mainland China, and within the top 100 globally according to the Times Higher Education World Reputation Rankings and QS World University Rankings.

The College of Media and International Culture (CMIC) at Zhejiang University was established in 2006. Its Department of Journalism was founded in 1958 as one of the earliest journalism departments in China. The College offers both undergraduate and graduate programs in journalism, radio and television, strategic communication, and teaching Chinese as a second language. Its journalism and communication program has been ranked 4th in Mainland China by QS world rankings. Having established strategic partnerships with leading universities all over the world, the College is striving for building a world-class institution of media education.

Program Overview

Global communication is one of the strategic areas in the College of Media & International Culture at Zhejiang University. Many of the faculty members received their Ph.D. degrees from world-class universities in North America, Europe, Hong Kong SAR and elsewhere. They have a strong publication record on internationally recognized journals and enjoy a high reputation both in China and abroad. The Ph.D. program in Global Communication at ZJU aims to attract MA graduates with great academic potential from all over the world and to equip them with rigorous academic training. The core courses in this program are taught in English. Doctoral students are expected to work with our faculty members on cutting-edge research topics with theoretical and practical implications, and have the opportunity to study abroad in our overseas partner institutions for as long as one year. The duration of doctoral study is normally 4 years.

We invite students who are non-Chinese citizens with strong promise and commitment to apply for this Ph.D. Program in Global Communication. Students with an M.A., M.S. or M.Phil degree are eligible to apply for admission to this program. Successful applicants may receive generous studentships from the Chinese Government Scholarship or other sources. The College will also provide additional research and travel support for attending international conferences and conducting academic research.

Program Curriculum

Courses	Credit	Semester	Required / elective
Chinese Language	2	Fall	Required 16 credits
Introduction to Chinese Society and Culture	2	Winter	
Communication Theory	2	Fall	
Quantitative Methods in Communication Research	2	Winter	
Qualitative Methods in Communication Research	2	Spring	
Independent Study	1	Summer	
Media and Globalization	1	Fall	
Intercultural Communication Theories	2	Winter	
Information Society: Theories and Frontiers	2	Winter	Elective 8 credits
Frontiers in Journalism and Communication	2	Fall	
Cognitive & Emotional Processing of Media	2	Winter	
Critical Theory in Contemporary Art Practice	2	Spring	
Courses offered by other schools	4		

Program Timetable

The first 1.5 academic years	Taking courses
The spring semester, 2nd year	Mid-term Assessment/Qualification Exam
The summer semester, 2nd year	Thesis Proposal defense
The winter semester, 4th year	Pre-Oral Defense
The summer semester, 4th year	Oral Defense

How to Apply

Applicants **MUST** mail the following application materials (strictly bind in the following order) to the Admission Office of the International College of Zhejiang University. Please make sure all the application materials **ARRIVE** in mail by 31 March 2019. The application package should be labeled "Doctoral Degree Program Application Materials: Global Communication."

Incomplete application materials or the application submitted by email will **NOT** be processed. Additional documents may be required when necessary. Application materials will **NOT** be returned regardless of the result of the application.

1. A completed application form with a recent photograph (white background, 35mm×45mm in size). Complete and submit your online application via the online application system (<http://iczu.zju.edu.cn/english/-Admissions-Online-Application>), then print and sign the application form produced by the online application system.
2. A photocopy of passport.
3. Highest degree certificates, which must be original documents or notarized copies. If applicants are university students, they shall provide an official pre-graduation certificate showing their student status and stating expected graduation date. Documents in languages other than Chinese or English must be attached with notarized translations in Chinese or English.
4. Academic transcripts during Master's and Bachelor's degree study, which must be original documents or notarized copies. Documents in languages other than Chinese or English must be attached with notarized translations in Chinese or English.
5. A copy of your English proficiency test scores.
6. A personal statement outlining your goals for doctoral education.
7. A research proposal that includes a clear statement of the research, an overview of the literature, the methods, the expected contribution and a list of work cited. The proposal should be around 3 to 5 pages in single space.
8. Two letters of recommendation from faculty members who can evaluate your previous academic performance and provide an assessment of your likelihood of success in graduate school.
9. A writing sample of research. Professionally published samples are preferred but not required.
10. A resume or curriculum vitae including education, experience, awards, honors and publications.
11. Remittance receipt of the application fee (RMB 800 Yuan) (Bank account link).
12. Form for Provisional Acceptance of International Student by ZJU Professor is **NOT** required for submission. The admission committee of the program will make recommendation of acceptance to the Graduate School.

Applicants are encouraged to apply for scholarship. Please follow the steps here:
http://iczu.zju.edu.cn/english/redir.php?catalog_id=22232

Application Timetable

The application deadline for the academic year 2019 is 31 March 2019. The application results will be announced in early May 2019. The registration date is early September, 2019.

Application Requirements

1. Applicants must be non-Chinese citizens, under the age of 40.
2. Applicants must have a bachelor's degree and an M.A., M.S. or M.Phil degree from accredited institutions.
3. Minimum 3.5 cumulative graduate GPA (4.0) scale on master's degree course work.
4. English proficiency:
 - a) A degree received from an institution where the official language of teaching is exclusively English.
 - b) Otherwise, the applicants should satisfy the minimum English proficiency requirements: a minimum IELTS overall band score of 6.5, or a minimum TOEFL score of 90 (Internet-based Test).



Research Areas of Faculty Members

Please visit the college website at <http://www.cmic.zju.edu.cn/english/> for information about our faculty members.



Mailing Address for Application

Room 4500, International College Building, Yuquan Campus, Zhejiang University Hangzhou, China
Post Code: 310027
Email: admission1@zju.edu.cn
Tel: +86 571 87951456
Fax: +86 571 87951755
Website: <http://iczu.zju.edu.cn/english/>



Inquiry about the Program

College of Media & International Culture
Zhejiang University
148 Tianmushan Rd., Hangzhou, China
Email: 430310@zju.edu.cn
Website: <http://www.cmic.zju.edu.cn/english/>

Intercultural Communication Theories

By Dr. Yi SUN

This course aims to provide a broad understanding of theoretical issues and critical approaches in the field of intercultural communication. It is tailored to introduce students to a range of theories and models that contribute to the shaping of intercultural communication as a(n) (inter)discipline.

Media and Globalization

By Dr. Hong ZHANG

The aim of this course is to explore the role of the media and communications in the process of globalization by introducing the relevant literature of global media studies, examining the theories of the field with case studies and identifying their relevance in understanding the media. All students are expected to complete advance reading, participate actively in seminar discussions and finish a course paper of around 5000 words in English which demonstrates their ability to critically evaluate the concepts and theories of the course.

Information Society: Theories and Frontiers

By Dr. Yu HONG

This course provides a theoretical overview of the emergence and development of information society. Through a series of readings drawn from the multi-disciplinary field, this class is intended to expose students to the range of theories, perspectives, and concepts that inform this area of study and to identify key issues and debates. Looking at information society across contexts, scales and units, students will engage with the dialectical tensions, say, between normative values and ideological-political interests, social agency and power relations, technological materiality and meaning making.

Communication Theory

By Dr. Wenjie YAN

This course is designed to provide students with a solid foundation in social scientific theories of human communication. It introduces students to the principles of theory construction and assessment and offers an overview of selected communication theories. It examines the key aspects of communication that not only cut across varying contexts, such as interpersonal, group, mass and digitally mediated, but also enable distinct or differentiable social phenomena. The course serves two goals. It aims to (1) build systematic knowledge of communication theories that function as a scaffold for the field and a basis for individuals to operate effectively in everyday life, and (2) develop a framework and analytical skills that students will need to think about and evaluate communication theories critically.

Qualitative Methods in Communication Research

By Dr. Guangsheng HUANG

This course is designed to introduce graduate students to qualitative methodology and methods in communication. Theoretically, it aims at providing doctoral students with a basic understanding of qualitative research fundamentals, familiarising them with the underlying theoretical assumption of qualitative inquiry. Practically, the seminars cover a diverse range of specific techniques such as ethnography of communication/speaking, narrative analysis, conversation analysis, (critical) discourse analysis, and biographic method, etc. During the semester, students will obtain hands-on experiences in formulating questions, designing qualitative research, collecting and interpreting data, as well as presenting findings through undertaking their own projects.



Critical Theory in Contemporary Art Practice

By Dr. Jing WANG

Critical theory in Contemporary Art Practice is an interdisciplinary course introducing key critical theories in contemporary art practice. The course is organized through theoretical themes, including post-colonialism, feminism, sensual revolution, psychoanalysis, etc. To fully delve into key ideas and theoretical paradigms, each theme unfolds through key theoretical texts, art genres, practice, and art theories, combining lectures, seminar discussions, and students' presentations. Students will become versant in contemporary discourses and critical theories also covered in disciplines including cultural studies, theater studies, performance studies, sociology and anthropology.

Quantitative Methods in Communication Research

By Dr. Siyue LI

This course is designed to provide doctoral students with a sophisticated understanding of quantitative research methods in the Communication discipline. In this class, students will learn about the various principles and techniques of quantitative research methods, which will prepare them to 1) understand and evaluate existing research and 2) design and implement their own research.



Frontiers in Journalism and Communication

By Dr. Fangfang GAO

This course examines current trends in journalism and communication around the world. Basically speaking, the course will familiarize you with both the well-established classics and the “frontier” literature relating to media research, and it will challenge you to identify and question important issues related to the social impact of media technology. The overarching goal will be to provide a foundation of knowledge that will help you develop your own research programs.

Cognitive & Emotional Processing of Media

By Dr. Yusi LIU

Psychophysiological measurement and meaning is a comprehensive resource for psychophysiological research on media responses, a new paradigm sweeping media research. This course addresses the theoretical underpinnings, methodological techniques, and most recent research in this area by placing the research techniques within a context of communication processes and effects as a field, and demonstrating how the real-time measurement of physiological responses enhances and complements more traditional measures of psychological effects from media.

This course introduces the theoretical assumptions of psychophysiology as well as the operational details of collecting psychophysiological data. In addition to discussing specific measures, it includes brief reviews of recent experiments that have used psychophysiological measures to study how the brain processes media. It will serve as a valuable class for graduate students on communication research utilizing these methodologies or for students from other area understanding the theories, history, and methods of psychophysiological research.



Profiles of Faculty Members in the Ph.D. Program of Global Communication



Hongliang CHEN

Ph.D., Texas A&M University, 2017

Hongliang Chen is a “Hundred Talents Program” Assistant Professor in the College of Media Studies and International Culture at Zhejiang University. Prior to joining ZJU, he was a research associate in Steve Hicks School of Social Work at University of Texas at Austin. He received the B.A in Media Production from the China Agricultural University in 2011, M.A degree majoring in Media Studies from the University of Connecticut in 2013, and doctoral degree majoring in Communication Studies at the Texas A&M University in 2017. He has seven years’ experiences conducting social science research, with emphasis on Internet crime study, computer-mediated communication, health campaign, and communication technology. His research has appeared in *Journalism & Mass Communication Quarterly*, *Journal of the Association for Information Science and Technology*, *Telematics and Informatics*, *Journal of Health Communication*, and *Computers in Human Behavior*. He served as reviewer for a list of academic journals.



Qing HUANG

Ph.D., Chinese University of Hong Kong, 2016

Dr. Qing Huang is a “Hundred Talents Program” assistant professor at the College of Media and International Culture, Zhejiang University. She earned her Ph.D. in Communication from The Chinese University of Hong Kong in 2016. She won the Hong Kong PhD Fellowship Scheme 2013/14 awarded by the Research Grants Council (RGC) of Hong Kong. Her research interests include strategic communication in public issues, globalization and risk communication, and digital media use in transitional China. She is the principal investigator of three research grants funded by the Ministry of Education of PRC (2018), the Social Science Fund of Zhejiang Province (2018), and China Postdoctoral Science Foundation (2017). Her work has been published in SSCI-indexed journals such as *Telematics and Informatics*, *Chinese Journal of Communication*, *International Journal of Communication*, *Public Relations Review*, etc.. She has presented a number of papers at the annual conferences of ICA and AEJMC.



Siyue LI

Ph.D., University of California at Davis, 2015

Siyue Li is a “Hundred Talents Program Young Professor” at Zhejiang University. Before joining ZJU, she was an assistant professor at the Ohio State University. Her research lies at the intersection of computer-mediated communication, interpersonal communication, and health communication. In particular, she studies the process and outcomes of supportive communication in a variety of computer-mediated contexts. Her recent work examines how and why people differ in their support provision in online forums and social networking sites. A second line of her research investigates the impact of online health information on people’s health decision making. Her research has been published in a number of leading journals, including *Communication Research*, *Communication Monographs*, *Human Communication Research*, *Health Communication*, and *Journal of Health Communication*.



Chan ZHANG

Ph.D., University of Michigan, 2013

Chan Zhang received her Master (2009) and Ph.D (2013) degree in Survey Methodology from the University of Michigan. During her studies in the U.S., she received multiple academic honors and awards and published several papers on data quality of web surveys. Since her return to China in 2014, she has conducted a series of research projects that evaluate survey data quality in China and explore methods to improve it. She has published several papers in SSCI journals in the fields including statistics, public opinion, and applied computing in social sciences. She also serves as a reviewer for several academic journals internationally. Her current interests include survey methodology, survey data quality, and comparison of survey and social media data.



Guangsheng HUANG

Ph.D., Chinese University of Hong Kong, 2018

Vincent Guangsheng Huang is a “Hundred Talents Program” Research Fellow at the College of Media and International Culture, Zhejiang University. He got his Ph.D. in Communication from the Chinese University of Hong Kong. His research interests reside mainly in public discourse, political communication and social movement in contemporary China. His recent publications include journal articles in *Discourse & Society*, *Social Movement Studies*, *Journal of Language and Politics*, *Discourse, Context & Media*, and *China-An International Journal*.

Fangfang GAO

Ph.D., University of Florida, 2011



Fangfang Gao is currently an Associate Professor in the College of Media and International Culture at Zhejiang University, China. Her research interests include new media, environmental communication, science communication, and health communication. Gao has published two books. Her work has been published in *Telematics and Informatics*, *Journalism Studies*, *Asian Journal of Communication*, *Chinese Journal of Communication*, and *Newspaper Research Journal*, etc. Gao received her Ph.D. in Mass Communication from University of Florida in 2011.

Hongtao LI

Ph.D., City University of Hong Kong, 2010



Dr. Hongtao Li is a professor in the Department of Journalism & Communication at Zhejiang University. He also serves as an Associate Professor II in the Department of Culture Studies and Oriental Languages at University of Oslo. He received his Ph.D. in Communication from City University of Hong Kong in February 2010. His research interests include air pollution and environmental politics, global communication, sociology of news, media and cultural memory. He has published a book on the mediated memory of Nanjing Massacre and his work appears regularly on major English and Chinese journals, including *The China Quarterly*, *Global Environmental Change*, *Media, Culture & Society*, *International Journal of Press/Politics*, *Asian Journal of Communication*, etc.



Jie WANG

Ph.D., Shandong University, 1991

Jie Wang holds a number of positions, including the “Qiushi Distinguished Visiting Professor” at the College of Media and International Culture (CMIC) in Zhejiang University (ZJU), the distinguished professor of the Ministry of Education for the Yangtze River scholars, the director of College of Media and International Culture Professor Committee, the chief editor of *Journal of Marxism Aesthetics*. He is also the vice-president of Chinese Art Association, the vice-president of Chinese Artistic Anthropology Association, the vice-president of National Marxist Literary Theory Association, the Chinese literary expert reviewer of both National Social Science Foundation and National Publication Fund, and the chief expert of the major program “Basic Problem and Critical Form of Chinese Contemporary Aesthetics” of National Social Science Foundation. His main research interests now include the Marxism aesthetics, aesthetic anthropology as well as the issues of Chinese contemporary aesthetics. He has won the second prize of National Teaching Achievement, the second and third prize of provincial Excellent Results of Social Science. He has published many academic monographs such as *Aesthetic Illusion--Introduction to Modern Aesthetics*, *the Marxism and Issues of Modern Aesthetics*, and *the Modern Aesthetic issues: Reflection of Anthropology*.

Wenjie YAN

Ph.D., University of Wisconsin-Madison, 2014



Wenjie Yan (Ph.D. University of Wisconsin-Madison) is a “Hundred Talents Program Young Professor” and Associate Director of the Institute for News Media and Social Development at Zhejiang University. Prior to joining the College of Media and International Culture, she was an Assistant Professor in the Edward R. Murrow College of Communication at Washington State University. Her primary research interests are centered on the interplay between media effects, individual psychology, and their communicative behaviors in public deliberation. She is also interested in the ways that new digital media may facilitate individuals to form attitudes, express opinions, and participate in public life in contemporary China. Her work has appeared in *Information, Communication & Society*, *International Journal of Communication*, *International Journal of Public Opinion Research*, *Asian Journal of Communication* and other journals. (Please visit Dr. Yan's webpage for more details and contact information: <https://person.zju.edu.cn/wenjeyan>)



Qunhui XU

Ph.D., Zhejiang University, 2003

Qunhui Xu focuses on interdisciplinary research in the field of theatrical arts and new media communications. I am currently an associate professor and a Ph.D. supervisor of the Department of Film and New Media Studies in the College of Media and International Culture, Zhejiang University. I make use of the National Social Science Fund Project, which I am responsible for, as the research platform to continuously strengthen cross-discipline research in film and television aesthetics and new media communication. In particular, the media integration strategy, which is based on the ecological animation industry chain model theory proposed by me, has made great contribution on frontier theoretical research for Zhejiang animation industry and promoted further economic growth.



Yu HONG

Ph.D., University of Illinois at Urbana-Champaign, 2008

After having taught at the Annenberg School for Communication at University of Southern California for six plus years, Yu Hong joined Zhejiang University as a "100-Talents Program" Young Professor (Level A) in Fall 2017. Yu Hong got her Ph.D. in Communication from the University of Illinois at Urbana-Champaign. Her research focuses on ICT development, Internet and media policy, and digital capitalism, with a regional focus on China. Her most recent book is *Networking China: The Digital Transformation of the Chinese Economy* (U of Illinois, 2017).



Hong ZHANG

Ph.D., London School of Economics, 2009

Hong Zhang is Associate Professor of the College of Media and International Culture at Zhejiang University, China. She completed her doctoral thesis on the Globalization of Chinese television at London School of Economics in 2009. Her research interests include inter-cultural communications and television globalization. Her research has been published in *Javnost-The Public*, *International Communication Gazette*, *Communication and the Public*, *Communication & Society* (in Chinese) and so on.



Lu WEI

Ph.D., Washington State University, 2007

Dr. Lu Wei earned his Ph.D. in communication from Washington State University in 2007. He taught at Huazhong University of Science & Technology, Washington State University, and University of Rhode Island as lecturer, teaching assistant, and assistant professor respectively. He is currently a professor and the Dean of the College of Media and International Culture at Zhejiang University, and Chang Jiang Scholars Distinguished Young Professor. His research interests include new media communication, international communication and political communication. Dr. Wei has published articles in *Journal of Computer-Mediated Communication*, *Mass Communication and Society*, *Information Research*, *Telematics and Informatics*, *Newspaper Research Journal*, *The Chinese Journal of Communication and Society*, etc. He also serves as managing editor for *Communication and the Public*, editorial board member for *Journalism & Mass Communication Quarterly* and *Journal of Broadcasting & Electronic Media*. Dr. Wei is currently a Vice President of China New Media Communication Association, a steering committee member of China Association of Public Opinion Research, an Associate Director of Public Opinion Research Committee of China Risk Management Association, and a member of the 12th Zhejiang Provincial Committee of the Chinese People's Political Consultative Conference.



Yu ZHAO

Ph.D., Fudan University, 2008

Dr Zhao earned her PHD in Journalism and Communication in Fudan University in 2008, and now is the vice-director and professor of the Audio-visual and New Media Department in Zhejiang University. She mainly focuses on broadcasting journalism, Advance Television and the innovation system of creative industries. She published several essays in the above-mentioned study fields in the Chinese top journals and published 3 books within 5 years. She was selected into the first-tier of Zhijiang Young Scholar Fellowship and has been an academic visitor hosted by Utrecht University (Netherlands) and the University of Oxford (UK) successively. She is an experienced advisor of broadcasting media organizations including the Phoenix Satellite TV Station, Zhejiang Satellite TV Channel, Zhejiang Film&TV Group Co.ltd and also serves as deputy secretary general of Xihu Image Promotion Association and the Chairman of Hangzhou Asian Film Festival.