

# Graduate Institute of Mass Communication

## Contact Information

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## Introduction

- The Graduate Institute of Mass Communication at NTNU was established in 1997 and is a well-known program in the field of communication in Taiwan.
- The institute strives to cultivate communication talent whose skills can meet the needs of this era and master current trends. Our objective is to cultivate contemporary elites with technical skills and up-to-date communication analysis decision-making capabilities.
- Our faculty is young and dynamic with expertise that covers the fields of information communication, digital content production and media management, interactive advertisement and marketing, popular culture, Internet culture, media literacy, and journalism among others.

## Instructional Objectives

- To cultivate crossover talent that transcends technology, national borders, and culture.
- To cultivate new talent that pioneers new media, new concepts, and new criticisms.
- To cultivate prospective talent that can master the pulse of social network information and stay ahead of leading trends.



## Degree Requirements

- Graduation requirement: 34 credits
- Required courses: Communication and Information Theories, Research Methods, Applied Statistics for Communication Studies, The Social and Cultural Foundation of Communication, Seminar in Communication (I), Seminar in Communication (II)
- Students who have never taken courses related to the field of news gathering and writing are required to take Studies in News Gathering and Writing. However, credits earned from this course will not count towards the core requirements of the program.



## Feature of the Curriculum

- New Communication Technology and Digital Content:

Digital Content Design, The Management of Digital Platforms, Interactive Advertisement and Marketing, Social Media Marketing, Big Data and Information Visualization, Multimedia Production, On-line Journalism

- Social, Political, Economic, and Cultural Studies of New Media:

Internet Culture, Communication Technology and Information Society, Popular Culture, Cultural Economy, Political Economy of Communication, The Social and Cultural Foundation of Communication, Celebrities, Cultural Politics and Entertainment Industries

- Basic Communication Skills:

Communication and Information Theories, Research Methods, Applied Statistics for Communication Studies, Speech Communication, Media Literacy, Creative Nonfiction Storytelling, News Gathering and Writing, The Management and Financial Statement Analysis for the Media Industry

## Career Prospects

- Academic Pursuits:

A Ph.D. degree in journalism and communication, information communication, public relations, advertising, creative media, new media, communication management, cultural and creative industries, cultural studies, or other relevant disciplines.

- Employment:

Students graduating with a master's degree may pursue a career in a variety of fields, such as news, public relations, advertising, music, TV, film, cultural and creative industries, Internet and social media, telecommunications, or education.

