



## Introduction

Established in 2002, the School of Media and Design (SMD) at Shanghai Jiao Tong University aims at educating a new generation of communication graduates who are not only equipped with critical thinking but also with creative capability. The School consists of four departments: Journalism and Communication, Film and Television, Design, and Cultural Industry and Management. To date, SMD has more than 90 faculties, many of which have earned their doctoral degrees in the U.S., U.K., and other western countries. SMD also hosts more than 600 undergraduates, 300 master students, and 50 doctoral students. Among them, more than 200 students (including 60 graduate students) are foreign citizens, coming from over 30 countries such as the U.S., U.K., Russia, etc. Our communication major was in top 10 of Chinese Ministry of Education national ranking by subject in 2015 as well as in top 100 of QS World University Rankings by Subject in 2012 and 2014.

# School of Media and Design

Programs	Core Courses
M.A. in New Media Studies (Taught in English)	History & Theory of New Media, New Media Research Methods, Web Design, Information Visualization, New Media Management, etc.
M.A. in Design (Taught in English)	Information Design, Interactive Design, Web Sign, User Studies, Human Factors, etc.
Ph.D. in Design Science and Engineering (Taught in English)	Principles of Design, History of Design, Literature Review, Design Research Methods, Human Factors, Creative Economy.
M.A. in Journalism and Communication (Taught in Chinese)	History of Journalism & Communication, Communication Research Methods, Computational Journalism, Public Opinion, Social Media, Cyberspace Governance.
M.A. in Culture Industry Management (Taught in Chinese)	Cultural Studies, Theories of Cultural Management, Cultural Markets, Cultural Policies, Cultural Economics, Urban Cultures, Regional Cultures.
M.A. in Design (Taught in Chinese)	History & Theory of Design, Design Management, Introduction to Design Arts, Design Psychology, Design Practices, etc.
Business Administration (New Media Communication and Management) (Taught in English)	Studies on Classic Communication Theories, Communication Research Methods, Media Psychology, Media Economics & Management, Film and Television Studies, Cultural Studies.

# Achievements

## International Students:

There are currently more than 200 international students, among them, more than 60 are master or doctoral students, coming from over 30 countries including the U.S., U.K., Canada, Russia, Netherland, Belgium, Italy, Japan, etc.

## Funded Projects:

SMD faculty currently holds 5 major National Social Science Projects and 11 regular National Science Projects granted by Chinese Ministry of Education, plus 28 provincial-level research projects, with a total funding of around 15 million RMB.

## Publications:

Overall, 15 articles have been published in SSCI journals, 248 articles published in CSSCI journals, and more than 100 books published in Chinese or English.

## Academic Ranking:

Our communication major was in top 10 of Chinese Ministry of Education national ranking by subject in 2015 as well as in top 100 of QS World University Rankings by Subject in 2012 and 2014.

## Renowned Professors

Name	Research Interests
GE Yan	Media Psychology, Data Mining, Experimental Studies, Art and archaeology
GU Huizhong	Graphic Art Design, Painting Art
HU Huilin	Cultural Industry Policy, National Cultural Security, Cultural Development Strategies
JIANG Jinzhang	Media Management, Knowledge Management, Organizational Science, Electronic Business
LI Benqian	Media Economics & Management, Computational Communication, Media Effects
LIN Xun	Mathematics View of Digital Media Design, Symbol Culture, Cultural Symbol
LI Yizhong	Cultural and Creative Industries, Film and Television Studies
LIU Shilin	Aesthetics, Chinese Poetics, Urban Culture Studies
SHAO Guosong	Public Opinion, Political Communication, Communication Law and Policy
SHAN Shilian	History of Aesthetics, History of Cultural Ideology
TONG Qingyan	Media Management, Creative Industries, Communication Theory
XI Tao	Information Design
XIE Yungeng	Public Opinion, Crisis Management
XUE Ke	Branding Communication, Interpersonal Communication, Advertising & Public Relations
YAO Junxi	Communication Theory, Visual Communication, Development Communication
ZHANG Guoliang	Communication Theory, Empirical Studies, International Communication
ZHAO Yi	Political Communication, Media Law and Policy, Media Management
ZHOU Wuzhong	Tourism Planning, Landscape Architecture, Landscape Design, Urban Horticulture



## Contact

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