

Chinese-Language Syndicate Report

**World Journalism Education Congress
July 5-7, 2010, Grahamstown, South Africa**

By Zhang Xiaoying, Syndicate Chair
Beijing Foreign Studies University

With Guo Ke, Syndicate Expert
Shanghai International Studies University

The Chinese journalism educators participating in this syndicate group greatly appreciate the WJEC's initiative to provide delegates from China an opportunity to work as a team and to provide a friendly environment for effective discussions. It is a creative and innovative strategy. Even though these delegates discussed issues with Chinese-speaking participants alone, they were able to obtain a more global perspective of journalism education in China.

At the syndicate, many key issues were addressed, including all those covered in the conference's other syndicate discussions. This group's discussion focused, however, on identifying the striking characteristics of Chinese journalism education, which is facing similar challenges and opportunities to other countries' journalism education systems during the age of globalization.

To illustrate, two major points will be made here.

First, the Chinese syndicate wants to make clear the relationship between media control and journalism education. The restrictions put on the Chinese media industry have little impact on journalism education in China. Chinese journalism education is largely free from government interference.

Second, the print media in China is not yet in crisis. Therefore, it is able to learn from Western experiences. Chinese journalism educators realize that a crisis is likely to follow if the Chinese media do not take seriously great changes in journalism worldwide.

Chinese journalism educators see it as their responsibility not only to prepare journalism students for successful future careers, but also to predict future changes for the media industry in China. Media education should not simply adapt to the media industry, but it should also play its part in predicting and preparing for changes that are yet to come.

Given this position, journalism education in China faces a big challenge. While

Chinese journalism educators feel fortunate to have fewer restrictions from the Chinese government than on the media industry, it should be admitted that Chinese journalism educators are too fractured in their structure and organization to collaborate on journalism teaching and research. The resulting status quo is seriously affecting the overall improvement of teaching and research quality of journalism and communication in China. With a looming crisis, it is essential that journalism educators work more closely together to establish a more effective teaching and research platform and action strategy so as to exert more influence on the changing media industry in China.

To conclude, it should be emphasized that the relationship between media control and journalism education, the function of journalism education and cooperation among educators themselves are key issues important to Chinese journalism educators. These educators are ready to take on the challenges and opportunities and are willing to be integrated into the world journalism education system to better understand the global media landscape.