

Report of the Chinese Syndicate
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The Chinese journalism educators participating the Syndicate greatly appreciate WJEC's initiative to have established the Chinese Syndicate to present the delegates from China as a team and provide a friendly environment for effective discussions. It is a creative and innovative strategy. Even though the working language is Chinese, the participants have been able to get a more global perspective for journalism education in China.

At the Syndicate, many key issues were addressed, including all those covered in the syndicate discussions. The focus, however, was on identifying the striking characteristics of Chinese journalism education, which is facing similar challenges as well as opportunities in the age of globalization, as is the case elsewhere. To illustrate, only two major points will be made here.

Firstly, the Chinese Syndicate wants to make it clear about 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. Secondly, the print media in China is still not yet in crisis and therefore is able to learn from western experiences. However, Chinese journalism educators have realized that a crisis is likely to follow if Chinese media do not take seriously. Chinese journalism educators see it as their responsibility not only to prepare journalism students for successful future careers but also to predict the future changes for the media industry in China. Media education should not simply adapt to the media industry but also play its part in predicting and preparing for the changes that are yet to come.

Given that unique position, journalism education in China faces a big challenge. While Chinese journalism educators feel fortunate to have less restrictions from 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, to a degree that the 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 should 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, who are ready to take the challenges as well as the opportunities, and who are willing to be integrated into the world journalism education system to better understand the global media landscape.