




SUMMARY REPORT

on joint international accreditation of the
Bachelor's degree programme

«Journalism»

delivered by the Jinan University
(People's Republic of China)



2018

While preparing this Summary Report we used information from the Self-Evaluation Report and the Report on the External Review of the Bachelor's degree programme "Journalism" delivered by the Jinan University (People's Republic of China).

The presentation document for the use by the National Accreditation Board.

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GENERAL INFORMATION ON EDUCATIONAL INSTITUTION

Full name of the educational institution	<i>Jinan University</i>
Founders	<i>Ministry of Education of the People's Republic of China, Overseas Chinese Affairs Office of the State Council and Government of the Guangdong Province</i>
Year of foundation	<i>1906 – Jinan Academy 1927 – Jinan National University 1958 – Jinan University</i>
Address	<i>601 Huangpu Avenue West, Tianhe District, Guangzhou City, Guangdong Province, China</i>
Vice President	<i>Lin Rupeng, Secretary of the Party Committee, Professor</i>
Number of students	<i>34875 including: undergraduates 25010 holders of a master's degree 9865 postgraduate students 1362 overseas students 11814</i>

JINAN UNIVERSITY

Jinan University was established in 1906. It is one of the oldest Chinese universities. It was jointly built by the Overseas Chinese Affairs Office of the State Council, the Chinese Ministry of Education and Government of the Guangdong Province. The University is located in Guangzhou, the capital of the Guangdong Province and the biggest centre of the South China. There are 4 campuses at the University: Main Campus in the centre of the city in the Tianhe District, College of Chinese Language and Culture in Guangzhou, Zhuhai Campus on the outskirts of Guangzhou and Tourism College in Shenzhen. It is the first Chinese University that established the School of Medicine, the Research Institute of Overseas Chinese Studies and the Business School.

Jinan University is one of the participants of the state programme «Project 211» aimed at development of 100 Chinese universities. The University has become the first choice of overseas Chinese students and applicants from Hong Kong, Macao and Taiwan for undergraduate and postgraduate study. Jinan University is ranked among Top 150 universities of the QS University Rankings: BRICS 2017 and Top 200 universities of the QS University Rankings: Asia 2017.

There are 37 institutes, 216 research institutes and 87 laboratories, as well as 62 Departments, 89 bachelor's degree programmes, 189 master's degree programmes, 74 doctoral' degree programmes. There are 35 000 students and postgraduate students, 11 000 of them are foreign students from 115 countries.

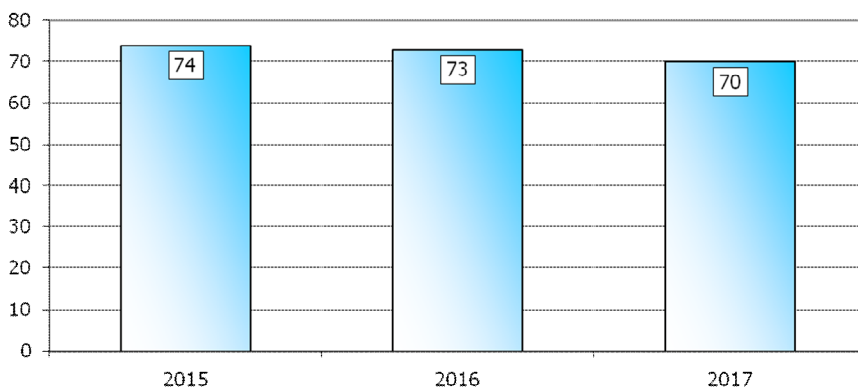
In 2015 Jinan University participated in the project «Leading Higher Education Institutions of Guangdong Province» and was awarded the grant in the amount of 1 billion RMB (more than 155 million USD) for the following 3 years on development of education, international exchange programmes and cooperation, as well as involvement of highly-qualified foreign experts.

The Journalism Department of Jinan University was established in 1946 and became the School of Journalism and Communication in 2001. The educational programme "Journalism" is ranked in the top five programmes in China. The main aim of Jinan University is training of talented and highly qualified professionals of media industry. In recent years, the School has been active in international communication in the form of student exchange programmes, faculty visits and foreign scholar seminars. The School has developed good cooperative relations with universities in the US, the UK, Malaysia, Hong Kong, Macao, Taiwan, etc.

INFORMATION ON THE EDUCATIONAL PROGRAMMES UNDERGOING ACCREDITATION

Educational programmes	<i>«Journalism»</i>
Level of training / Standard period of training	<i>Bachelor's Degree Programme / 4 years</i>
Structural subdivision (head)	<i>School of Journalism and Communication</i>
Major departments (heads)	<i>Department of Journalism</i>
Date of the site visit	<i>4-7 December 2017</i>
Person responsible for accreditation	<i>Zhi Tingrong, Doctor of Sciences, Professor, Executive Dean of the School of Journalism and Communication</i>

REFERENCE DATA ON STUDENT ENROLLEMENT FOR THE EDUCATIONAL PROGRAMME «JOURNALISM»



ACHIEVEMENTS OF THE EDUCATIONAL PROGRAMMES

Teaching staff

There are 32 full time teachers (including 18 Professors and 7 Associate Professors) working with the programme «Journalism». It corresponds to the teaching objectives and provides high quality of education. 91,3% of teachers hold senior professional titles. The proportion of teachers who have journalistic industry experience is 34,3%. Approximately half of the teaching staff has overseas study, academic visits or short exchange programme experience.

Employability of graduates

The purpose of the educational programme is training of highly-qualified experts in the sphere of journalism, advertising and mass communication for regional and national needs that corresponds to the mission of the University. Graduates of the educational programme are in high demand at the national and international labour markets. Employability is more than 90%. Graduates find jobs in large state organizations and private companies such as Guangdong Airport Authority, Xinhua News Agency, Elephant APP, Yangcheng Evening News, etc.

Educational resources

Material and technical resources of Jinan University provide implementation of all kinds of disciplinary and interdisciplinary training, laboratory, practical and research work of students.

There are classrooms provided with modern interactive and projection equipment, a library, computer classrooms, sport grounds and dormitories.

Academic mobility of students

Jinan University actively participates in student exchange programmes with foreign universities. Nowadays there are programmes with participation of 46 universities and institutes from more than 20 countries and regions as the USA, the UK, France, Australia, Russia, etc. Constantly developing exchange programmes and international cooperation raise China's prestige in the world community.

International projects

Jinan University is famous for international cooperation. Teachers, students, experts and researchers play an important role in the University life and its development, create a unique cultural and academic environment, form the basis for development of intercultural communication and provide training of highly-qualified professionals.

The University actively participates in joint international projects together with foreign universities, organizations and enterprises. Nowadays, Jinan University has agreements with 300 universities and



research institutes from all over the world, in particular, with the Berkeley University of California (USA), the University of Birmingham (Great Britain), Saint Petersburg State University (Russia), Erasmus University Rotterdam (Holland), Paris Diderot University (France), Doshisha University (Japan). Jinan University also participates in the Erasmus Programme, the project TECHNO and the FP7 Project. The University established 13 joint international laboratories together with foreign research centres and institutes from Russia, Germany, Australia and Switzerland. The educational institution also implements joint programmes together with the University of Liège (Belgium), the University of Melbourne (Australia) and West Virginia University (USA).

EXTERNAL REVIEW PANEL



Ning Ni (China)

Review Chair

Doctor, Professor, Renmin University of China

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Xi Yao (China)

Panel member

Doctor, Professor, Vice-President of the School of Journalism and Communication, Wuhan University

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Xiaohua Wang (China)

Panel member

Doctor, Professor, Vice-President of the School of Communication, Shenzhen University

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Innara Guseinova (Russia)

Panel member

Doctor of Philological Sciences, Associate Professor, Vice-Rector for Research, Moscow State Linguistic University

A nominee of the Guild of Experts in Higher Education



Viktor Barabash (Russia)

Panel member

Doctor of Philological Sciences, Professor, Dean of the Philological Faculty, Head of the Department of Mass Communication, People's Friendship University of Russia

A nominee of the Guild of Experts in Higher Education



Hong Mei (China)

Panel member, representative of the professional community

New media center "Shenzhen Media Group"

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Shunfa Liu (China)

Panel member, representative of the professional community

Newspaper "Beijing Daily"

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC

INFORMATION ON THE LEADING TEACHERS OF THE EDUCATIONAL PROGRAMMES

Lin Rupeng

Doctor, Professor, Secretary of the Party Committee, Vice-President of the Jinan University, Vice Chairman member of the Teaching Guidance Committee for Journalism and Communication under the Ministry of Education, member of the National Postgraduate Education Guidance Committee for Degrees in Journalism and Communication, Vice Chairman of Guangzhou Youth Federation, Vice Chairman of Guangzhou Journalists Association

Fan Yijin

Doctor, Professor, Dean of the School of Journalism and Communication, Vice President of Media Economics and Management Society of China, President of Guangdong Veteran Journalists Association, member of the Guangdong Writers Association, part-time professor of Wuhan University, Sun Yat-sen University, South China University of Technology and Nanjing University

Zhi Tingrong

Doctor, Professor, Executive Dean of the School of Journalism and Communication, member of the National Committee for Educating, Fostering and Guiding Excellent Talents of Journalism and Communication, member of the Professional Committee of Journalism and Communication under the Chinese Society of Journalism History

Zhang Jinsheng

Doctor, Professor, Deputy Dean of the School of Journalism and Communication, winner of the title «Leading Talents of National Press Industry», member of the Propaganda Department of the Party Committee

Deng Shaogen

Doctor, Professor, Deputy Dean of the School of Journalism and Communication, Deputy Secretary General and Director of the Chinese Society of Journalism History, won the 7th Wu Yuzhang Award for Humanities and Social Sciences in 2017

Mai Shangwen

Doctor, Associate Professor, Minister of the Propaganda Department, member of the Youth Federation of Guangdong Province, expert consultant of Government Department of Guangdong Province for News Speeches and Handling of Public Sentiments

Lin Aijun

Doctor, Professor, Director of the Department of Journalism, Deputy Dean of the International College, expert of CCTV and Dalian TV, expert of a research base of Guangzhou for Humanities and Social Sciences

Chen Weijun

Doctor, Professor, Vice Director of the Department of Journalism, associate editor of the journal "Lingnan Media Research" of Guangdong Journalists Association, winner of the news awards of Guangdong Province and China

Cai Mingze

Doctor, Professor, Vice President of the Chinese Society of Journalism History, Director of China Society of Journalism Education, Vice President of Guangdong News Society, Vice President of Guangdong Radio and TV Association

Wu Fei

Doctor, Professor, member of the Chinese Society of Journalism History, member of the International Association for Intercultural Communication Studies (IAICS), member of the International Association for Media and Communication Research (IAMCR), member of the International Studies Association (ISA), member of the International Communication Association (ICA), Director of the International Institute of Human Rights under ISA

GOOD PRACTICE

STANDARD 1. Purposes of the educational programme

Compliance with the standard: **full compliance**

Good practice:

Purposes of the educational programme correspond to the mission of the University and national development strategy of the People's Republic of China, and take into account requirements of modern labour market and society.

The main component of the educational programmes is internationalization. Graduates have a global view on issues and intercultural communicative competences.

STANDARD 2. Learning outcomes

Compliance with the standard: **full compliance**

Good practice:

Expected learning outcomes fully correspond to the purposes of the educational programme.

Graduates work in major news agencies of the region and the country (employability is more than 90%).

Employers are highly satisfied with quality of students' training (90%).

STANDARD 3. The educational programme

Compliance with the standard: **full compliance**

Good practice:

Curricula of the educational programme, the key element of which is student-centered learning, are regularly reviewed and corrected.

Students of the master's degree programmes and postgraduates are financially supported. They are involved in the teaching process as assistants.

There are an effective system of teachers' assessment, a teachers' support system and a merit system for teachers.

Students have the possibility to make individual learning paths. There are elective courses.

STANDARD 4. Teaching staff

Compliance with the standard: **full compliance**

Good practice:

The teaching staff is sufficient and balanced.

Teachers are highly qualified (academic degree holders rate is 91,3%).

Teachers publish articles in the journals of SSCI and CSSCI.

The best teachers receive the Presidential Award of Jinan University for achievements in teaching, development of curricula and support of outstanding students.

The Centre for Professional Development of Teachers effectively works on the basis of the School of Journalism and Communication and helps teachers in their career and research activities.

STANDARD 5. Resources

Compliance with the standard: **full compliance**

Good practice:

The educational programme is financially supported. It is ranked in the top five programmes in China and it is a key area of activity of Jinan University.

The educational programme is fully provided with new material and technical resources, including modern laboratories and a large library with the library stock of 4 million exemplars.

The School closely cooperates with industrial and research organizations, government institutions, large media agencies and has enough opportunities for work placement.

STANDARD 6. Quality assurance

Compliance with the standard: **full compliance**

Good practice:

There are an effective multilevel system of quality assurance and a complex system of quality assessment of teachers' activity.

A feedback system is in place (regular questionnaire of teachers and students, involvement of employers in the educational process).

STANDARD 7. Teaching and learning

Compliance with the standard: **full compliance**

Good practice:

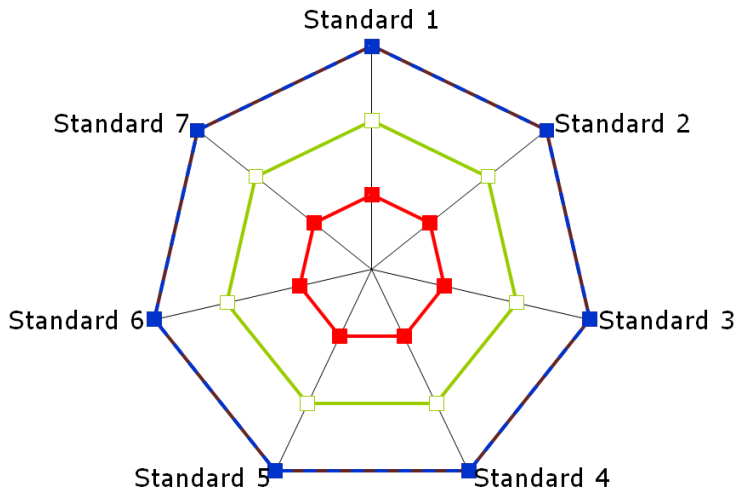
There is an effective system of students' support.

Policy of the School of Journalism and Communication is aimed at all-round development of students (change of the field of study, double degree programmes, international exchange programmes and start-up projects of small business).

RECOMMENDATIONS

1. It is recommended to develop a database of work placement.
2. It is advisable to widely use resources of the regional market of media industry, as well as to involve highly qualified professionals in the educational process.
3. It is necessary to implement joint research projects to stimulate professional contacts with journalists from leading news and advertising agencies.
4. It is advisable to combine traditional teaching methods and new applied technologies that are used in leading foreign higher education institutions.
5. It is necessary to make special courses of academic writing for students.
6. It is recommended to involve employers and graduates in final academic assessment.

DISTRIBUTION DIGRAM OF THE EXTERNAL REVIEW OUTCOMES



- Non-compliance
- Partial compliance
- Full compliance
- Conclusion of the ERP

- Standard 1. Purposes of the educational programme
- Standard 2. Learning outcomes
- Standard 3. The educational programme
- Standard 4. Teaching staff
- Standard 5. Resources
- Standard 6. Quality assurance
- Standard 7. Teaching and learning

CONCLUSION OF THE EXTERNAL REVIEW PANEL

Based on the self-evaluation report analysis, documents and data submitted the External Review Panel has come to the conclusion that the Bachelor's degree educational programme «Journalism» delivered by the Jinan University **fully comply** with the standards and criteria of public accreditation of the National Centre for Public Accreditation and the Higher Education Evaluation Center of the Ministry of Education of the People's Republic of China.

The Panel recommends that the National Accreditation Board accredit the educational programme «Journalism» delivered by the Jinan University **for the period of six years.**

SCHEDULE OF THE SITE VISIT OF THE EXTERNAL REVIEW PANEL

Date	Time	Activity
December 4, Monday	19:00 -20:30	The first meeting of the external review panel and coordinators of the expertise of the educational programme
December 5, Tuesday	8:00-8:50	Meeting of the ERP with the University administration and people responsible for accreditation
	9:10-10:10	Tour of the University
	10:10-12:00	Visiting classes, holding meetings and interviews, review of documents on the educational programme
	12:10-13:00	Lunch
	14:00-17:30	Holding meetings and interviews
	18:00-19:00	Dinner
	19:30-20:30	Internal meeting of the ERP
December 6, Wednesday	8:00-12:00	Visiting classes, holding meetings and interviews, review of documents on the educational programme
	12:10-13:00	Lunch
	14:00-15:00	Meeting with students
	15:10-16:30	Meeting with teachers
	16:40-18:00	Internal meeting of the ERP
	18:01-19:00	Dinner
	19:30-21:00	Internal meeting of the ERP
December 7, Thursday	8:30-12:00	Closing meeting of the External Review Panel with the representatives of the University
	12:10-13:00	Lunch
	14:00	Departure