



Warming Up

Task 1 Match the words or phrases (1–8) with their Chinese translations (A–H).

1 mass media

2 emerging media

3 social media

4 media society

5 advertising

6 intercultural communication

7 film-making

8 cultural and creative industry

A 广告制作

B 社交媒体

C 跨文化传播

D 电影制作

E 新兴媒体

F 大众媒体

G 媒体协会

H 文创产业

Task 2 Work in pairs and complete the following tasks.

1 How do you understand communication? What is the most important thing in communication? Decide whether the following statements are true (T) or false (F), then complete the summary.

- Communication is a process of exchanging information between individuals.
- Information exchanged in communication is a system of signs.
- Information includes the words, the context, and the meaning attributed to an event.
- Words are the most important thing in communication.
- People attribute meanings to other cultures based on their own cultural system.

Communication is _____

It may include _____

_____ is the most important thing in communication because _____

2 Can you give some examples of media?



Reading

Home > School of Arts and Social Science > [Department of Communication and Media](#)

We Are the Department of Communication and Media

From the fall of 2020, we are the Department of Communication and Media!

For decades, we have focused research and teaching on the mass media and the emerging media, including their development, effects, uses in everyday life, and industry practices. Updating our name shows respect for the professional tradition of the department.

As the new name suggests, we are committed to excellence in the areas of communication and media, covering visual design, printing, publishing, broadcasting, film-making, advertising, the cultural and creative industry, and so forth.

We conduct communication studies and think critically about the influence of communication on culture, politics, race, history, health, the environment, family, journalism and other media industries, digital and social media, etc. We examine how people share knowledge, values and beliefs through television, journalism, films and online media. We develop intercultural communication skills and key media production skills in screenwriting, camera and editing, and new media practices. Besides, we explore beyond campus, helping students take advantage of industry internships, overseas study opportunities and award-winning media societies to gain new skills and life experiences.

Finally, we have recognized the evolving nature and role of media today since new kinds of communication and media technology continue to enter our life all along. Thus, the name change makes room for us to look at emerging questions about communication and media in our teaching and learning.

Thank you for coming along on this exciting journey with us!

Sincerely,
Maria Lawrie
Professor and Dean of the Department of Communication and Media

Words & Phrases

Words

broadcasting /'brɔːdkæstɪŋ/ *n.* 广播工作; 广播业

critically /'krɪtɪkli/ *adv.* 批评地, 批判性地

edit /'edɪt/ *v.* 剪辑, 剪接

emerging /'ɪmɜːrdʒɪŋ/ *adj.* 新兴的, 发展初期的

evolve /'ɪvɔːlv/ *v.* 逐步发展; 逐渐演变

industry /'ɪndəstri/ *n.* 行业

intercultural /,ɪntər'kʌltʃərəl/ *adj.* 不同文化间的; 跨文化的

internship /'ɪntɜːrnʃɪp/ *n.* 实习期的工作

journalism /'dʒɜːrnəl-ɪzəm/ *n.* 新闻业; 新闻工作

printing /'prɪntɪŋ/ *n.* 印刷(术)

professional /prə'feʃənəl/ *adj.* 职业的, 专业的

publishing /'pʌblɪʃɪŋ/ *n.* 出版业

represent /,reprɪ'zent/ *v.* 代表, 表示

screenwriting /'skriːnraɪtɪŋ/ *n.* (电影) 编剧

update /ʌp'det/ *v.* 更新

visual /'vɪʒuəl/ *adj.* 视觉的

Phrases

be committed to 致力于

come along (和某人) 一起来

mass media 大众媒体

show respect for 对……表示尊重

Task 1 Read the passage and choose the best answer.

- 1 Which school does the Department of Communication and Media belong to?
A School of Journalism. B School of Social Science.
C School of Arts and Social Science. D School of Communication.
- 2 When did the Department of Communication and Media update the name?
A Decades ago. B At the beginning of 2020.
C In the late fall several years ago. D In the fall of 2020.
- 3 What is the department committed to?
A Being excellent in the areas of communication and media.
B Showing respect for the professional tradition of the department.
C Focusing research and teaching on the mass media and the emerging media.
D Conducting communication studies and thinking critically about the influence of communication on human life.
- 4 What skills may be developed on campus besides intercultural communication skills?
A Emotional skills. B Media production skills.
C Critical thinking. D Social skills.
- 5 How can students gain new skills and life experiences outside campus according to Prof. Maria Lawrie?
A By taking advantage of industry internships.
B By taking advantage of overseas study opportunities.
C By taking advantage of award-winning media societies.
D All of the above.

Task 2 Read the passage again and fill out the table below.

Department name	Department of _____
Professional tradition	Research and teaching on _____
Mission	Being excellent in the areas of _____, including _____, _____, _____, _____, _____, _____, and so forth
Teaching and learning	<ul style="list-style-type: none"> • Conduct _____ and think critically about the _____ on culture, politics, race, history, health, the environment, family, _____, _____, etc. • Examine how people share knowledge, values and beliefs through _____ and _____. • Develop _____ skills and key _____ skills in _____, and _____. • Explore more beyond campus, helping students take advantage of _____ and _____ to gain new skills and life experiences. • Look at _____ about communication and media.

Task 3 Fill in the blanks with the correct form of the words or phrases in the Words & Phrases section.

- 1 They completed their _____ in media companies.
- 2 The events are about films, theater, music and _____ arts.
- 3 The _____ technologies brings opportunities to the printing industry.
- 4 We _____ maintaining the lead in publishing and printing industries.
- 5 You have to _____ local customs in intercultural communication.



Unit Project

Task 1 Listen to a conversation between an HR manager and an interviewee. Decide whether the following statements are true (T) or false (F).



- 1 The HR manager asks Steven to introduce himself first.
- 2 Steven majors in Cultural and Creative Design.
- 3 Steven has learned a lot from the internship.
- 4 Aurora Communication is a renowned company worldwide.
- 5 Steven would like to be a professional in five years.

Task 2 Listen again and fill in the blanks.

HR manager: Morning, Steven! First of all, can you tell us about yourself?

Interviewee: Morning! I'm a graduate of Publishing and Printing College, majoring in (1)_____. I've been a committed student in courses such as (2)_____, Camera and (3)_____ Skills, and New Media Practices. My six-month internship has taught me a lot about dealing with customers from different cultures. I'm eager to make full use of these skills in a professional working environment.

HR manager: Okay, thanks. In (4)_____ areas, Aurora Communication is a(n) (5)_____ company. In Aurora, valuable opportunities are available to newcomers. We wish to (6)_____ the world with our creative (7)_____. Then, where do you see yourself in five years?

Interviewee: This position will give me the opportunity to develop better creative abilities and more media (8)_____ skills. I'd like to (9)_____ my opportunities and grow with the company. In five years, I hope I could be recognized as a(n) (10)_____ in our renowned company.

HR manager: Thank you, Steven! The head of our advertising department, Mr. Johnson, would like to know more about you.

Task 3 Work in pairs. Act out the roles in Task 2, then switch roles.

Task 4 Fill out the job application form for a communication company with your own information.

Job Application Form

Applying for _____ (Position)

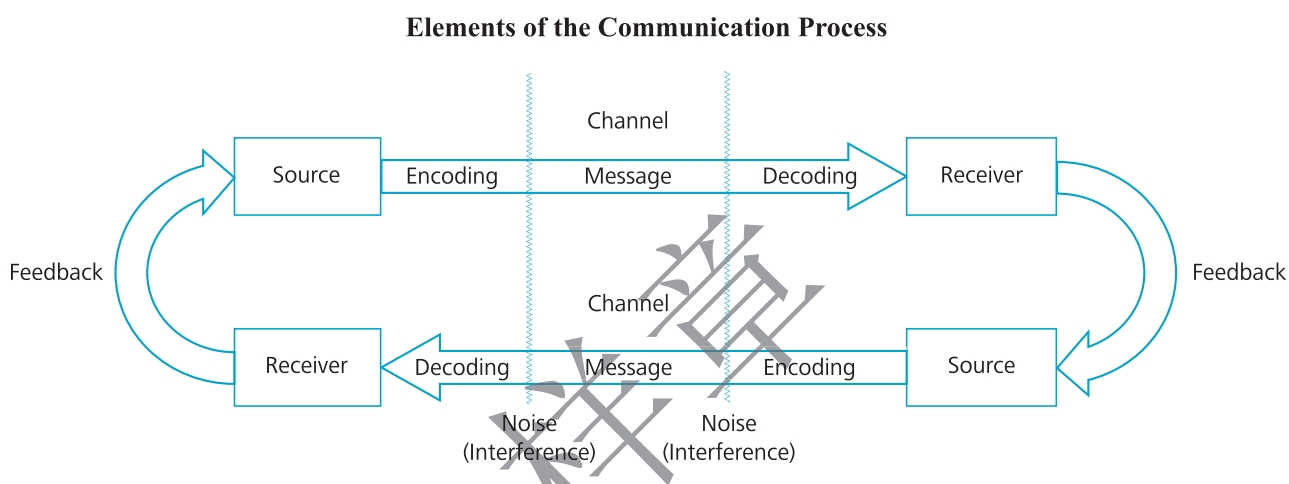
Personal information				
Chinese Name		English Name		(Photo)
Date of Birth D/M/Y	Place of Birth		Gender	
ID No.	Nationality		Marital Status	
Address			Zip Code	
Work experience				
From	To	Employer	Position	Reference & Contact
Education background				
From	To	School	Major & Courses	Reference & Contact
Signature				Date D/M/Y

Task 5 Work in pairs. Act out the roles based on the chart below, then switch roles.

Student A: Suppose you are Mr. Johnson, head of the Advertising Department of Aurora Communication. Ask Student B the following questions.

- What does the chart show?
- What elements does the communication process involve?
- How is a message passed from a source to a receiver?
- Where may we be disturbed by noise?
- Which element do you think is most important in the communication process?

Student B: Suppose you are a newcomer to Aurora. Read the chart carefully and answer Student A's questions.



Task 6 Complete the passage based on the information in Task 5 with correct words.

The chart shows the (1)_____ process. At a general level, a communication process (2)_____ the following eight elements: a source, a process of encoding, a message, a channel, a process of decoding, a receiver, the potential for (3)_____, and the chance of noise.

To (4)_____ with, the source starts the process by having a thought or an idea to be passed to other individuals. The source has to encode the thought or the idea to a(n) (5)_____ which can travel to the receiver through a certain channel. The decoding process is the (6)_____ of the encoding process. It is (7)_____ up of the activities which translate messages into a form that has meaning for the receiver. For example, as you read the chart, you are decoding a(n) (8)_____ message. When you read the chart while listening to a speech, you are decoding visual and (9)_____ messages at the same time. The receiver is the final goal of the message and may (10)_____ to the message by means of feedback. With feedback, the original source and the receiver will (11)_____ the roles.

(12)_____ is useful because it allows us to think about the question "How am I doing?" or makes us change some elements in the communication process. Another important factor is

the (13) _____, which is anything that interferes with the delivery of the message. Clearly, feedback is important in (14) _____ the effects of noise. The greater the potential for immediate feedback, the (15) _____ the chance of overcoming noise.

Task 7 Make a 3-minute presentation based on Task 5 and Task 6.



China Moments

Complete a post on WeChat Moments according to the main ideas below, then make a picture or a vlog for the post.

- 1 据《中国传媒产业发展报告(2019)》显示,2018年,我国传媒产业总规模(scale)超过了2万亿元。
- 2 我国一直致力于传媒各领域(the areas of communication and media)的发展,包括电影制作、网络广告、社交媒体、数字出版、文化创意产业等。

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