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MEMORANDUM

ATTENTION	Senate	DATE	May 1, 2012
FROM	Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP	PAGES	1/1
RE:	Faculty of Communication, Art and Technology: Full Program Proposal for Simon Fraser University-Communication University of China, Master of Arts Double Degree Program in Global Communications in the School of Communication (SCUP 12-07)		

At its April 11, 2012 meeting SCUP reviewed and approved the Full Program Proposal for Simon Fraser University-Communication University of China, Master of Arts Double Degree Program in Global Communications in the School of Communication within the Faculty of Communication, Art and Technology, effective Fall 2013.

Motion:

That Senate approve and recommend to the Board of Governors the Full Program Proposal for Simon Fraser University-Communication University of China, Master of Arts Double Degree Program in Global Communications in the School of Communication within the Faculty of Communication, Art and Technology, effective Fall 2013.

encl.

c: S. Gunster
Y. Zhao



MEMO

Dean of
Graduate Studies

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TO: SCUP TEL _____

FROM Wade Parkhouse, Dean, Graduate Studies *Wade Parkhouse*

RE SFU-Communication University of China Master of Arts Double Degree
Program in Global Communications full program proposal [GS2011.10]

CC Marek Hatala

DATE March 30, 2012

At its meeting of 5 March, 2012, the SGSC approved the following full program proposal for an SFU-Communication University of China Master of Arts Double Degree Program in Global Communications and is forwarding it to SCUP for consideration:

Faculty of Communication, Art and Technology
a. School of Communication (CMNS) [GS2011.10]
Full Program Proposal: SFU-Communication University of China Master of Arts Double Degree Program in Global Communications

Courses to be offered:
(the new course proposals will go to the April 16, 2012 SGSC meeting)
CMNS 844-5 CMNS and Global Power Shifts
CMNS 894-5 MA Extended Essay (for SFU-CUC double degree students)

Senators wishing to consult a more detailed report of curriculum revisions may do so by going to Docushare:
<https://docushare.sfu.ca/dsweb/View/Collection-12682>
If you are unable to access the information, please call 778-782-3168 or email shelley_gair@sfu.ca.

**SFU-Communication University of China Master of Arts Double Degree
Program in Global Communications**

2011, April 11	GS 2011.10 Notice of Intent (N.O.I.) to SGSC
2011, May 4	SCUP 11-19 Notice of Intent to SCUP
2012, Mar 5	GS2011.10 Full Program Proposal to SGSC
2012, April	Full Program Proposal to SCUP New Courses to SCUP for information: CMNS 844-5 CMNS and Global Power Shifts CMNS 894-5 MA Extended Essay (for SFU-CUC double degree students)

Full Program Proposal

SFU-Communication University of China Master of Arts Double Degree Program in Global Communications

March 29, 2012

Executive Summary

The School of Communication at Simon Fraser University (SFU) proposes to offer an M.A. Double Degree Program in Global Communications with the School of Television and Journalism at the Communication University of China (CUC), Beijing. A memorandum from the Dean of Graduate Studies to the Senate Graduate Studies Committee of June 2010 (Appendix C attached) provides a rationale for the double degree designation and the requirements for this degree. It should be noted that requirements for the M.A. double degree are greater than those for the M.A. in Communication at SFU, for example, but are not as great as two separate M.A. degrees.¹

The double degree will be recognized in parchments from both institutions. Each partner institution will recruit students for the program. All students will spend their first academic year at SFU and the second academic year at CUC, during the normal academic terms of each institution.

The language of instruction in both years will be English. Students will be jointly supervised by an instructor from each institution.

The intended start date will be September 2013.

Rationale

This degree program builds on the strength and reputation of SFU's School of Communication in the political economic, policy, technological, social and cultural dimensions of globalizing communications, and on its long-standing and substantive intellectual engagements with China. This engagement was pioneered by the late Professor Dallas Smythe, one of the School's founders in the early 1970s, and is carried on currently in the work of Professor Yuezhi Zhao, who is both a Tier 1 Canada Research Chair at SFU (2011-18) and the Changjiang Visiting Chair at the CUC (2009-2012). Other faculty in the School have researched and published on communication in China. A substantial number currently conduct research and teaching on other countries and world regions, including Korea, Japan, Sri Lanka, India, Myanmar, Australia, Western Europe, Ghana, Central America, and the United States.

The Communication University of China is the premier teaching and research institution in the communication field in China, and has strong links to the Chinese communication and cultural industries. Entrance to its programs is extremely competitive. The CUC has identified SFU's School of Communication as an established partner through which its students can study global communications in all its institutional and socio-cultural dimensions in an environment providing access to excellent instruction and the global

¹ Students must complete ALL requirements at both partner institutions to be awarded the two parchments of the double degree. The two extended essays required for this double degree are each longer in word-length than the extended essays in SFU's M.A. in Communication extended essay option. Students will NOT be eligible to graduate from SFU with an M.A. in Communication on completion of the first year's (SFU-based) requirements.

research networks of its faculty. Students recruited through SFU Communication will have an exceptional opportunity to study communications in a well-resourced institution in China which offers courses in the institutional, socio-cultural and productive dimensions of a wide range of communication forms and processes, and also provides access to Chinese and pan-Asian communication and cultural industries.

All students will benefit from the cohort nature of the program, which will foster cross-cultural experience and cooperative learning. SFU Communication will benefit from the presence of these students, and from faculty exchanges and related collaborative research activities.

Program Design

1. Credential to be Awarded

Graduates of the M.A. in Global Communications will receive an M.A. in Communication from SFU and an M.A. in International Communication from the CUC.

2. Location and Minimum Residency Requirements

The locations of instruction will be the SFU Burnaby and Vancouver campuses, and the CUC campus, Beijing. In the first year students will be in residence at SFU for three semesters (12 months). In the second year they will be in residence at CUC for the two terms of its 10-month academic year (September-January, and mid- February to the end of June).

3. Faculty

Most faculty teaching in the M.A. in Global Communications will be drawn from the School of Communication at SFU and the School of Television and Journalism, at the CUC. A list of SFU Communication Faculty who may teach and supervise in the double degree is in Appendix B. Over the life of the program visiting faculty from other institutions and faculty from other SFU and CUC departments may be invited to guest lecture, teach courses or offer supervision to students.

The Director of the School of Communication will ensure that Faculty teaching commitments in the program do not reduce resources to other programs of the School. More effective use of teaching resources may be a result of higher enrolments in some existing graduate courses.

4. Program Administrative Staff

Both SFU and CUC will appoint Program Directors, and will provide students with advising to support their academic programs and meet their needs as international students at the host university. In addition CUC will send at its cost a junior faculty member to accompany students while they are in Vancouver and to serve as a visiting scholar.

At SFU a faculty member will be appointed academic Program Director and will be responsible for overall administration of the program at SFU and coordination with CUC counterparts. Responsibilities will include recruitment and admissions, program and course planning, coordination of student supervision, supervision of the Program Manager, general responsibility for applying

relevant SFU policies, coordinating with the School of Communication Graduate Program Chair, and reporting to the Director of the School, Faculty Associate Dean for Graduate Studies and Dean of Graduate Studies.

A half-time staff Program Manager position will be created. Responsibilities will include support for recruitment, admissions, planning and budgeting; student advising; creation of recruitment and other publicity materials and website management; planning of activities such as faculty visits to the CUC and program field trips and field placements, and other related duties.

5. Office and computer/ equipment requirements

An office for the Program Manager and additional computer and media equipment for student use in field research and for some coursework will be required. See Appendix D Budget Notes.

6. Description of the proposed program

Aims, goals and/or objectives: The degree will serve students recruited by both institutions domestically and internationally. The program will recruit highly qualified international students through SFU's School of Communication who would not otherwise have access to study in China, and students will be recruited through the CUC who will gain access to SFU in its Canadian setting and the access it provides to the broader world. Through the program's advanced study of globalized communications, its cultural experience and acquisition/enhancement of language competence in two countries, and field experience, students will be prepared for research, innovation and leadership in global communications in university, industry, government and NGO settings.

Anticipated contribution to the mandate and strategic plan of the institution: This degree program will contribute to the internationalization goals of the School of Communication and of SFU; will connect the university to the community through the field placement of students in local cultural and media companies, institutions and NGOs; will encourage innovations in the content and methodology of graduate teaching in the School of Communication; will foster research collaboration and professional development among participating faculty; will offer enhanced opportunities for formal and peer-to-peer learning for students in the M.A. and Ph.D. Programs in Communication at SFU; will raise the profile of the School of Communication as a significant centre for research and graduate teaching on global communications.

Areas of Study

At SFU: theories and concepts in global communications; political economy and policy dimensions of globalizing communications; communication, development, and global social justice; methods of research on media and global communications; other research areas in the School of Communication.

At CUC: communication and Chinese society in theoretical and historical contexts; Chinese and Asian regional communications and cultural industries, markets and regulatory environments; introduction to basic production techniques and processes in a wide range of "old" and "new", as well as informational and entertainment media forms; Chinese politics, economy, society, and culture.

7. Admissions

Students will apply directly to the program through an admissions committee at SFU chaired by the Program Director (and consisting of the Director and one or two faculty members in the School of Communication), or through the CUC graduate admission process.

Following acceptance by the home institution a second selection process in consultation with the partner institution will establish the final list of admitted students. There will be a maximum of ten students admitted per institution per year in the “steady state” anticipated to be achieved by the 5th year. (See Budget)

Admission requirements at the partner university: Following initial acceptance by a “home” institution (SFU or CUC) students must also be accepted by the admissions committee of the partner institution as follows, and recommended for admission to the partner university.

Students admitted by SFU must meet the following requirements for admission to the CUC:

- a) Meet CUC admissions standards for international students
- b) Submit 3 letters of recommendation, undergraduate transcript and copy of degree certificate, and a 500-600 word essay in English on goals and plans for study
- c) Oral interview (via Skype or similar means) with members of CUC faculty
- d) At least one writing sample of work in English

Note: CUC standard admission requirements are waived as follows:

- Grade 8 Mandarin requirement waived
- National and local entrance exams waived

Students admitted by CUC must meet the following requirements for admission to SFU:

- a) Meet SFU entrance requirements
- b) Meet SFU admission requirements for English Language proficiency.
- c) Provide 3 letters of recommendation and transcripts from previous degree(s) in English, and a 2-3 page essay in English on proposed goals and plans for study.
- d) Oral interview (via Skype or similar means) with members of SFU faculty
- e) Submit at least one writing sample in English

Admission Timeline: Students will apply to the home institution by December 15, with admissions decision by home institution made by mid February and admissions decision by partner institution made by the end of March. Offer of admissions will be made by the home institution no later than April 1 and students are expected to respond by April 15. Admissions will be finalized by June 1.

8. Degree Requirements

Students admitted to the M.A. Double Degree in Global Communications will complete four graduate courses at SFU in the first year, and four graduate courses at CUC in the second year (SFU and CUC course credits are not equivalent). Students will write a field report at each university, based on field experience in the host environment. Students will also complete two extended essays, one at each university, under the supervision of a faculty member of that university.

The *field report* will take the form of a critical essay (15-20 pages) on the experience of the field placement. The field placement will involve *either* a work project or assignment undertaken for a host organization, *or* a policy investigation involving observation and field interviews with relevant organizations. Students will spend at least two weeks or equivalent time in the “field” under the supervision of a faculty member who will provide guidance and assess the completed report.

At SFU the field experience and report will be organized as one of the four courses.² The Program Director will be responsible for coordinating the course, obtaining course ethics clearance, and ensuring student placement or contact with external organizations. Institutions and organizations where students may be placed for field experience while at SFU include Heritage Canada, Fairchild Media, CBC, the Tyee, the Asia-Pacific Foundation, Women in View, W2, and other communication, cultural industry, social media and public interest organizations and companies. Faculty in the School of Communication will draw on their extensive links to the media, cultural industries and policy agencies and their experience in supervising field-related graduate student research to guide and supervise this work.

The *extended essays* submitted at both institutions will normally be in the range of 35- 40 pages each (maximum 10 thousand words in English). They will be assessed jointly by the student’s SFU supervisor and CUC supervisor. At the end of the summer term at SFU and the summer term at CUC, students will make oral presentations based on their essays. There is however no requirement for an oral examination of extended essays. A non-credit summer colloquium at SFU in the first year will provide guidance for the preparation of the essays and a forum for discussion, essay presentations, and occasional lectures from faculty and visitors.

In general, graduate coursework will be organized to provide conceptual, theoretical and practical background preparation for the research required for the project or essays. However, projects or essays completed as part of regular coursework must be significantly deepened or enhanced to meet the extended essays requirement.

SFU Mandarin Language requirement:

All students admitted to SFU as “home” university must complete two semesters of non-credit instruction in conversational Mandarin during their year at SFU. This requirement will be waived if students can a) demonstrate basic knowledge of spoken Mandarin through an oral interview or

² CMNS 881-5 Research Internship (Work and study in an approved professional setting) will be used for this course, or a new graduate course may be proposed.

b) provide proof of having successfully completed an approved course of instruction in basic oral Mandarin.

Degree program schedule and general requirements (applies to all students admitted by SFU and by CUC):

Year 1 Simon Fraser University (27 SFU credits)

Semester 1

- One compulsory cohort course (e.g. Communication and Global Power Shifts) for 5 credits.
- One student-choice course, for 5 credits³
- One approved non-credit Mandarin course if required.

Semester 2

- One student - choice course for 5 credits
- One field research course: placement and report for 5 credits
- One approved non-credit Mandarin course if required

Semester 3

- One extended essay for 5 credits.
- Colloquium for 2 credits (pass/fail)

Year 2 Communication University of China (38 CUC credits— not equivalent to SFU's)

Term 1 (Sept. 1-Jan. 31)

- Three core program courses for 15 credits

Term 2 (Mid-February to end of June, with additional residency optional through July)

- One course 4 credits (student choice of an academic course or media production course)
- One field placement and report for 7 credits
- One extended essay for 12 credits

Proposed Course Work at both Institutions:

Courses to be completed at SFU will include:

- 1) One of the following three potential “core” program courses to be developed by faculty members on the basis of developing areas of teaching:
 - Communication and Global Power Shifts (offered alternately by Yuezhi Zhao and Dal Yong Jin)
 - Issues in Global Communications and Cultural Policies (offered by Alison Beale or by Catherine Murray)

³ By years 4 or 5 of the program, depending on enrolments and the related need to add graduate course offerings, the compulsory cohort course requirement may be raised from one to two courses.

- Communications and Global Social Justice (new graduate course to be developed and alternately taught by Enda Brophy and Katherine Reilly)
- 2) Two elective courses to be selected from a wide range of new (as above) and existing regular and special topic graduate courses offered in the current graduate curriculum. Examples of relevant existing courses that will fulfill the breadth requirement of the program at SFU include: CMNS 801 – Design and Methodology in Communication Research; CMNS 802 – History of Communication Theory; CMNS 815 – Technology and Society; CMNS 820 – Communication, Media and the Concept of the “Public”; CMNS 830 – Popular Culture and Media Theory; and CMNS 845 – Communication and Development. Special topics courses currently on the offer include Race and Media, Envisioning World Images, Visualization and Visual Culture, Radical Media, Nature/Culture/Environmental Communication, Surveillance and New Media, and Communication/Negotiation/Dialogue.
 - 3) Field research and report (as above)

Core program courses to be completed at CUC include:

- Media and Chinese Society: Theory, History, and Practice
- Chinese Communication Industries, Markets and Regulations
- Comparative Asian Media Systems and Regional Markets

To meet the CUC breadth requirements of the program, all students must complete an additional 4 units that consist of either a survey course on media production techniques and processes or a course on Chinese politics, economy, culture and society as specified by CUC.

9. Student Supervision

All students will have an SFU supervisor and a CUC supervisor selected on the basis of the student’s area of interest at the time of admission. Both extended essays will be evaluated by both supervisors.

10. Fees

Terms 1-3 at SFU: \$3,866.67 per term. An additional activity fee of \$2,500 per student for field trips, etc. will also be charged.

Fees: Year 2 Communication University of China

Fees of RMB 45,000 (Yuan), currently approximately \$7,200 will be charged by CUC to all students admitted through SFU.

SFU’s School of Communication is committed to offering three entrance scholarships of \$23,000 (for SFU tuition in Year 1 and CUC tuition in Year 2) per year to new students.

Appendix A

Background to the Proposed Program

This proposal marks a major step in the pedagogical innovation and internationalization of SFU Communication's graduate program, which has an outstanding track record in placing graduates in positions in universities, governments, industries, as well as civil society organizations in a wide range of communication fields. Throughout its history, SFU Communication's graduate program has established a strong international reputation for drawing its student population from around the world and for providing a varied, broad, and cutting-edge curriculum dedicated to expand students' intellectual and cultural horizons and the development of global citizens who will put their education to work in progressive and meaningful causes. This proposed program responds to growing demands for graduate studies in the rapidly expanding communication fields by domestic and international students, demands for a wider range of graduate education experience in an increasingly globalized communications environment, as well as SFU's strategy to internationalize its curriculum. In addition to the value-added nature of its bi-national and bi-cultural design, the proposed program's combination of research and professional orientation not only offers a new and hybrid degree option between the current M.A. and Ph.D. programs, but also is highly complementary to these programs. As rapid social transformations in China draw growing attention from the global community, it is also expected that the program will attract existing media professionals and free-lance media producers who wish to expand their knowledge base and develop more specialized skills.

In 2004, the importance of internationalization and developing relations with the CUC for the School of Communication were recognized in its Self-Study document for the External Review as a "key direction for planning and implementation" as follows: "continuing expansion of international initiatives including curriculum development and course offerings for the new Communication University of China (CUC); field schools in China and India; research partnerships with CUC; ongoing CIDA-funded project with the University of Ghana; student and faculty exchanges with a number of European institutions."

That SFU, with its Pacific Coast location and which boasts Western Canada's most well-established graduate program in communication studies, should be Canada's pioneer in proposing a double-degree program in global communications is not incidental. In fact, the proposal culminates many years of institutional engagements and academic exchanges between SFU and CUC. SFU communication faculty members Dallas Smythe, Williams Leiss and Robert Anderson visited China and CUC – formerly known as the Beijing Broadcast Institute – in the early 1970s and 1980s respectively. A general MOU for collaboration between SFU and CUC was signed in 2001. Subsequently, Dr. Zhengrong Hu, current CUC VP Academic who is also responsible for international collaboration, spent a year at SFU's School of Communication as a visiting scholar, while Dr. Martin Laba, former Director of SFU's School of Communication, visited CUC three times between 2005 and 2009. Meanwhile, Dr. Yuezhi Zhao, who counts both CUC and SFU as her alma maters, has persistently promoted SFU-CUC academic exchanges from the bottom up through her frequent academic visits to CUC and her sponsorship of long and short-term CUC visiting scholars and doctoral students. In November 2009, SFU and CUC "refreshed" its 2001 MOU on the occasion of a high-level CUC delegation visit to SFU. This has been followed by a number of high-level visits, meetings and discussions since early 2010, including a visit by former SFU President Michael Stevenson to CUC on April 30, 2010, a visit by CUC's VP Yuan Jun to SFU on June 11, 2010, the visit by SFU FCAT Dean Cheryl Geisler and current SFU Communications Director Alison Beale to CUC between July 28 and 31, 2010, and in September 2010, the visit by CUC President Su Zhiwu.

Most recently, SFU President Andrew Petter visited CUC on July 6, 2011 and affirmed with President Su their commitment to collaborate through this program. In short, this proposed M.A. program, along with a companion Canada-China Communication Research Forum, has emerged as the focal piece of collaboration both universities are committed to pursue.

Extensive consultation and research work has also been conducted toward the development of this proposal. Within SFU, this has involved consultation with the developers of the SFU- Zhejiang University double-degree programs in computer sciences; outside SFU, this has involved informal consultations and interviews conducted by Dr. Yuezhi Zhao in December 2010 with the Deans and Directors of a number of journalism and communication schools in China, including the Director of Hong Kong Baptist University's School of Journalism, which offers a wide range of professional M.A. programs in the field. Invaluable lessons have also been learned from personal interviews conducted by Dr. Yuezhi Zhao with the Program Directors and key course instructors of a pioneering program of this kind, the double degree M.A. program in Global Media and Communications offered by Fudan University and the London School of Economics and Political Sciences.

Appendix B: List of Faculty who will teach/supervise in the SFU/CUC M.A. Double Degree Program in Global Communications

Peter Anderson – Associate Professor

Areas of specialization:

Telecommunication & broadcasting policy; technology; communication and development; communication to mitigate disasters.

Ellen Balka – Full Professor

Areas of specialization:

Science, technology and society studies; critical perspectives on large scale computing systems (cyberinfrastructural studies), especially in health settings and genomics; information and communication technologies in health care; end user involvement

Alison Beale – Full Professor

Areas of specialization:

Communication theory & technology issues; film & video; cultural policy; feminist analysis.

Enda Brophy – Assistant Professor

Areas of specialization:

Political economy of communication; communication and social change; autonomist marxism; labour, employment and collective organizing in the media, communication and cultural industries; call centre studies.

Peter Chow-White – Assistant Professor

Areas of specialization:

New media & technology; race; culture; genomics; bioethics; health; information society; encoding.

Zoe Druick – Associate Professor

Areas of specialization:

Documentary and reality-based media; cultural industries; media theory.

Andrew Feenberg – Full Professor

Areas of specialization:

Critical theory of technology; Marcuse & Heidegger; technology studies; online community; online education.

Shane Gunster – Associate Professor

Areas of specialization:

Environmental communication, especially media coverage and advocacy communication around climate change; political communication, including conservative political discourse; advertising and consumer culture; critical theory, especially the Frankfurt School.

Robert Hackett – Full Professor

Areas of specialization:

Media democratization; political communication; journalism studies; news media & social movements; peace, war and media.

Linda Harasim – Full Professor

Areas of specialization:

Social media and the Knowledge Society; online collaborative learning, online community, theory of knowledge building, learning analytics, discourse analysis of online communication, and qualitative research methods for social media and online communication.

Dal Yong Jin – Assistant Professor

Areas of specialization:

Globalization, political economy, new media and online gaming, media industries and policies, transnational cultural Studies.

Jan Marontate – Associate Professor

Areas of specialization:

Art worlds; innovation; cultural heritage; cultural policy; social studies of technology & culture; interdisciplinary networks of collaboration & French social theory.

Kirsten McAllister – Associate Professor

Areas of specialization:

Cultural memory, visual studies, diaspora and “racialization,” displacement and political violence, refugee Studies and Japanese Canadian studies, photography, memorials, film/video, spatial analysis, fieldwork and interviews.

Catherine Murray – Full Professor

Areas of specialization:

Cultural participation and creative labour; cultural infrastructure and creative cities; cultural/creative economy and industries; cultural governance and especially broadcast policy; communication rights and global trade; and research design in cultural policy evaluation.

Stuart Poyntz – Assistant Professor

Areas of specialization:

Children’s and youth media culture, history of media literacy, gender and youth belonging; critical theories of the public sphere and the philosophy of communication; transformative pedagogical theories and practices, digital media technologies and youth media production.

Katherine Reilly – Assistant Professor

Areas of specialization:

Global social networks, communication rights, social justice, human rights and citizenship.

Richard Smith – Full Professor

Areas of specialization:

Technology & social inclusion; public surveillance; games/online communities; the wireless information society.

Yuezhi Zhao – Full Professor

Areas of specialization:

Communication and Global Power Shifts; Comparative Global News Analysis; Media and Democracy; Chinese Communication Institutions and Cultural Industries; Communication, Political Development, and Social Transformation in China.

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MEMORANDUM

ATTENTION SGSC **DATE** June 8, 2010
FROM Wade Parkhouse, Dean, Graduate Studies **PAGES** 1/2
RE: Joint and Double Graduate Degrees

I have briefly summarized the material on joint, joint (dual) and double degrees for the purposes of setting a framework for the development of graduate joint and double degrees at SFU. While the intention of developing this framework is to clearly articulate SGSC's expectations for international partnerships, the principles apply to internal programs as well as with Canadian partners. Essentially in the case of a joint degree, the student completes one body of work equivalent to one degree but at two institutions and can be awarded one or two parchments usually recognizing that jointly-awarded degree program. This is essentially what happens in our MDM graduate program with UBC, Emily Carr and BCIT. Alternatively, a student can complete a double degree, as is the case of the UG DDP with ZU in which the student completes two-degree programs and receives two parchments, and neither parchment recognizes the other institution. In these cases, they do complete substantive additional requirements in excess of either program individually but less than the total requirements of both programs.

International Graduate Joint (Dual) and Double Degrees

The rationale for developing jointly awarded graduate degrees with international partners is to foster internationalization of graduate research programs and enhance student mobility and exchange – both key drivers in the globalization of research education. Collaborative degree programs lead to a more sustainable type of relationship than many other internationalization strategies and bring important academic benefits. The benefits include: international student mobility; knowledge transfer; international research collaboration; recognition of partner university qualifications in other countries; employment prospects for students; research as a career for high caliber students; enhanced recruitment of excellent graduate students; access to additional sources of student financial support.

Types of Collaborative Programs

It is imperative to recognize that the terminology used to refer to collaborative programs can be confusing and unclear. The following definitions reflect the terminology that is slowly being adopted by the Canadian Association of Graduate Studies and proposed by the Universities 21 Jointly-awarded PhD project partners that includes UBC and McGill, and other institutions from Australia, China, Hong Kong, India, Ireland, Japan, Mexico, New Zealand, Singapore, South Korea, Sweden, United Kingdom, and USA.

A jointly-awarded degree program awards one qualification upon completion of the collaborative program requirements established by the partner institutions. In this case, the student receives one degree, awarded and jointly recognized by both institutions. This may be one or two parchments but each parchment clearly states the award is a “joint” and awarded for one piece of work. A jointly-awarded degree is normally completed in the same period of time as a degree from either partner institution and normally requires a relatively minor amount of additional scholarly activity and/or courses to be taken. When two parchments are awarded, each recognizing the other institution, it is sometimes referred to as a “dual degree”.

A jointly-awarded degree is a qualification conferred upon a student on completion of a collaborative program established by the partner institutions and is characterized by:

- meeting the academic requirements of both universities;
- agreement regarding a lead institution;
- joint supervision;
- a single degree awarded for one thesis/dissertation;
- parchment(s) issued which indicate that there has been joint supervision and that a portion of the work was completed at the partner institution.

In Contrast:

A double degree program awards two individual qualifications upon completion of the collaborative program requirements established by the two partner institutions. In this case, the student receives two degrees awarded separately by two different institutions for one piece of work. The amount of scholarly activity, courses taken, and the duration of the study are more extensive than either single degree program in order to meet the requirements of both the partners but less than the sum of both degree programs requirements. A double degree is two qualifications conferred upon a student on completion of a collaborative program established by the partner institutions and is characterized by:

- meeting the academic requirements of both institutions;
- agreement that the amount of scholarly activity, courses taken, and the duration of the study are more extensive than either single degree program in order to meet the requirements of both the partners but less than the sum of both degree programs requirements.
- joint supervision;
- two degrees awarded for one thesis/dissertation;
- separate parchments from the partner institutions.

Models will vary between institutions/countries but questions regarding accreditation, recognition, quality assurance and legitimacy must be addressed. It should be recognized that government approval for jointly-awarded degrees is required in countries where universities are not autonomous (such as China). In these countries, the inclusion of a note recognizing the partner institution on the parchment of joint degree programs where separate parchments are to be awarded may not be possible.

The individual partnership agreements must address details on residency requirements; tuition and other fees; student financial support; funding arrangements for travel of the students, supervisors, and examiners; student insurance coverage; visa requirements, admission requirements and application process; supervisory practice; copyright; authorship; intellectual property; annual progress evaluations; thesis submission and examination procedures; and others as needed.

Appendix D

Budget notes:

Important features of the budget projections include calculation of proportional costs to the School of Communication of office and technical staff time and overhead, costs for a half-time administrator/student advisor, and program promotion and travel costs. Three TA appointments of PhD 5 Bus each are included so that 3 TAs may be hired to assist as academic writing advisors who will assist both double degree candidates and students in the CMNS M.A. and PhD programs with advanced academic writing of essays, reports, theses and work intended for publication. Three tuition bursaries per year are included. An additional staff office and computing and media production resources have been included to meet the needs of the program without drawing on existing School of Communication resources. Faculty salary costs are calculated in terms of the number of courses offered by CMNS faculty to the program in a given year, plus time dedicated to supervision, and a course release for the Program Director. By year 5, the *replacement* cost for this teaching will be equivalent to a full-time faculty appointment at the Full Professor level and the School will require an additional faculty line if full enrolment projections are reached. In the first few years of the program costs will exceed revenues significantly.

Application will be made to the Vice President Academic for bridging funds so that the revenue shortfall and the real costs of startup of the program are not borne by the School of Communication. In addition to shortfalls indicated in the budget projections for the first two years when students are present, the School will require startup funds for recruitment in the first year following approval of the program of approximately \$55,000.00, to cover the program manager salary, marketing/recruitment costs and supplies. Please see the Budget Summary for details. The School Director and MA in Global Communications Director will be responsible for monitoring the budget and expenses associated with the degree program on an annual basis.

Appendix E: Calendar Description for the Proposed Program

SFU-Communication University of China Master of Arts Double Degree Program in Global Communications

*School of Communication | Faculty of Communication, Art and Technology
Simon Fraser University Calendar 2013 Fall*

Students in this two-year graduate double degree program (GDDP), jointly developed by Simon Fraser University and the Communication University of China (CUC), China, will acquire two graduate degrees. Graduates will receive a master of arts (MA) degree from Simon Fraser University, and a master of arts (MA) degree from the Communication University of China. All students will spend their first academic year at SFU and the second academic year at CUC, during the normal academic terms of each institution.

The language of instruction at both Simon Fraser University and the Communication University of China is English.

Areas of Study

At SFU: theories and concepts in global communications; political economy and policy dimensions of globalizing communications; communication, development, and global social justice; methods of research on media and global communications; other research areas in the School of Communication.

At CUC: communication and Chinese society in theoretical and historical contexts; Chinese and Asian regional communications and cultural industries, markets and regulatory environments; introduction to basic production techniques and processes in a wide range of “old” and “new”, as well as informational and entertainment media forms; Chinese politics, economy, society, and culture.

Admission Requirements

Students will apply directly to the program through an admissions committee at SFU chaired by the GDDP Program Director or through the CUC graduate admission process. Students will be admitted to one university, and then recommended for admission to the other university.

To qualify for admission, students must satisfy the usual admission requirements as specified by each university. The university of first admission will be referred to as the student's ‘home’ university. Students whose home university is Simon Fraser University are called SFU students while those whose home university is Communication University of China are called CUC students.

Following acceptance by the home university a second selection process in consultation with the partner university will establish the final list of admitted students.

In addition to general university admission requirements, including English language proficiency requirements, students admitted by SFU must meet the following admission requirements:

1. An application form (available on line – <http://www.sfu.ca/gradstudents/applicants/index.html>) along with the application fee (\$90 CAN for students with Canadian transcripts or \$125 CAN for students with international transcripts)
2. Three letters of recommendation, at least one of which should be written by somebody who is familiar with the applicant's academic work
3. All official post-secondary transcripts in sealed envelopes and copies of post secondary degree certificates
4. A 500-600 word essay in English on goals and plans for study, together with an account of relevant academic and professional background
5. Submit at least one writing sample in English

In addition, SFU students must meet CUC admissions standards for international students and pass an oral interview (via Skype or similar means) with members of CUC faculty. However, the following CUC standard admission requirements will be waived for SFU students:

1. Grade 8 Mandarin requirement
2. National and local entrance exams

Students admitted by CUC must meet the following requirements for admission to SFU:

1. Meet SFU entrance requirements
2. Meet SFU admission requirements for English Language proficiency
3. Provide three letters of recommendation and transcripts from previous degree(s) in English and a 500-600 word essay in English on proposed goals and plans for study
4. Oral interview (via Skype or similar means) with members of SFU faculty
5. Submit at least one writing sample in English

Admission Timeline: Students will apply to the GDDP Program Coordinator at the home university by December 15, with admissions decision by home university made by mid February and admissions decision by partner university made by the end of March. Offer of admissions will be made by the home university no later than April 1 and students are expected to respond by April 15. Admissions will be finalized by June 1.

Program Withdrawal

A student admitted to SFU for the GDDP may withdraw from the program and transfer to the SFU MA in Communication only with the approval of the SFU Communication graduate studies committee.

Time Limits

Under normal circumstances, the time limit to complete this program is within two calendar years, and no longer than four calendar years (as per SFU general graduate regulations).

Supervisory Committee

Each student will be supervised by a supervisory committee consisting of a senior supervisor from either university and at least one faculty member from the other university.

Program Requirements

Students must complete 27 units at SFU and 38 Units at CUC (SFU and CUC credits are not equivalent).

All students must complete CMNS 844-5: Communication and Global Power Shifts as core program course, one of the following Group 1 or Group 2 courses, and one of following Group 3 courses:

Group 1 Surveys of History and Theory

This course group contains survey courses that define and map the field and expose students to faculty interests and research programs.

- CMNS 800-5 Contemporary Approaches in Communication Studies
- CMNS 802-5 History of Communication Theory
- CMNS 804-5 Seminar in Advanced Communication Theory

Group 2 Research Design and Methods

This course group contains research methods and methodology courses that help with research projects.

- CMNS 801-5 Design and Methodology in Communication Research
- CMNS 805-5 Communication Research Methods and Techniques

Group 3 Research Area Courses

This course group contains the school's various research area and selected topics courses.

- CMNS 815-5 Social Construction of Communication Technologies
- CMNS 820-5 Communication, Media and the Concept of the "Public"
- CMNS 830-5 Popular Culture and Media Theory
- CMNS 840-5 Political Economy of Communications
- CMNS 845-5 Communication and Development
- CMNS 855-5 Selected Topics in Communication Studies
- CMNS 856-4 Graduate Seminar
- CMNS 857-5 Selected Topics in Communication Studies
- CMNS 858-5 Selected Topics in Communication Studies
- CMNS 859-5 Acoustic Dimensions of Communications

All students must complete the following three core program courses at CUC for a total of 15 units:

- Media and Chinese Society: Theory, History, and Practice
- Chinese Communication Industries, Markets and Regulation
- Comparative Asian Media Systems and Regional Markets

To meet the breadth requirements of the program, all students must complete an additional 4 units that consist of either a survey course on media production techniques and processes or a course on Chinese politics, economy, culture and society as specified by CUC.

Extended Essay Requirement

All students will complete two extended essays, one at each university, under the supervision of a faculty member of that university. The *extended essays* submitted at both institutions will normally be in the range of 35-40 pages each (maximum 10 thousand words in English). They will be assessed jointly by the student's SFU supervisor and CUC supervisor. At the end of the summer term at SFU and the spring term at CUC, students will make oral presentations based on their essays. There is however no requirement for an oral examination of extended essays. A summer colloquium (CMNS 860-2) at SFU in the first year will provide guidance for the preparation of the essays and a forum for discussion, essay presentations, and occasional lectures from faculty and visitors. At SFU, students complete the extended essay requirement by enrolling in CMNS 894-5.

Field Placement Requirement

All Students are required to complete two field placements, one at each university, leading to the submission of a field report to each university. The *field report* will take the form of a critical essay (15-20 pages) on the experience of the field placement. The field placement will involve *either* a work project or assignment undertaken for a host organization, *or* a policy investigation involving observation and field interviews with relevant organizations. Students will spend at least two weeks or equivalent time in the "field" under the supervision of a faculty member who will provide guidance and assess the completed report. At SFU, students complete the field placement requirement by enrolling in CMNS 881-5.

SFU Mandarin Language Requirement

All students admitted to SFU as "home" university must complete two semesters of non-credit instruction in conversational Mandarin during their year at SFU. This requirement will be waived if students can either demonstrate basic knowledge of spoken Mandarin through an oral interview or provide proof of having successfully completed an approved course of instruction in basic oral Mandarin.

Tuition Fees

When a student is resident at Simon Fraser University, the student pays per-semester tuition fees to Simon Fraser University. When a student is resident at the Communication University of China, the student pays per-term tuition fees to the Communication University of China.

Faculty: School of Communication FCAT
 Proposed Program: SFU-CUC M.A. Double Degree in Global Communication

A Financial Analysis - Proposed Program

Revenues:		8	12	15	20
Tuition & Other fees	Notes				
Overhead rate					0.32
Provincial Grant		140,000	210,000	262,500	350,000
Tuition Fees	92,800	139,200	174,000	277,240
Flow thru of grant and fees	158,304.00	237,456.00	296,820.00	426,523.20
Supplementary Fees	20,000	30,000	37,500	50,000
Other Revenue					
Private Donation	-	-	-	-
Total Revenues		178,304	267,456	334,320	476,523

Expenses:		Year 1	Year 2	Year 3	Steady State
Teaching Resources	Notes				
Continuing Faculty	57,000	57,000	76,000	131,670
Limited Term / Sessionals	0	0	0	0
T. A.s (writing tutor)	12,918	12,918	19,377	19,377
Other teaching support (lab support)	6,308	6,308	6,308	6,308
Other Staffing Resources					
Clerical support	3,846	3,846	3,846	3,846
Other staff support (program manager)	32,000	32,000	32,000	32,000
Benefits	20,717	20,717	25,360	35,938
Operating Expenses					
Marketing & Promotions	18,531	18,531	18,531	18,531
Travel	16,850	16,850	16,850	16,850
Materials & Supplies	10,488	10,488	10,488	10,488
Other (hospitality & field trips)	20,000	30,000	37,500	50,000
Scholarships, Bursaries & Awards	69,000	69,000	69,000	69,000
IT support costs (lab equipment & maintenance)	4,167	4,167	4,167	4,167
Library	5,000	5,000	5,000	5,000
Total Expenses		276,824	286,824	324,426	403,174

Revenues less Expenses		(98,520)	(19,368)	9,894	73,349
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B Capital and Space Requirements

Capital Costs	Year 1	Year 2	Year 3	Steady State
New Space Requirements				Yes
Renovations to existing space	-	-	-	-

C Notes & Assumptions

1 Space requirements: an office for the program manager, and working space for a minimum of 10 graduate students.

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SIMON FRASER UNIVERSITY
DEAN OF GRADUATE STUDIES

→ SGSC
APR/2012

New Graduate Course Proposal Form

PROPOSED COURSE

Program (eg. ECON) CMNS	Number (eg. 810) 844	Units (eg. 4) 5
Course Title (max 80 characters) Communication and Global Power Shifts		
Short Title (appears on transcripts, max 25 characters) CMNS and Global Power Shifts		
Course Description for SFU Calendar <input type="checkbox"/> see attached document. <input type="checkbox"/> Learning outcomes identified This course examines the mutually constitutive relationship between rapidly transforming global communication systems and shifting structures of global political economic and cultural power. Competing claims of global power shifts – between the West and the Rest, between labor and capital, and between established institutions and networked “multitudes” – are analyzed in relation to enduring patterns and emerging dynamics in global communications.		
Available Course Components: <input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Seminar <input type="checkbox"/> Laboratory <input type="checkbox"/> Practicum <input type="checkbox"/> Online <input type="checkbox"/> <u>Capstone</u>		
Grading Basis <input checked="" type="checkbox"/> Graded <input type="checkbox"/> Satisfactory/Unsatisfactory <input type="checkbox"/> In Progress/Complete		
Prerequisites (if any) <input type="checkbox"/> see attached document None		
<input type="checkbox"/> This proposed course is combined with an undergrad course: Course number and units: _____		
Additional course requirements for graduate students <input type="checkbox"/> See attached document (if this space is insufficient)		
Campus at which course will be offered (check all that apply) <input type="checkbox"/> Burnaby <input checked="" type="checkbox"/> Vancouver <input type="checkbox"/> Surrey <input type="checkbox"/> GNW <input type="checkbox"/> _____		
Estimated enrolment 10-20	Date of initial offering Fall 2013	Course delivery (eg. 3 hrs/week for 13 weeks) 3 hrs/week for 13 weeks
Justification <input type="checkbox"/> See attached document This course is created to meet the core course requirement of the newly developed SFU-CUC Double Degree M.A. Program in Global Communications, to be launched in Fall 2013.		

RESOURCES

If additional resources are required to offer this course, the department proposing the course should be prepared to provide information on the source(s) of those additional resources.

Faculty member(s) who will normally teach this course <input checked="" type="checkbox"/> information about their competency to teach the course is appended Yuezhi Zhao, Katherine Reilly and Dal Yong Jin
Number of additional faculty members required in order to offer this course
Additional space required in order to offer this course <input type="checkbox"/> see attached document None -- all that is required is a regular seminar room
Additional specialized equipment required in order to offer this course <input type="checkbox"/> see attached document None
Additional Library resources required (append details) <input type="checkbox"/> Annually \$ _____ <input type="checkbox"/> One-time \$ _____ None

PROPOSED COURSE from first page

Program (eg. ECON) GMNS	Number (eg. 810) 844	Units (eg. 4) 5
Course title (max 80 characters) Communication and Global Power Shifts		

APPROVAL SIGNATURES

When a department proposes a new course it must first be sent to the chairs of each faculty graduate program committee where there might be an overlap in course content. The chairs will indicate that overlap concerns have been dealt with by signing the appropriate space or via a separate memo or e-mail (attached to this form).

The new course proposal must also be sent to the Library for a report on library resources.



Once overlap concerns have been dealt with, signatures indicate approval by the department, home faculty and Senate Graduate Studies Committee.

Other Faculties

The signature(s) below indicate that the Dean(s) or designate of other Faculties affected by the proposed new course support(s) the approval of the new course.


Name of Faculty	Signature of Dean or Designate	Date

Departmental Approval (non-departmentalized faculties need not sign)

Department Graduate Program Committee Shane Gunster	Signature 	Date MAY 27, 2012
Department Chair Alison Beale	Signature 	Date MAR 27, 2012

Faculty Approval

Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/Department commits to providing the required Library funds and any other necessary resources.

Faculty Graduate Program Committee Marek Hatala	Signature 	Date March 29, 2012
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Senate Graduate Studies Committee Approval

SGSC approval indicates that the Library report has been seen, and all resource issues dealt with. Once approved, new course proposals are sent to Senate for information.

Senate Graduate Studies Committee	Signature	Date
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CONTACT

Upon approval of the course, the Dean of Graduate Studies office will consult with the department or school regarding other course attributes that may be required to enable the proper entry of the new course in the student record system.

Department / School / Program	Contact name	Contact email
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SCHOOL OF COMMUNICATION
CMNS 844-5
Communication and Global Power Shifts

Professor Yuezhi Zhao
Email: yzhao@sfu.ca
Phone: 778.782.4916

Fall 2013
Downtown Day

This course examines the mutually constitutive relationship between rapidly transforming global communication systems and shifting structures of global political economic and cultural power. Competing claims of global power shifts – between the West and the Rest, between labor and capital, and between established institutions and networked “multitudes” – are analyzed in relation to enduring patterns and emerging dynamics in global communications.

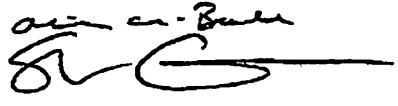
The first part of the course addresses conceptual issues and provides historical, theoretical, as well as contemporary political economic and policy overviews. The second part focuses on the multifaceted intersections of an evolving geopolitics of information and ongoing processes of state transformation, market integration, and social struggles in and through a wide range of communication forms, processes, and practices in different world regions. The course demonstrates that competing claims of global power shifts are not necessarily mutually exclusive. Rather, they intersect in complex ways to define the new dynamics of power in the current era, as various social forces fight out their visions and stakes in a crises-laden global order both within and beyond nation-state and various other boundaries.

Course Texts:

- A. Mattelart, *Mapping World Communication: War, Progress, Culture* (Minnesota, 1994)
- P. Chakravartty and Y. Zhao (eds.), *Global Communications: Toward a Transcultural Political Economy* (Rowman & Littlefield, 2008)
- Ho-Fung Hung, *China and the Transformation of Global Capitalism* (Johns Hopkins, 2009)
- R. Mackinnon, *Consent of the Networked: The Worldwide Struggle for Internet Freedom* (Basic Books, 2012)
- D. Schiller, *Digital Depression* (forthcoming)

Additional required readings will be made available through a course wiki. See also the appendix.

Course Requirements:

Seminar Participation and Presentation	30%	
Mid-term Short-Paper and/or Book Review	20%	
Term Paper Proposal	10%	
Term Paper: Substantive Lit Review or Research Paper	40%	

The school expects that the grades awarded in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distribution of grades. In addition, The School will follow Policy S10.01 with respect to Academic Integrity, and Policies S10.02, S10.03 and S10.04 as regards Student Discipline (note: as of May 1, 2009 the previous T10 series of policies covering Intellectual Honesty (T10.02) and Academic Discipline (T10.03) have been replaced with the new S10 series of policies).

Seminar Topics and Reading Schedule

Part I

Week 1: Introduction: Communication, Power, and the Problematic of the Global

- James F. Hoge Jr., "A Global Power Shift in the Making." *Foreign Affairs* July/August 2004.
- Armand Mattelart, *Mapping World Communication*, Prefaces and Part I, War.

Week 2: Global Capitalism, Propaganda, and Anti-Systemic Movements between the Hot and Cold Wars: Power Shifts from Capital to Labor and from Colonizers to Colonized

- Armand Mattelart, *Mapping World Communication*, Part II, Progress
- Revolutionary Left Movement, "On Journalism and Objectivity" (Chile, 1971), in Armand Mattelart and Seth Siegelau (eds.), *Communication and Class Struggle, An Anthology in 2 Volumes* (International General, 1979), Volume 1, pp. 130-135.
- Michael Parenti, *Blackshirts & REDS: Rational Fascism and the Overthrow of Communism* (San Francisco: City Lights, 1997), Chapter 1, "Rational Fascism," pp. 1-22.
- Patricia Mazepa, "Democracy of, in and Through Communication: Struggles around Public Service in Canada in the First Half of the Twentieth Century," *Info* 9:2/3 (2007), 45-56.

Week 3: Information, Culture, and the Implosion of Mass-based and State Power-Oriented Social Movements in the Global East and Global South

- Armand Mattelart, *Mapping World Communication*, Part III, Culture
- Yuezhi Zhao, "Sustaining and Contesting Revolutionary Legacies in Media and Ideology", in Sebastian Heilmann and Elizabeth J. Perry (eds.), *Chairman Mao's Invisible Hand: The Political Foundations of Adaptive Governance in China* (Cambridge: Harvard University Press, 2011), pp. 201-236.

Week 4: Communication, Neoliberal Globalization, and the Rise of the Warfare State

- Dan Schiller, "The Militarization of US Communications", in Janet Wasko, Graham Murdock, and Helena Sousa (eds.), *Handbook of Political Economy of Communication* (Blackwell, 2010).
- Sunera Thobani, "Gender and Empire: Veilmentaries and the War on Terror," in *Global Communications*, pp. 219-242.

Week 5: Communication, Economic Crisis, and the Transformation of Global Capitalism

- Peter Dicken, *Global Shift: The Changing Global Economic Map*, 5th Edition, 2007.
- Price Water Coopers, *The World in 2050: The Accelerating Shift of Global Economic Power: Challenges and Opportunities*, http://www.pwc.com/en_GX/gx/world-2050/pdf/world-in-2050-jan-2011.pdf.
- Ho-Fung Hung, *China and the Transformation of Global Capitalism*, Introduction and Chapters 1-5.
- Dan Schiller, *Digital Depression*.

Week 6: NWICO, WSIS, and Start All Over Again? The Evolving Regime of Global Communication and Culture Regulation and Policy-Making

- Kaarle Nordenstreng, "Free Flow Doctrine in Global Media Policy", in Robin Mansell and Marc Raboy (eds.), *The Handbook of Global Media and Communication Policy* (Blackwell, 2011).
- Jane Kelsey, "Globalization of Cultural Policy-Making and the Hazards of Legal Seduction," in Graham Murdoch and Janet Wasko, *Media in the Age of Marketization* (Cresskill, Hampton Press, 2007), pp. 151-187.
- Andrew Calabrese and Marco Briziarelli, "Policy Imperialism: Bilateral Trade Agreements as Instruments of Media Governance," in Robin Mansell and Marc Raboy (eds.), *The Handbook of Global Media and Communication Policy* (Blackwell, 2011).
- Li Congjun, "Toward a New World Media Order", *Wall Street Journal*, June 1, 2011. <http://online.wsj.com/article/SB10001424052748704816604576335563624853594.html>

Week 7: Consent of the Networked? "Twitter Revolutionaries, and Digital Prosumer Commodities, and the Struggle for Internet Freedom

- Rebecca Mackinnon, *Consent of the Networked: The Worldwide Struggle for Internet Freedom*, (Basic Books, 2012)
- Christian Fuchs, "Reloading Dallas Smythe", *Triple C*, forthcoming.

Part II

Week 8: Al Jazeera, Pan-Arab Media, and the Reconfiguration of State Power in the Middle East

- Mohammed El Oifi, Qatar, Growth and Diversification: What to do about Al-Jazeera? *Le Monde diplomatique*, <http://mondediplo.com/2011/09/13aljazeera>.
- Marwan Kraidy, "The Rise of Transnational Media Systems: Implications of Pan-Arab Media for Comparative Research," in Daniel C. Hallin and Paolo Mancini (eds.), *Comparative Media Systems Beyond the Western World* (Cambridge, 2011).
- Helga Tawil Souri, "Move on Bangalore, Here Comes ...Palestine? Western Funding and 'Internet Development' in the Shrinking Palestinian State," in Paula Chakravarty and Yuezhi Zhao (eds.), *Global Communications*.

Week 9: Nollywood, Bollywood, and Beyond: Local and Global Sites of Power in Media Production, Distribution, Consumption, and Technological Innovation

- Ted Magder and Jonathan Burston, "Whose Hollywood? Changing Forms and Relations inside the North American Entertainment Economy", in Vincent Mosco and Dan Schiller (eds.), *Continental Order? Networking North America for Cybercapitalism* (Lanham & Littlefield, 2001).
- Sujata Moorti, "Transnational Brides: Wedding Magazines and the Invention of a Cosmopolitan Indian Tradition," in Michael Curtin and Herman Shan, *Reorient Global Communication*:
- Boatema Boateng, "Local and Global Sites of Power in the Circulation of Ghanian Adinkra", in Paula Chakravarty and Yuezhi Zhao (eds.), *Global Communications*, pp. 163-188.

- Yuezhi Zhao, "China's Pursuits of Indigenous Innovation in Information Technology Developments: Hopes, Follies and Uncertainties," *Chinese Journal of Communication*, Vol. 3, No. 3 (September 2010), 266-289.

Week 10: The Rise of China or "Chimerica" or BRICS? Communication and New Dynamics of (Trans)-national (Dis)-integration

- John Gulick, "Sino-Russian Geoeconomic Integration: An Alternative to Chinese Hegemony on a Shinking Planet", Chapter 7 of Ho-Fung Hung, *China and the Transformation of Global Capitalism*.
- Olessia Koltsova, "Media, State, and Responses to Globalization in Post-Communist Russia," in Paula Chakravarty and Yuezhi Zhao (eds.), *Global Communications*, pp. 51-74.
- Yuezhi Zhao, "Communication, the Nexus of Class and Nation, and Global Divides: Reflections on China's Post-Revolutionary Experiences", *Nordicom Review*, Jubilee Issue (Vol. 30, June 2009), pp. 91-104.
- Wanning Sun, "Mission Impossible? Soft Power, Communication Capacity, and the Globalization of Chinese Media," *International Journal of Communication* 4(2010), 54-72.

Week 11: Chinese Labor Struggles, the U.S. Labor Movement, Falun Gong Media, and Human Rights Activism: Antagonisms and Affinities in the Global Media

- Stephanie Luce and Edna Bonacich, "China and the U.S. Labor Movement", and Beverly J. Silver and Lu Zhang, "China as an Emerging Epicenter of World Labor Unrest," Chapter 8 and Chapter 9, Ho-Fung Hung, *China and the Transformation of Global Capitalism*.
- Yuezhi Zhao and Robert Duffy, Yuezhi Zhao and Robert Duffy, "Short-Circuited? The Communication of Labor Struggles in China," in Catherine McKercher and Vincent Mosco (eds.), *Knowledge Workers in the Information Society* (Lanham, MD: Lexington Books, 2007), pp. 229-247.
- Yuezhi Zhao, "Falun Gong, Identity, and the Struggle for Meaning inside and outside China," in James Curran and Nick Couldry (eds.), *Contesting Media Power: Alternative Media in a Networked Society* (Lanham: Rowman & Littlefield, 2003), pp. 209-224.
- Barry Sautman and Yan Hairong, "The 'Right Dissident': Liu Xiaobo and the 2010 Nobel Peace Prize," *Positions* 19:2 (Fall 2011), pp. 682-613.

Week 12: From Globo to Telesure: Communication, Regional Integration, and Post-Neoliberal Latin America's "Pink Revolution"

- Robert Duffy and Bob Everton, "Media, Democracy, and the State in Venezuela's 'Bolivarian Revolution'," in Paula Chakravarty and Yuezhi Zhao (eds.), *Global Communications*, pp. 113-140.
- Afonso de Albuquerque, "On Models and Margins: Comparative Media Models Viewed from a Brazilian Perspective," in Daniel C. Hallin and Paolo Mancini (eds.), *Comparative Media Systems beyond the Western World* (Cambridge, 2011), pp. 72-95.
- Glauco Arbix and Scott B. Martin, "Beyond Developmentalism and Market Fundamentalism in Brazil: Inclusionary State Activism without Statism," http://www.law.wisc.edu/gls/documents/paper_arbix.pdf.

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Week 13: Media in Sub-Saharan Africa: What Next after Neoliberal Globalization?

- Amin Alhassan, "Communication and the Postcolonial Nation-State: A New Political Economic Research Agenda," in Mehdi Semati, *New Frontiers in International Communication Theory* (Rowman & Littlefield, 2004), pp. 55-70.
- Arthur-Martins Aginam, "Media in 'Globalizing' Africa: What Prospect for Democratic Communication?" in Robert A. Hackett and Yuezhi Zhao (eds.), *Democratizing Global Media: One World, Many Struggles* (Rowman & Littlefield, 2005), pp. 121-142.
- Vamsee Juluri, "Where the Global Meets the Local: South African Youth and Their Experience of Global Media," in Patrick Murphy and Marwan Kraidy (eds.), *Global Media Studies: Ethnographic Perspectives* (London: Routledge, 2003).

Appendix: Suggested Readings for Book Review and Research Paper

- Almiron, Nuria (2010) *Journalism in Crisis: Corporate Media and Financialization*. Cresskill, NJ: Hampton Press.
- Boyd-Barrett, Oliver (ed.), *Communications Media Globalization and Empire* (Eastleigh, John Libbey Publishing, 2006)
- Chakravartty, Paula and Y. Zhao (eds.), *Global Communications: Toward a Transcultural Political Economy* (Rowman & Littlefield, 2008)
- Clarke, Judith, and Michael Bromley (eds.), *International News in the Digital Age: East-West Perceptions of a New World Order* (Routledge, 2012).
- Des Freedman, *The Politics of Media Policy*. Cambridge: Polity Press, 2008.
- Eyal, Gil, Ivan Szelenyi and Eleanor Townsley, *Making Capitalism Without Capitalists: The New Ruling Elites in Eastern Europe* (London: Verso, 1998).
- Graham, Stephen, and Simon Marvin, *Splintering Urbanism: Networked Infrastructures, Technological Mobilities and the Urban Condition* (London, Routledge, 2001).
- Hackett, Robert, and Yuezhi Zhao (eds.), *Democratizing Global Media: One World, Many Struggles* (Lanham: Rowman & Littlefield, 2005)
- Hallin, Daniel, C and P. Mancini, *Comparative Media Systems beyond the Western World* (Cambridge, 2011)
- Hallin, Daniel, C., Paolo Mancini, *Comparative Media Systems* (Cambridge, 2004)
- Harvey, David, *A Brief History of Neoliberalism* (Oxford: Oxford University Press, 2005).
- Herman, Edward, and Robert McChesney, *The Global Media: The New Missionaries of Global Capitalism* (London: Cassell, 1997). Iwabuchi, Koichi, *Recentering Globalization: Popular Culture and Japanese Transnationalism* (Duke University Press, 2002).
- Jin, Dal Yong, *Global Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics* (Hershey, PA: Information Science Reference, 2011).
- Koltsova, Olessia, *News Media and Power in Russia* (Routledge, 2006)
- Lule, Jack, *Globalization and Media* (Rowman & Littlefield, 2012)
- McPhail, Thomas, *Global Communications: Theories, Trends and Stakeholders* (Blackwell, 2010).
- Mansell, Robin, and Marc Raboy, *The Handbook of Global Media and Communication Policy* (Blackwell, 2011)
- Martin-Barbero, Jusus, *Communication, Culture and Hegemony: From the Media to Mediations*, Trans. Elizabeth Fox and Robert A. White (Newbury Park, Sage, 1991).
- Mattelart, Armand, and Seth Siegelau (eds.), *Communication and Class Struggle, An Anthology in 2 Volumes* (International General, 1979).
- Miller, Toby, et al, *Global Hollywood 2* (London: BFI, 2006).
- Mosco, Vincent, and Dan Schiller (eds.), *Continental Order? Integrating North America for Cybercapitalism* (Lanham: Rowman & Littlefield, 2001).
- Murdoch, Graham, and Janet Wasko, *Media in the Age of Marketization* (Cresskill, Hampton Press, 2007).
- Murphy, Patrick, and Kraidy, Marwan, *Global Media Studies: Ethnographic Perspectives* (London: Routledge, 2003).
- Paterson, Chris and Annabelle Sreberny, *International News in the 21st Century* (Hampton, Press, 2003).
- Pendakur, Majunath, *Indian Popular Cinema: Industry, Ideology and Consciousness* (Hampton Press, 2003).

- Perelman, Michael, *Steal This Idea* (New York: Palgrave Macmillan, 2002).
- Pradip, Thomas, and Jan Serwas (eds.), *Intellectual Property Rights and Communications in Asia: Conflicting Traditions* (Sage, 2006).
- Prashad, Vijay, *The Darker Nations: A People's History of the Third World* (The New Press, 2007).
- Preston, William, Jr., Edward S. Herman and Herbert I. Schiller, *The United States and Unesco, 1945-1985* (University of Minnesota Press, 1989).
- Robinson, Piers, *The CNN Effect: The Myth of News, Foreign Policy, and Intervention* (Routledge, 2007).
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2



→ SGCC
APR 2012

New Graduate Course Proposal Form

PROPOSED COURSE

Program (eg. ECON) CMNS	Number (eg. 810) 894	Units (eg. 4) 5
Course Title (max 80 characters) MA Extended Essay (for SFU-CUC double degree students)		
Short Title (appears on transcripts, max 25 characters) MA Extended Essay		
Course Description for SFU Calendar <input type="checkbox"/> see attached document <input type="checkbox"/> Learning outcomes identified MA Extended Essay		
Available Course Components: <input type="checkbox"/> Lecture <input type="checkbox"/> Seminar <input type="checkbox"/> Laboratory <input type="checkbox"/> Practicum <input type="checkbox"/> Online <input type="checkbox"/> _____		
Grading Basis <input type="checkbox"/> Graded <input type="checkbox"/> Satisfactory/Unsatisfactory <input checked="" type="checkbox"/> In Progress/Complete		
Prerequisites (if any) <input type="checkbox"/> see attached document		
<input type="checkbox"/> This proposed course is combined with an undergrad course: Course number and units: _____		
Additional course requirements for graduate students <input type="checkbox"/> See attached document (if this space is insufficient)		
Campus at which course will be offered (check all that apply) <input type="checkbox"/> Burnaby <input type="checkbox"/> Vancouver <input type="checkbox"/> Surrey <input type="checkbox"/> GNW <input checked="" type="checkbox"/> N/A		
Estimated enrolment	Date of initial offering September 2013	Course delivery (eg. 3 hrs/week for 13 weeks)
Justification <input type="checkbox"/> See attached document A single extended essay is one of the capstone requirements for the SFU-CUC Double MA in Global Communications. The full program proposal is currently under consideration by the Senate Graduate Studies Committee. As with the existing extended essays option for CMNS MA students, the extended essay does not require a formal defence.		

RESOURCES

If additional resources are required to offer this course, the department proposing the course should be prepared to provide information on the source(s) of those additional resources.

Faculty member(s) who will normally teach this course <input type="checkbox"/> information about their competency to teach the course is appended All faculty in the School of Communication.
Number of additional faculty members required in order to offer this course None.
Additional space required in order to offer this course <input type="checkbox"/> see attached document None.
Additional specialized equipment required in order to offer this course <input type="checkbox"/> see attached document None.
Additional Library resources required (append details) <input type="checkbox"/> Annually \$ _____ <input type="checkbox"/> One-time \$ _____ None.

PROPOSED COURSE from first page

Changes to

Program (eg. ECON) CMNS	Number (eg. 810) 898 894	Units (eg. 4) 10
Course title (max 80 characters) MA Extended Essays		

APPROVAL SIGNATURES

When a department proposes a new course it must first be sent to the chairs of each faculty graduate program committee where there might be an overlap in course content. The chairs will indicate that overlap concerns have been dealt with by signing the appropriate space or via a separate memo or e-mail (attached to this form).

The new course proposal must also be sent to the Library for a report on library resources.


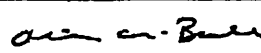
Once overlap concerns have been dealt with, signatures indicate approval by the department, home faculty and Senate Graduate Studies Committee.

Other Faculties

The signature(s) below indicate that the Dean(s) or designate of other Faculties affected by the proposed new course support(s) the approval of the new course.

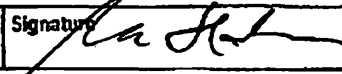
Name of Faculty	Signature of Dean or Designate	Date

Departmental Approval (non-departmentalized faculties need not sign)

Department Graduate Program Committee Shane Gunster	Signature 	Date 28-March-2012
Department Chair Alison Beale	Signature 	Date 28-March-2012

Faculty Approval

Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/Department commits to providing the required Library funds and any other necessary resources.

Faculty Graduate Program Committee Marek Hatala	Signature 	Date March 29, 2012
---	---	-------------------------------

Senate Graduate Studies Committee Approval

S&SC approval indicates that the Library report has been seen, and all resource issues dealt with. Once approved, new course proposals are sent to Senate for information.

Senate Graduate Studies Committee	Signature	Date
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CONTACT

Upon approval of the course, the Dean of Graduate Studies office will consult with the department or school regarding other course attributes that may be required to enable the proper entry of the new course in the student record system.

Department / School / Program School of Communication	Contact name Lucie Menkveld	Contact email menkveld@sfu.ca
---	---------------------------------------	---

Fwd: new course proposals from CMNS

From : Marek Hatala <mhatala@sfu.ca>

Wed, Mar 28, 2012 09:54 AM

Subject : Fwd: new course proposals from CMNS

To : Sheilagh MacDonald <sheilagh@sfu.ca>

Cc : Marek Hatala <mhatala@sfu.ca>, Shane Gunster <sgunster@sfu.ca>

FYI ... Marek

Begin forwarded message:

From: Ivana Niseteo <iniseteo@sfu.ca>

Subject: Re: new course proposals from CMNS

Date: 28 March, 2012 9:48:36 AM PDT

To: Marek Hatala <mhatala@sfu.ca>

Cc: Todd Mundle <tmundle@sfu.ca>, Sylvia Roberts <sroberts@sfu.ca>

Dear Marek,

I have reviewed three course proposals for which you requested library reports:

CMNS 844: Communication and Global Power Shifts

CMNS 896 & CMNS 897 : MA Extended Essay or Project

course # changed -> 894

and have determined that no additional library resources are required to support them. They are now added to the Library Course Assessments

page <http://www.lib.sfu.ca/collections/course-assessments>, and this will be

adequate proof of library sign-off.

Best regards,

Ivana

~~~~~

Ivana Niseteo, MA, MLIS

Collections Librarian

Liaison Librarian for Linguistics, French, Humanities, French Cohort in Arts

Bennett Library, Simon Fraser University

Tel: 778.782.6838 | Fax: 778.782.6926 | [iniseteo@sfu.ca](mailto:iniseteo@sfu.ca)

---

**From:** "Marek Hatala" <[mhatala@sfu.ca](mailto:mhatala@sfu.ca)>  
**To:** "Ivana Niseteo" <[iniseteeo@sfu.ca](mailto:iniseteeo@sfu.ca)>  
**Cc:** "Marek Hatala" <[mhatala@sfu.ca](mailto:mhatala@sfu.ca)>, "Todd Mundle" <[tmundle@sfu.ca](mailto:tmundle@sfu.ca)>, "Shane Gunster" <[sgunster@sfu.ca](mailto:sgunster@sfu.ca)>, "Shane Plante" <[spa61@sfu.ca](mailto:spa61@sfu.ca)>, "Sheilagh MacDonald" <[sheilagh@sfu.ca](mailto:sheilagh@sfu.ca)>  
**Sent:** Wednesday, March 21, 2012 2:38:08 PM  
**Subject:** new course proposals from CMNS

Hi Ivana,

I attach the proposal for three new graduate courses that need the library check. two are really the thesis courses with no prescribed academic readings, one is a full blown course.

Thanks,  
Marek

Dr. Marek Hatala  
:: Associate Professor and Acting Associate Dean for Graduate Studies  
:: School of Interactive Arts and Technology, Faculty of Communication, Art & Technology  
:: SIMON FRASER UNIVERSITY, 250-13450 102 Ave., Surrey, BC V3T 0A3, Canada  
:: Email: [mhatala@sfu.ca](mailto:mhatala@sfu.ca), Web: <http://www.sfu.ca/~mhatala/>  
:: Phone: 1.778.782.7431, Fax: 1.778.782.7478

---

**new course proposal from CMNS**

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**From :** Marek Hatala <mhatala@sfu.ca>  
**Subject :** new course proposal from CMNS  
**To :** fgsc-list@sfu.ca  
**Cc :** Marek Hatala <mhatala@sfu.ca>

Wed, Mar 21, 2012 02:40 PM

 2 attachments

To associate deans:

attached is a new course CMNS 844-5. Please check with your faculties for possible overlaps.

Thank you,  
Marek

Dr. Marek Hatala

:: Associate Professor and Acting Associate Dean for Graduate Studies  
:: School of Interactive Arts and Technology, Faculty of Communication, Art & Technology  
:: SIMON FRASER UNIVERSITY, 250-13450 102 Ave., Surrey, BC V3T 0A3, Canada  
:: Email: mhatala@sfu.ca, Web: <http://www.sfu.ca/~mhatala/>  
:: Phone: 1.778.782.7431, Fax: 1.778.782.7478

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 **6.1 - cmns 844 course proposal.pdf**  
173 KB

 **6.1 - New Course Proposal – CMNS 844.pdf**  
322 KB

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MEMO

Dean of  
Graduate Studies

STREET ADDRESS  
Maggie Benston Student  
Services Centre 1100  
Burnaby BC V5A 1S6  
Canada

MAILING ADDRESS  
8888 University Drive  
Burnaby BC V5A 1S6  
Canada

|      |                                                                                                                             |                                                                                     |
|------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| TO   | Senate Committee on University Priorities                                                                                   | TEL                                                                                 |
| FROM | Wade Parkhouse, Dean, Graduate Studies                                                                                      |  |
| RE   | Faculty Communication, Art and Technology: Notice of Intent for SFU/CUC Masters Degree in Global Communications [GS2011.10] |                                                                                     |
| CC   | R. Wakkary                                                                                                                  |                                                                                     |
| DATE | April 15, 2011                                                                                                              |                                                                                     |

At its meeting of 11 April 2011, SGSC reviewed the “Notice of Intent” for a Masters degree in Communication and is recommending it to SCUP.

a. School of Communication

- 1) Notice of Intent (N.O.I): SFU/University of China (CUC), Beijing  
MA in Global Communications (Double Degree)

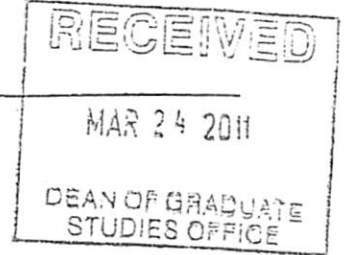


FACULTY OF COMMUNICATION, ART AND TECHNOLOGY  
Office of the Dean

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MEMORANDUM

ATTENTION Wade Parkhouse, Dean of Graduate Studies      DATE March 24, 2011  
FROM Ron Wakkary, Associate Dean, Faculty of      PAGES 15  
Communication, Art and Technology  
RE: SFU-CUC - Notice of Intent

The following change was approved at the FCAT GSC meeting on March 11<sup>th</sup>, 2011.

1) CUC – Notice of Intent (CMNS)

The School of Communication at Simon Fraser University (SFU) proposes to offer a double degree M.A. program in Global Communications with the School of Television and Journalism at the Communication University of China (CUC), Beijing.

Please consider this item for the agenda of the April 11<sup>th</sup> SGSC meeting.

Thank you for your attention to this matter.

Ron Wakkary  
Associate Dean of Graduate Studies, FCAT  
Chair, FCAT GSC

cc: Jan Marontate, Graduate Chair, School of Communication

/encl

RW/d



## Notice of Intent

SFU-CUC M.A. Double Degree Program in Global Communications  
School of Communication  
March 7, 2011

### Executive Summary:

The School of Communication at Simon Fraser University (SFU) proposes to offer a double degree M.A. program in Global Communications with the School of Television and Journalism at the Communication University of China (CUC), Beijing.

The double degree will be recognized in parchments from both institutions. Each partner institution will recruit students for the program. All students will spend their first academic year at SFU and the second academic year at CUC, during the normal academic terms of each institution.

The language of instruction in both years will be English. Students will be supervised by instructors from both institutions.

The intended start date will be September 2012.

### Rationale:

This degree program builds on the strength and reputation of SFU's School of Communication in studies in the political economy, policy, technological, social and cultural dimensions of globalizing communications. The School also has long-standing and substantial intellectual engagements with China in general and the CUC in particular, pioneered by the late Dallas Smythe and retired faculty member Patricia Howard as early as the early 1970s and carried on in the work of current faculty members such as Yuezhi Zhao and Robert Anderson. Currently, Canada Research Chair Yuezhi Zhao also holds a Chinese Ministry of Education appointed visiting professorship at the CUC. The CUC is the premier teaching and research institution in the communication field in China, with strong links to China's communication and cultural industries. The CUC has identified SFU Communication as an established partner through which its students can study global communications in all its institutional and socio-cultural dimensions in an environment providing access to excellent instruction and the established global research networks of its faculty. Students recruited through SFU Communication will have an exceptional opportunity to study communications both at SFU and in China in a well-resourced institution which not only offers exceptional opportunities for studying the institutional, socio-cultural, as well as productive dimensions of a wide range of global communication forms and processes, but also provides access to Chinese and pan-Asian communication and cultural industries. All students will benefit from the cohort nature of the program which will foster cross-cultural experience and collaborative learning.

1

## Program Design:

### 1. Credential to be awarded:

The MA in Global Communications is a double master's degree. Graduates will receive an MA in Communication from SFU and an MA in International Communication from the CUC upon completion of the two-year program. They will receive a parchment from each institution.

### 2. Location

The locations will be the Burnaby and Vancouver campuses of SFU, and the CUC campus, Beijing.

### 3. Faculty:

The Faculty of Communication, Art and Technology

### 4. Program administrative staff

There will be a program director at each institution, and each institution will provide orientation and support for students in the visiting cohort.

### 5. Anticipated program start date:

September 2012

### 6. Description of the proposed program:

*\* Aims, goals and/or objectives:* The degree will serve students recruited by each institution domestically and internationally. The program will offer a cross-cultural curriculum that integrates academic studies and field-based research, and will offer opportunities for media production. Graduates will be prepared for leadership in global communication positions in industry, government and NGOs, as well as for doctoral study.

*\*Anticipated contribution to the mandate and strategic plan of the institution:* This degree program will contribute significantly to the internationalization goals of SFU as well as to innovations in the content and methodology of graduate teaching at SFU.

#### *\*Areas of Study:*

At SFU: theories and concepts in global media and communications; political economy and policy of globalizing communication and cultural industries; technological, social and cultural dimensions of globalization; information technologies, communication, development, and global social justice; methods of research on media and global communications.

2

At CUC: globalizing communication and Chinese society in theoretical and historical contexts; Chinese and Asian regional communication and cultural industries, markets and regulatory environments; introduction to basic production techniques and processes in a wide range of “old” and “new”, as well as informational and entertainment media forms; Chinese politics, economy, and culture.

*\*Admissions:*

Students will apply directly to the program through an admissions committee of the SFU School of Communication or if applying through the CUC, to its graduate admission process. Following initial recommendation by the home institution, a second selection process to include an interview in consultation with the partner institution will establish the final list of students recommended for admission. The Office of the Dean of Graduate Studies at the home institution will make the final admission offers to students.

In addition to meeting the academic requirements for admission to SFU, students need to meet the minimum English Language admission requirements at SFU in order to be eligible for recommendation for admission to the Dean of Graduate Studies.

A non-credit conversational Mandarin course or equivalent will be required to be completed by non-Mandarin –speaking students by the end of their second year in the program.

*\*Student Supervision:*

Each student will be supervised by a supervisory committee consisting of a senior supervisor at the home institution and at least one other faculty member at the partner institution.

*\*Completion Requirements*

Students will complete a total of 30 SFU course credits in the first year. This includes 15 course credits, 10 credits for an extended essay and 5 credits for a field report.

- 1) Course Requirements: Students admitted to the SFU/CUC Double M.A. Degree in Global Communications will complete three graduate courses for a total of 15 SFU course credits in the first year and 19 CUC course credits in the second year (course credits at SFU and CUC are not of equivalent value).
- 2) Extended Essay Requirements: Students will complete two extended essays or projects for the equivalent of 10 SFU course credits each, one at the home institution and one at the partner institution, under the supervision of a faculty member in each institution.
- 3) Field Experience Requirements: Students are required to complete two field reports based on field experience at each institution, one in the first year at SFU and one in the second year at CUC. The field report to be completed at SFU in the first year is for 5 SFU credits. The field experience may involve a project for a communication industry client, policy investigation, or similar. It includes a placement of two weeks in duration under the

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supervision of SFU faculty in the first year and CUC faculty in the second year. These faculty will also assess the students' field reports.

- 4) Residence Requirements: Students will be in residence for 3 semesters at SFU (September to August) and 2 terms at CUC (September to June).

*\*Funding and tuition fees:*

First year tuition fee at SFU, calculated at \$450 dollars per credit, will be \$13,500. (In the second year, fees for study at CUC for students admitted through SFU will be 45000 RMB, approximately 6000-7000 Canadian dollars.)

As this is a cost-recovery program, students will not be eligible for Graduate Fellowships and Teaching or Research Assistantships available to regular students in the SFU Communication Graduate Program. However, strong efforts will be made to establish scholarships and bursaries for students admitted to this program.

*\*Expected Enrollment:* We are aiming at admitting a total of 10-12 students, that is, between 5 to 6 students from each institution, into the program in the first year, with the objective of reaching a maximum of twenty students per year as the program establishes itself. Every effort will be made to ensure that each institution recruits equal numbers of students. A maximum cap of ten students per institution per year will be maintained.

*\*Policies on faculty appointments:* No changes.

*\*Policies on student evaluation:* No changes.

*\*Policies on program assessment:* No changes.

*\*Level of support and recognition from other post-secondary institutions (including plans for admissions and transfers) and relevant regulatory or professional bodies:* Support from other institutions (except CUC) is not required.

*\*Evidence of Labor Market Demands and Student Interests:* The proposed program responds to increasing labor market demands for communication policy makers, media industry leaders, researchers both within and outside the academy, as well as media professionals with global perspectives, international experience, and understanding of regional political economy and culture. SFU will be able to recruit students from across Canada and from other countries. The School of Communication has historically been attractive to international students as well as domestic ones. An informal survey of SFU and overseas students confirmed significant student interests in the program.

*\*Related programs in other British Columbia post-secondary institutions:* The SFU/CUC program will be unique in British Columbia. Due to its unique features, including its combination of Canadian and Chinese locations, its integration of theoretical studies, field-related research, and hand-on production training, as well as its reasonable projected fees, the SFU/CUC program will

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be able to compete successfully with other collaborative degrees such as the Fudan University/LSE double MA degree in Global Media and Communication.

#### 6. Contact Information

Yuezhi Zhao, School of Communication, [vzhao@sfu.ca](mailto:vzhao@sfu.ca)

Jan Marontate, Graduate Program Chair, School of Communication, [jan\\_marontate@sfu.ca](mailto:jan_marontate@sfu.ca)

Alison Beale, Director, School of Communication, [beale@sfu.ca](mailto:beale@sfu.ca)

## Additional Information Required by SFU

### A. Contact information for faculty members responsible for program development

Please see above.

### B. Summary of requirements for graduation (courses, projects/thesis etc.)

The courses, extended essays, and field report requirements to be completed by students at each institution, plus the intensive cross-cultural and cross institutional experience gained through the the program, are equivalent to the normal course and extended essay requirements for the M.A. degree in at SFU, and the normal course and thesis requirements for the M.A. degree at CUC.

### C. Summary of resources (faculty members, space, equipment) required to implement the program

*Faculty:* The SFU/CUC double degree MA program will draw on existing Faculty, and occasional Visiting Scholars, in the School of Communication. The Director of the School will ensure that Faculty teaching commitments in the program do not reduce resources available to the regular MA, or undergraduate teaching in Communication. In fact, the courses to be offered in the SFU/CUC MA will be available to students admitted to the regular MA, and regular graduate courses will be available as credits as part of the SFU/CUC MA program. Thus, more effective use of existing resources will be made, and options for students in the regular MA program will be extended. As the program proceeds, an evaluation of teaching needs will be conducted and additional hiring may be considered, in the context of the School's Faculty needs.

*Staff:* The program will require a part-time coordinator who will be responsible for recruitment, admissions and overall administration. Student fees and a fundraising program will enhance the School's ability to hire in the future to meet the needs of the program as well as the School of Communication's staff and faculty complement.

*Space and equipment:* The program will not require additional space or equipment.

### D. Brief description of any program and associated resources that will be reduced or eliminated when the new programs are introduced

None

### E. List of faculty members who will be teaching/supervising, what percentage of their teaching will be devoted to the program, and their areas of research specialization.

All research faculty members will be responsible to the program as they are to the regular graduate programs at the School of Communication. Three faculty members (Canada Research Chair Yuezhi Zhao, Assistant Professor D. Jin, and Assistant Professor K. Reilly) are interested in developing new graduate courses in global communications.

### F. For a program where the intention is to charge a premium fee, a budget (to be provided).

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## Appendix 1

### Background to the Proposed Program

This proposal marks a major step in the pedagogical innovation and internationalization of SFU Communication's graduate program, which has an outstanding track-record in placing graduates in positions in universities, governments, industries, as well as civil society organizations in a wide range of communication fields. Throughout its history, SFU Communication's graduate program has established a strong international reputation for drawing its student population from around the world and for providing a varied, broad, and cutting-edge curriculum dedicated to expand students' intellectual and cultural horizons and the development of global citizens who will put their education to work in progressive and meaningful causes. This proposed program responds to growing demands for graduate studies in the rapidly expanding communication fields by domestic and international students, demands for a wider range of graduate education experience in an increasingly globalized communications environment, as well as SFU's strategy to internationalize its curriculum. In addition to the value-added nature of its bi-national and bi-cultural curriculum design, the proposed program's combination of research and professional orientation will not only offer a new and hybrid degree option between the current M.A. and Ph.D. programs, but also will be highly complementary and beneficial to these programs. As rapid social transformations in China and the rest of Asia draw growing attention from the global community, it is also expected that the program will attract existing media professionals and free-lance media producers who wish to expand their knowledge base and develop more specialized skills.

This proposal culminates many years of institutional engagements and academic exchanges between SFU and CUC. SFU communication faculty members Dallas Smythe and Patricia Howard, who conducted research and study in China in the early 1970s, were among Canada's academic pioneers in China, while faculty members Williams Leiss and Robert Anderson visited CUC – formerly known as the Beijing Broadcast Institute as early as 1982. The first comprehensive bilateral collaboration MOU between SFU and CUC was signed in 2001. Subsequently, Dr. Zhengrong Hu, current CUC VP responsible for international collaboration, spent a year at SFU's School of Communication as a visiting scholar between 2002 and 2003. The CUC has seriously "invested" in this relationship by not only sending its own delegations to visit SFU, but also sponsoring visits by SFU officials. In particular, Dr. Martin Laba, former Director of SFU's School of Communication, made two CUC-sponsored official visits, one as an invited guest to CUC's 50<sup>th</sup> Anniversary Celebrations in 2004 and another as an invited guest to CUC's 55<sup>th</sup> Anniversary Celebrations in 2009. Meanwhile, Dr. Yuezhi Zhao, who counts both CUC and SFU as her alma maters, has persistently promoted SFU-CUC academic exchanges from the bottom up through her frequent academic visits to CUC and her sponsorship of a number of long and short-term CUC visiting scholars and doctoral students. Dr. Zhao has been a CUC adjunct professor since 2005, and she received a Chinese Ministry of Education Changjiang Scholar Lecture Professor Award at the CUC in 2009.

✓

In November 2009, SFU and CUC “refreshed” its 2001 MOU on the occasion of a high-level CUC delegation visit to SFU. This has since been followed by a number of high-level visits, meetings and discussions among a wide range of faculty members and administrators from the two universities. These have included a visit by former SFU President Michael Stevenson to CUC on April 30, 2010, a visit by CUC VP Yuan Jun to SFU on June 11, 2010, the visit of a SFU FCAT delegation led by Dean Cheryl Geisler between July 28 and 31, 2010, and the visit by CUC President Su Zhiwu to SFU in September 2010. The proposed M.A. program, along with a companion Canada-China communication research forum, has emerged as the focal piece of collaboration both universities are committed to pursue as a result of this intensified exchanges. Notable milestones in the development of this proposal include:

- October 2009: SFU Professor Yuezhi Zhao and CUC Professor Yuejie Lei of the School of Television and Journalism at CUC first discussed the idea of a SFU-CUC joint M.A. program in Beijing. Yuezhi Zhao subsequently submitted a proposal outlining this program and other potential forms of SFU-CUC collaboration to Martin Laba, then Director of SFU’s School of Communication, and William Radford, Director of SFU Internationalization. Both expressed strong support for this proposal in principle.
- November 2009: the proposed program was identified as a prioritized area of collaboration on the occasion of the visit to SFU by a CUC delegation led Chairman of University Council Li Peiyuan, and included Professor Yuejie Lei.
- August 2010: the basic structure of the proposed program was developed in extended discussions at CUC between members of a SFU delegation led by FCAT Dean Cheryl Geisler and included FCAT Associate Dean Alison Beale and SFU Internationalization Director William Radford and a wide range of relevant CUC administrators and faculty members.
- September 2010: further details of the proposed program were discussed at SFU during a meeting between members of a CUC delegation led by CUC President Zu Zhiwu, and relevant SFU administrators, including Dr. Wade Parkhouse, Dean of SFU Graduate Studies, Dr. William Radford, Director of SFU Internationalization, FCAT Dean Cheryl Geisler, FCAT Associate Dean Ron Wakkary, School of Communication Director Alison Beale, Graduate Program Chair Jan Marantate, and Yuezhi Zhao.
- October 2010-February 2011: FCAT Associate Dean Ron Wakkary, Alison Beale, Jan Marantate and Yuezhi Zhao from SFU Communication met three times to discuss the proposed program. Dr. Alison Beale and Dr. Yuezhi Zhao briefed members of SFU Communication Graduate Studies Committee on the evolving proposal and solicited the inputs of committee members.
- December 2010: Yuezhi Zhao, during her visit to CUC and in her capacity as both a SFU faculty member and the CUC’s Changjiang scholar, had extensive discussions

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with CUC President Su Zhiwu, CUC VP Hu Zhengrong, as well as top administrators at CUC's Graduate Studies and CUC's School of Journalism and Television regarding the proposed program and its implementation at CUC.

Extensive consultations with relevant peers in the field and research work on comparable programs have also been conducted toward the development of this proposed program. Within SFU, this has involved consultations with the developers of the SFU-Zhejiang University double-degree programs in computer sciences; outside SFU, this has involved informal consultations and interviews conducted by Yuezhi Zhao in December 2010 with the Deans and Directors of a number of journalism and communication schools in China, including the Director of Hong Kong Baptist University's School of Journalism, which offers a wide range of professional M.A. programs in the field. Invaluable lessons have also been learned from personal interviews conducted by Yuezhi Zhao with the program coordinators and key course instructors of a pioneering program of this kind, the double degree M.A. program in Global Media and Communications offered by Fudan University and the London School of Economics and Political Sciences.

## Appendix 2: Proposed Course Work at both Institutions

Courses to be completed at SFU will include:

- 1) Two “core” program courses such as:
  - Political Economy of Global Communications
  - Global Communications Governance and Cultural Policies
  - Communications and Global Social Justice

These “core” courses will be specifically designed for this program on the basis of the School’s existing graduate courses, including, but not limited to, CMNS 840: Political Economy of Communication, CMNS 858: Issues in Communication and Culture Policy, and CMNS 845: Communication and Development.

- 2) One “elective” course to be selected from a wide range of existing regular and special topic graduate courses offered in the current graduate curriculum.

Relevant regular courses include:

- CMNS 801 – Design and Methodology in Communication Research
- CMNS 815 – Technology and Society
- CMNS 830 – Popular Culture and Media Theory
- CMNS 820 – Journalism and the Public Sphere
- CMNS 845/Pol 861 – Communication and Development

Relevant Special topics courses currently on the offer include:

- Race and Media
- Envisioning World Images
- Visualization and Visual Culture
- Radical Media, Nature/Culture/Environmental Communication
- Surveillance and New Media
- Communication/Negotiation/Dialogue

Proposed courses to be completed at CUC include:

- 1) The following three “core” program courses:
  - Media and Chinese Society: Theory, History, and Practice
  - Chinese Communication Industries, Markets and Regulations
  - Comparative Asian Media Systems and Regional Markets
- 2) One of the following two courses:
  - Survey of Media Production Techniques and Processes
  - Introduction to Chinese Language, Culture and Society

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## Appendix 3

### Results of Market Survey of Potential Students

It is taken for granted that this program will be enthusiastically embraced by students from within mainland China. Informal consultations by Dr. Yuezhi Zhao in China with current graduate students and faculty members confirmed both the intellectual appeal of this proposed program and its affordability to a growing number of Chinese students. Consequently, this market survey was directed at potential students outside mainland China. Conducted in Canada, Taiwan and Singapore, and directed at the 3<sup>rd</sup> and 4<sup>th</sup> year students registered in the Communication related disciplines and courses, the results of this survey are very encouraging. Students showed a strong interest in this program, while also expressed high expectations on a program of this kind. It should be noted that the survey was designed on the basis of an earlier draft proposal, which conceived the program in the more specialized field of Global Communication Policy.

At SFU, we surveyed students in CMNS 346, Communication and Development and CMNS 443, Comparative Asian Media Systems. CMNS 346, which focused on competing development paradigms on international communication, and CMNS 443, which emphasized upon the post-colonial neo-liberalization of media industries in Asia, share common international interests and regional favors with the SFU-CUC program. There are 52 students from both courses participating in this survey. In addition, the survey randomly picked up 12 SFU Communication alumni including 2 participants who have prepared to apply for SFU Communication's existing MA program in the fall of 2011. That brought the total of 64 valid responses in Canada. The survey was conducted at the classes and also via emails during the 1<sup>st</sup> and 2<sup>nd</sup> weeks of December of 2010.

This survey, admittedly limited both in its reach and methodology, had also aimed at potential international students outside of Canada and China. In Taiwan, the survey reached communication students at 2 public universities, National Chengchi University and National Chung Cheng University, and 2 private universities, Fu-Jen University and Tamkang University. Rather than targeting at particular communication classes, the 60 students who completed the survey were contacted by their respective students associations via emails in different universities. In addition, another 6 students from Singapore also participated in this survey; they were studying at Nanyang Technological University and SIM University. This yielded a total of 66 valid responses in both countries. The survey was conducted during the 3<sup>rd</sup> and 4<sup>th</sup> weeks of December 2010.

The survey questionnaire was simple and straightforward. The students were asked to answer two following yes and no questions.

1. The School of Communication at Simon Fraser University (SFU) plans to offer a MA in Global Communication Policy in partnership with the Communication University of China (CUC), Beijing. This unique 16-month MA program will offer courses on global communication policy studies and provide access to the North American, Chinese, and pan-Asian communication and cultural industries. Students

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will complete 8 months (two semesters) of coursework and internship/fieldwork at SFU and another 8 months of study and internship/fieldwork at CUC. The language of instruction in both years will be English. Instead of a thesis, the culminating work will consist of an extended essay of 25-30 pages and a fieldwork/policy study report of 10-15 pages. Graduates will be awarded a double degree, with one parchment from SFU and one from CUC. Graduates will be prepared to assume leadership positions in communication industries, governments and NGOs, as well as pursue doctoral studies. The average annual tuition fee is estimated to be around CAD 10,000.

If graduate school is your goal, would you consider applying for this SFU-CUC MA Degree program?

2. Do you think any of your peers would be interested in this particular program?

The quantitative result of the survey from both inside and outside of Canada showed encouraging signs for the potential popularity of the SFU-CUC program. For the first question, 65 percent (42 out of 64 students) of the SFU Communication students and alumni answered that they would consider applying for the program if they plan to attend graduate school. The percentage of the same answer from Taiwanese and Singaporean students was even higher, at 69 percent (46 out of 66). Thus, the average was 67.5 percent. As for the second question, at SFU, 84 percent (33 out of 39) of the students who had responded to this question thought that their peers would be interested in this program. The number showed in Taiwan and Singapore combined was 83 percent (50 out of 66 answers). The average was 83.5 percent.

This survey also brought additional bonus qualitative responses which further confirmed the potential appealing of the program. And some of the answers offer valuable inputs for program design. The following is brief summary of the comments.

In general, there were a number of reasons that students found the SFU-CUC program pertinent and attractive:

1. Its Double Degree nature and its Canada and China locations.
2. Its affordability in comparison to most professional programs.
3. Its relatively shorter duration in comparison to most existing MA programs which would take 24 months to complete the degree.

However, it is particularly interesting to note that many students consider this program as a note-worthy option because they had certainly taken into account of China's growing influence on international political economy. "The China factor" would make this program a timely and pragmatic choice for prospective students.

Selected answers:

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- “Given the rising power of China and its defining role in aspects of the global economy and politics, such as MA program, offered by SFU-CUC, privileging a dual experience in communication policy is undeniably appealing. In addition, the notion of a double degree coupled with the understanding that classes will be conducted in English, would make this course an eligible choice for Canadian students. Therefore, when applying for graduate school, I would definitely consider SFU-CUC MA Degree program as an interesting and feasible.”
- “With the increase in globalization particularly immigration, I see this program being very successful. Especially seeing how China has become an economic powerhouse in recent times. Therefore, the availability of the program should be well received.”
- “This SFU-CUC program sounds very appealing, particularly, because it is a double MA degree from both SFU Canada and CUC China. In addition, the tuition fee is affordable compared to most MBA programs.”
- “This does seem to be a valuable opportunity to study communications abroad and in a unique setting. I think that this program should be made available.”
- “This sounds very interesting and I think I might pursue this in the future...not right now. Chinese government would love people with such insight.”
- “Yes, I would like to apply for it. Because I think [they] are two of the top universities in this field. It sounds very beneficial to my academic career. Also the double degree is an appealing part of my decision.”
- “I don’t plan to attend grad school, but this program seems more interest since it consists fieldwork done in 2 different countries. Having an opportunity to study (& obtain 2 degrees) in different countries is good!”
- “Yes, I think that it would be a good opportunity for me to widen my perspective on this field of study.”
- “Yes, I would definitely take it into consideration. It’s got a great length-16 month is perfect for people who prefer shorter period of pursuing a MA degree.”
- “Yes, I would consider it. It is appealing because this program is shorter than other MA programs which are great as the cost will be relatively less. Taking courses in 2 different countries is a very unique experience. Having a dual degree sounds very cool to me.”

It is clear that some students had expected the “applied oriented” nature of the program and the industrial experiences that this degree would offer. They simply thought that the unique setting of this program lied on the internship/fieldwork opportunities provided in Canada and China.

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**Selected answers:**

- “I’ll consider it, because this program seems more interesting than the regular CMNS MA courses. Having access to industries and practical projects done in 2 countries are great experiences.”
- “More details needed, i.e. sample course and education approach (academia vs. hands-on projects). I have talked to several CMNS major and most of us feel that SFU needs more hands-on courses to help us build our portfolio to enter the workforce. Competing w/BCIT students who have extensive portfolio!”
- “I would consider it as there are chances in 2 countries for internship experience.”
- “The internships and fieldwork in 2 countries would add value to my CV.”

Given the students’ current understanding, they thought that their peers would consider this program as many of them are self-conscious transnational class which would appreciate the international prospect this program would offer. And again, “the China factor” would be appealing for many.

**Selected answers:**

- “Many of my peers in their current BA Communication program have expressed keen interest in approaching graduate research on an international context. As such, this SFU-CUC program would bridge these budding interests with the opportunity of tangible international experience. Moreover, my Singaporean-Chinese peers, given their geographical proximity to China and bearing a cultural affinity with the Chinese, would value this MA program for its applicability. Overall, with our policies and economy invariably affected by globalization, the promise of a global or international experience would be one of the most appealing factors for my peers. Thus, I would say that my peers would be interested in this unique program.”
- “Yes, I would consider this MA Degree program as I find global communications interesting, and believe my peers would as well.”
- “Yes, I think many of my peers would be interested in this program.
  - 1) A double degree from both SFU and CUC is very appealing and it gives the capacity to look for jobs or to continue education in both countries.
  - 2) I have many Chinese friends whose goal is to get an MA degree, and it is what their parents are willing to invest. What are the minimum requirements for admission?
  - 3) Communication has become a popular subject in the educational institutions in China in recent years. CUC even changed their name to respond to the trend, not to mention a number of universities in China have opened a communication major. There is no question that this MA program will be successful in recruiting”

Chinese students. But in Canada the regular MA in Communication is less expensive and, as a result, I don't think it will attract as many Canadian students.

- 4) The cost for the program is affordable compared to most MBA programs.
- 5) SFU and CUC are reputable universities. They are widely recognized in China."

- "I would need more information to consider application for this program, but I think that a lot of people would be interested in such as program, since there is a wide interest in global communication policy and SFU's communication program is popular."
- "I know many students who are interested in school exchanging programs and the fact that it is held in Beijing, China is quite an attraction to many."
- "Personally, I am really interested. I think people, who are bilingual (English and Chinese), and Communication or Political Science major, especially concentrated on global communication policy studies, culture studies, and international political economy studies, will take time to consider this program."

Many tried to acquire further information regarding the application processes and requirements, the approach of the courses, as well as issues concerning studying in China.

#### **Selected answers:**

- "I would consider it, but I want to know more about the type of communication stream this program focuses on before getting more interested. What schools of thought will it use?"
- "Personally, I am not sure if I will apply for this program or not. Graduate school is my goal, but I want to study the subjects and do the research that I am interested in. I have many questions about this program and I don't know if it will meet my goal.
  - 1) My research interest focuses on more culture studies and media. Studying solely communication policy seems to be less attractive to me. If you have intended courses for this program, I can assess it better.
  - 2) What is the language of teaching? English and Chinese or only English?
  - 3) Is the first 8 month spending at SFU and the second 8 months spending at CUC?
  - 4) What kind of internship/ fieldwork will this program provide?
  - 5) Communication and democracy are very closely related. How much tolerance and freedom of criticism do students have? Is this program attempting to be in the "safe area" of studying communication policy?"
- "I would also like to ask few questions about the program, please. Thank you.
  - 1) What is this program's availability regarding international students?
  - 2) What kind of subjects will I learn in this program?
  - 3) How do I apply?

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In short, this survey generated enthusiastic responses. In addition, Dr. Albert Wei-Min Tang, Director of Academic Exchange Center and Office of International Education at Fu-Jen University in Taipei, expressed strong interest in the possibility of developing a similar dual degree program between SFU and Fu-Jen University. This further confirmed the intellectual appeal of the proposed program.