北京师范大学新闻传播学院
SCHOOL OF JOURNALISM AND COMMUNICATION OF BNU

Beijing Normal University
北京师范大学

BNU

School of Journalism and Communication
Dr. Yik Chan Chin
Associate Professor, Programme Director
Yik-Chan.Chin@bnu.edu.cn

一、Introduction of BNU

（一）Campus

Beijing Campus

Geographical location

1. The importance of city selection

> Personal development, cultural edification, broadening horizons, resource accumulation...
> Beijing: China's Capital, political and cultural center
> Zhuhai: Guangdong-Hong Kong-Macao Greater Bay Area, world-class urban agglomeration

2. The location is convenient for learning, living and communication

> Beijing Campus: Located in an important part of Beijing, with numerous historical sites, universities, and scientific research institutions; between the second and third rings, it is the closest to the center of Beijing among the 985 universities.

> Zhuhai campus: adjacent to Hong Kong and Macao, with a strong atmosphere of innovation; pleasant climate, surrounded by mountains and seas

> The two campuses are well connected by transportation.

Prestigious University in China

1   "Seventh Five-Year Plan" and "Eighth Five-Year Plan"
One of the first ten key universities in China

2   "Ninth Five-Year Plan"
The first group university included in the " 211 Project" construction plan
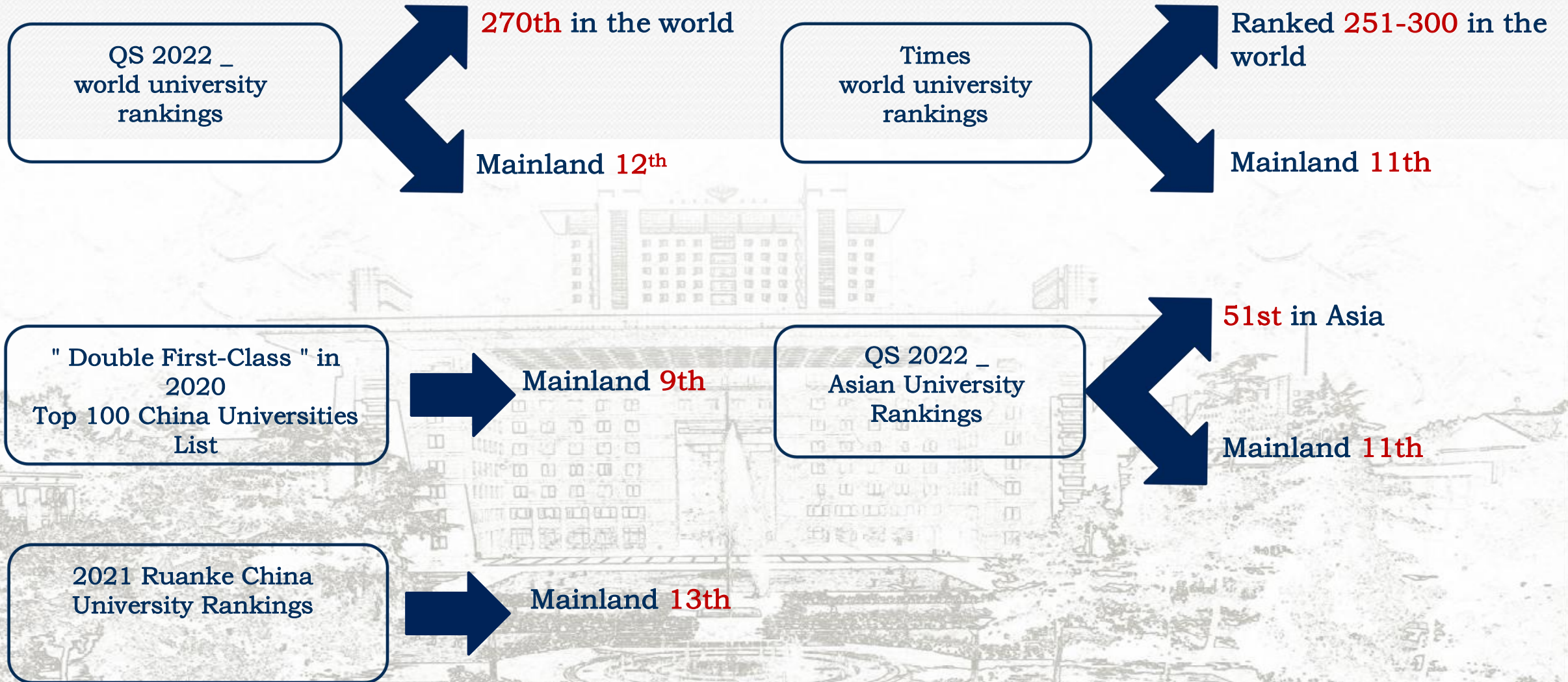
3   Selected into the first phase of the "985 Project" construction plan

4   "Thirteenth Five-Year Plan"
Selected into the national "double first-class" construction
Class A colleges and universities

University Ranking

QS 2022 _
world university
rankings

270th in the world

Mainland 12th

Times
world university
rankings

Ranked 251-300 in the world

Mainland 11th

" Double First-Class " in 2020
Top 100 China Universities List

Mainland 9th

QS 2022 _
Asian University Rankings

51st in Asia

Mainland 11th

2021 Ruanke China University Rankings

Mainland 13th

Learning Atmosphere

1. Hundreds of academic forums

➢ **Hundreds of lectures and forums of various types are held every year.**

Students can expand their academic horizons without leaving the campus.
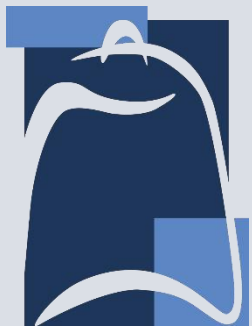
2. Self-study culture

➢ **Any classroom is a self-study room when classes are not in session; it is open all day**

from 6:00-23:00 , and is also open on weekends and most holidays.

➢ **The study room is fully equipped : air conditioning is available all day in summer,**

heating is provided in advance in winter, and there are all-day hot drinking water,

automatic coffee vending machines, paper towel vending machines...

Overseas Student Admission

➢Oversea postgraduate Admission：
https://admission-is.bnu.edu.cn/english/admissionprogram/postgraduateprogram/masterdegree/admissionbrochure2/index.html

PART 01 School of Journalism and Communication

Beijing Normal University is one of the first six universities in the country to establish the major of editing and publishing. The history of the school can be traced back to the editing and publishing major founded in 1993 . In November 2014, Beijing Normal University and Guangming Daily cooperated to establish the School of Journalism and Communication.

Positioning

Interdisciplinary

Internationalization

The School (sjc.bnu.edu.cn) has pioneered interdisciplinary teaching and research on digital media and communication in China . In the latest QS World University Rankings (2023) and Times Higher Education China Subject Rankings (2023), it is **ranked 8th** in the country in the Communication/Media Studies and Journalism and Communication majors.

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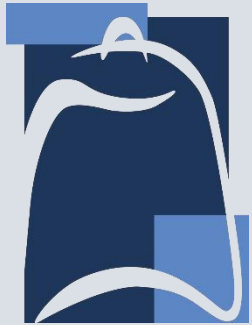
PART 02

Master: Digital Media, Global Culture and Communication
PhD: Media and Communication

Master in Digital Media, Global Culture, and Communication

➢ The Master's Program aims to understand the processes that have shaped development of the digital information communication and emerging technologies, and to explore interactions between the digital media, communication, culture and society by analyzing the political, economic, technological, legal and cultural contexts in which the media and technology are embedded.

➢ The program seeks to combine theories with practices, and adopts a multi-disciplinary approach to explore digital technology-related issues in a global context, issues such as Big Data and AI, Digital Visual Culture, Online Political Communication, Digital Media Economics, Computational Communication, International Communication, Digital Ethics and Governance, Health and Risk Communication, etc.

Master in Digital Media, Global Culture, and Communication

➢ The aim of the program is to cultivate high-quality international talents who can adapt to the contemporary digital media environment and industry, possess cross-cultural creative thinking ability, innovation and dissemination capabilities.

➢ It will prepare students interested in pursuing a career in media, IT companies, research institutes, government service, non-governmental organizations (NGOs) and other sectors demanding cross-media, communication and cultural talents.

Application requirements: Non-Chinese citizens holding foreign passports

Language proficiency requirements:
(1) Applicants from non-English-speaking countries should have an IELTS score of no less than 6.5 and all four parts no less than 6.0, or a TOEFL score of no less than 90.
(2) Applicants who were fully taught in English in their previous academic degree, no proof of English proficiency is required.

Duration of study, language of instruction and tuition fees:
Full-time: 2 years, extendable to 3 years
Teaching language: English
Tuition fee: RMB 60,000/2 years

Course:

This course requires a minimum of 34 credits

Course Introduction:

https://admission-is.bnu.edu.cn/english/keyrecommendation/77b14b7d42ef44bc94210354d3949114.html

Course Admission:

https://admission-is.bnu.edu.cn/english/admissionprogram/postgraduateprogram/masterdegree/admissionbrochure2/index.html

Master in Digital Media, Global Culture, and Communication

Type	Module Title and Credit	Minimum Credit Requirement
Public Modules (Compulsory)	Introduction to China (2 credits)	4 credits
	Basic Chinese / Chinese Essay Writing (2 credits)	
Degree Foundation Modules	Qualitative Research methods (2 Credits), Quantitative Research methods (2 Credits), Media and Communication Theories (2 Credits), Digital Ethics and Law (2 Credits), International Communication (2 Credits)	10 credits
Degree Specialized Modules	Digital Visual Culture Communication (2 credits), Comparative Study of the West and Chinese Media (2 credits), Computational Communication (2 credits)	6 credits
Optional Modules	Four elective modules of 8 credits required: Interactive Design & Multi-Media Reporting (2 credits), Big Data and Social Network (2 credits), Political Communication (2 credits), Digital Media Economics (2 credits), Cyberspace Governance (2 credits), Health and Risk Communication (2 credits) PS. at least one interdisciplinary 2-credit course designated by the supervisor should be taken	10 credits
Compulsory Components	Professional Practice	2 credits
	Mid-term Assessment	2 credits

Note: The specific course titles to be taken are subject to substitution and adjustment according to the requirements of the faculty.

Master in Digital Media, Global Culture, and Communication

➢ **Master's Thesis and Graduation Requirements**

Thesis must be written in English, and the main text of the thesis must be no less than 20,000 words.

➢ **Degree Graduation Requirements**

Complete the master's course (minimum 34 points), complete the master's thesis according to school regulations, and pass the master's thesis defense.

➢ **Degree Award Type:** Master of Arts (Communications Major)

Teacher name / title	Educational qualifications	Research / Teaching Orientation
Wu Ye / Professor	Ph.D. in Physics, University of Potsdam, Germany	Computational Communication
Chin Yik Chan/Associate Professor	PhD in Communication from the University of Westminster, UK. She has worked at Xi'an Jiaotong-Liverpool University, the Department of Media and Communication at Hong Kong Baptist University, and the Law Schools of the University of Oxford and the University of Nottingham in the UK.	Cyberspace governance, media and communication policy, regulation and law, digital ethics
Yan Wenjie / Professor	PhD in Communication from the University of Wisconsin - Madison, USA . She has successively served as an assistant professor and doctoral supervisor at the Edward R. Murrow School of Communication at Washington State University in the United States (2014-2017), a researcher and doctoral supervisor in the Hundred Talents Program of the School of Communication and International Culture at Zhejiang University, and the deputy director of the Institute of Journalism, Media and Social Development (2017-2019).	New media and social development, political communication, public opinion, communication psychology, etc., public communication and governance innovation
Jiang Shen / Associate Professor	PhD from the Department of Cultural Studies, University of Canterbury, New Zealand, and postdoctoral fellow at Tsinghua University. Member of the Network Technology and Intelligent Media Design Professional Committee.	Film, television and new media, visual culture communication, art and display communication
Wang Rui / Associate Professor	PhD in Communication from Stanford University	Political communication, public opinion research, quantitative research methods
Liu Qian / Associate Professor	PhD from the Department of Media and Communication, City University of Hong Kong, and researcher at the Technology and Social Behavior Laboratory (TSB Lab) of the University of Illinois at Urbana-Champaign (UIUC).	Human-computer interaction, virtual reality, intelligent communication, etc.
Yang Ya / Associate Professor	She holds a PhD in Media Economics from the School of Journalism, Renmin University of China, and is a visiting scholar at the Center for Health and Risk Communication Research at George Mason University and the Institute of Political and Social Sciences at	Media technology and social development, public opinion research
Li Qian / [Lecturer](#)	PhD in Communication Studies, University of Twente, Netherlands	Technology communication (including technology acceptance, human-computer interaction and user assistance), usability and user experience, cross-cultural communication (Chinese and Western)
Liu Miao / [Lecturer](#)	PhD in Communication from the University of Utah	health communication
Zhu Yicheng / [Lecturer](#)	PhD in Journalism and Communication from the University of South Carolina	International Public Relations, Political Psychology, Public Diplomacy, Public Relations
Gan Chen / [lecturer](#)	PhD, School of Journalism and Communication, The Chinese University of Hong Kong	International Advertising, Media and Gender, Political Communication and Social Media

➢ Embraces an interdisciplinary approach to explore media, culture and communication-related issues from a global and comparative perspective

➢ Teach in English, it integrates lectures, research seminars with rigorous supervision and independent research.

➢ Cultivate high-quality international research talents who can adapt to the contemporary digital media environment, possess cross-cultural creative thinking ability, innovation and dissemination capabilities.

➢ Prepare students interested in pursuing a research career in research institutes, government service, media and IT companies, non- governmental organizations (NGOs) and other sectors

Ph.D., Media and Communication

As a doctoral student, you will be supported by our research culture and commitments in:

Engaging with theoretical inquiry from a range of disciplines including media and cultural studies, visual culture, history, science and technology studies, law, political science, economics, and psychology.

A global and comparative perspectives, i.e.understanding the global mediascape as transnational and contextualizing the development of media and technology in local conditions.

A multi-methodological approach to research from data science, experimental design, meta-analysis, to other qualitative and quantitative analysis.

Understanding media and technology from multi- dimensional perspectives suchas historical and global political economy, governance theories, normative questions, economic concerns,effect or cultural research, etc.

Credits Required:

This course requires a minimum of 21 credits

Course Introduction:

https://admission-is.bnu.edu.cn/english/keyrecommendation/c0e9916305c84944b5546df9c8a6dc49.html

Course Admission:

https://admission-is.bnu.edu.cn/english/admissionprogram/postgraduateprogram/doctoraldegree/admissionbrochure36/index.html

Ph.D., Media and Communication

Curriculum:

A minimum of 21 credits is required for this program.

Type	Module Title and Credit	Minimum Credit Requirement
Public Modules (Compulsory)	Introduction to China (2 credits)	6 credits
	Basic Chinese/Chinese Essay Writing (2 credits)	
	Research Methods (2 credits)	
Degree Foundation Modules	**Methods modules, 6 credits required, of which 2 credits are offset against the required public module:** Media and Communication Theories (2 credits), Qualitative Research Methods (offsetting the Research Methods course in the required public course, 2 credits), Quantitative Research Methods (2 credits)	4 credits
	Theoretical modules, 4 credits required: International Communication (2 credits), Computational Communication (2 credits), Big Data and Social Network (2 credits), Interactive Design & Multi-Media Reporting (2 credits), Political Communication (2 credits), Digital Media Economics (2 credits), Digital Ethics and Law (2 credits), Digital Visual Culture Communication (2 credits), Cyberspace Governance (2 credits), Health and Risk Communication (2 credits)	5 credits
	Advanced methods modules, 1 credit required: Experimental Design (1 credit), Cognitive Neural Communication Methods and Techniques (1 credit), Meta-analysis (1 credit), Data Science Analysis (1 credit)	
Compulsory Components	International Experience	2 credits
	Mid-term Assessment	2 credits
	Research Activities	2 credits

Note: The specific course titles to be taken are subject to substitution and adjustment according to the requirements of the faculty.

Some Supervisors and Lecturers of the PhD Programme

Teacher name / title	Educational qualifications	Research / Teaching Orientation	Already have doctoral supervision experience
Yu Guoming / doctoral supervisor, Yangtze River Scholar Distinguished Professor of the Ministry of Education, expert enjoying the special allowance of the State Council.	PhD in Law (Journalism) from Renmin University of China	New media research, public opinion science, media economy and social development, communication research methods	Yes (can serve as first doctoral advisor)
Ding Hanqing / Professor, doctoral supervisor, leading talent in the national radio, television and online audio-visual industries.	PhD from the School of Journalism, Renmin University of China, and visiting scholar at the University of Westminster, UK.	Media production, media practitioners, media copyright management, advertising	Yes (can serve as first doctoral advisor)
Xu Jinghong / Professor, doctoral supervisor, Sino-US Fulbright visiting scholar.	He holds a bachelor's degree in English from Hubei University, a master's degree in journalism and a doctorate in communication from Wuhan University, and is a postdoctoral fellow at the Institute of Law, Chinese Academy of Social Sciences. Visiting scholar at University of Pennsylvania, University of California, San Diego, City University of Hong Kong and Chinese University of Hong Kong.	New media and Internet governance, health communication and cross-cultural communication, film, television and games, etc.	Yes (can serve as first doctoral advisor)

Wu Ye / Professor, doctoral supervisor, young innovative talent in Beijing's radio, television and online audio-visual industries.	Ph.D. in Physics, University of Potsdam, Germany	Computational Communication	Yes (can serve as first doctoral advisor)
Li Tao / Professor, doctoral supervisor, dean of the Internet Development Research Institute of Beijing Normal University and dean of the China Academy of Social Management.	He holds a doctorate in law from Renmin University of China and a postdoctoral fellow in theoretical economics from the Chinese Academy of Social Sciences.	Digital governance, digital economy and industrial policy, network communication, digital health	Yes (can serve as first doctoral advisor)

Some Supervisors and Lecturers of the PhD Programme

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SCHOOL OF JOURNALISM AND COMMUNICATION OF BNU

Teacher name / title	Educational qualifications	Research / Teaching Orientation	Already have doctoral supervision experience
Chin Yik Chan/ Associate Professor	PhD in Communication from the University of Westminster, UK. She has worked at Xi'an Jiaotong-Liverpool University, the Department of Media and Communication at Hong Kong Baptist University, and the Law Schools of the University of Oxford and the University of Nottingham in the UK.	Cyberspace governance, media and communication policy, regulation and law, digital ethics.	Yes (can serve as first doctoral advisor)
Yan Wenjie / Professor	PhD in Communication from the University of Wisconsin-Madison, USA. She has successively served as an assistant professor and doctoral supervisor at the Edward R. Murrow School of Communication at Washington State University in the United States (2014-2017), a researcher and doctoral supervisor in the Hundred Talents Program of the School of Communication and International Culture at Zhejiang University, and the deputy director of the Institute of Journalism, Media and Social Development (2017-2019).	New media and social development, political communication, public opinion, communication psychology, etc., public communication and governance innovation.	Yes (can serve as first doctoral advisor)
Jiang Shen / Associate Professor	PhD from the Department of Cultural Studies, University of Canterbury, New Zealand, and postdoctoral fellow at Tsinghua University. Member of the Network Technology and Intelligent Media Design Professional Committee.	Film, television and new media, visual culture communication, art and display communication	Yes (can serve as first doctoral advisor)
Wang Rui / Associate Professor	PhD in Communication from Stanford University	Political communication, public opinion research, quantitative research methods	Yes (can serve as first doctoral advisor)
Liu Qian / Associate Professor	PhD from the Department of Media and Communication, City University of Hong Kong, and researcher at the Technology and Social Behavior Laboratory (TSB Lab) of the University of Illinois at Urbana-Champaign (UIUC).	Human-computer interaction, virtual reality, intelligent communication, etc.	Yes (can serve as first doctoral advisor)

Yang Ya / Associate Professor	She holds a PhD in Media Economics from the School of Journalism, Renmin University of China, and is a visiting scholar at the Center for Health and Risk Communication Research at George Mason University and the Institute of Political and Social Sciences at	Media technology and social development, public opinion research	Yes (can serve as first doctoral advisor)
Li Qian / Lecturer	PhD in Communication Studies, University of Twente, Netherlands	Technology communication (including technology acceptance, human-computer interaction and user assistance), usability and user experience, cross-cultural communication (Chinese and Western)	Can serve as second doctoral advisor
Liu Miao / Lecturer	PhD in Communication from the University of Utah	health communication	Can serve as second doctoral advisor
Zhu Yicheng / Lecturer	PhD in Journalism and Communication from the University of South Carolina	International Public Relations, Political Psychology, Public Diplomacy, Public Relations	Can serve as second doctoral advisor
Gan Chen / lecturer	PhD, School of Journalism and Communication, The Chinese University of Hong Kong	International Advertising, Media and Gender, Political Communication and Social Media	Can serve as second doctoral advisor

Doctoral Thesis and Graduation Requirements:

➢ The thesis should be completed independently by the doctoral student under the guidance of the supervisor, and must comply with academic standards and the "Beijing Normal University Dissertation Writing Rules". The main text of a doctoral thesis should be no less than 80,000 words and should be written in English

Degree Graduation Requirements

➢ Students must complete the doctoral course within the prescribed study period (with a minimum of 21 points), complete the doctoral thesis in accordance with school regulations, and pass the doctoral thesis viva.

➢ **Degree Awarding Type:** Ph.D. (Journalism and Communication Major)

Application requirements:
Non-Chinese citizens holding foreign passports

Language proficiency requirements:
(1) Applicants from non-English-speaking countries should have an IELTS score of no less than 6.5 and all four parts no less than 6.0, or a TOEFL score of no less than 90
(2) Applicants who were fully taught in English in their previous academic degree, no proof of English proficiency is required

Duration of study, language of instruction and tuition fees:
Full-time: 3 years
Teaching language: English
Tuition fee: RMB 98,000/3 years

Supporting Documents

• Authorized degree certificate
• Authorized or original academic transcript of study;
• Two recommendation letters;
• Personal statement;
• Resume / CV;
• Official English proficiency test scores;
• Visa Photo and copy of a valid regular passport;
• Statement of Guarantee

Scholarship

In order to encourage and support excellent applicants to study at BNU, the University offers a range of scholarships. For details, please refer to: "SCHOLARSHIP" at http://admission-is.bnu.edu.cn
For applications of Chinese Government Scholarships, please refer to the website of the China Scholarship Council (https://www.campuschina.org) or contact the cultural and educational departments of the local Chinese embassy.

How to Apply

1. Register for an account at https://international.bnu.edu.cn/ and sign in. Submit all required information as guided. Pay an application fee of 600 RMB (non-refundable) through the payment system on the website;

2. Deliver the hard copies of all required documents to the Admission Office of Beijing Normal University for review (DHL, FedEx, and other international delivery services are recommended to minimize the possibility of mail loss), address referred below;

3. Take an online interview (Interview arrangement notification will be sent out via email, and interview results will be shown in the system).

4. Application Date: November 15, 2023 - March 10, 2024 (Beijing time)

*Address of the Admission Office of Beijing Normal University (for hard copies delivery):
Admission Office (International Students), Provost's Office and Academic Affairs,
Normal University A103, Main Building, No. 19 Xinjiekouwai Street,
Haidian District Beijing, China 100875

Tel: +86-10-5880-2944
E-mail: egp@bnu.edu.cn

Program Enquires
Email: sjc037@bnu.edu.cn
Phone call: 86-10-58803992 (8:00-11:30 & 14:00-17:30, Monday-Friday)

Postal Address: School of Journalism and Communication,
Beijing Normal University, 9307, Jingshi Building,
No. 19 Xinjiekouwai Street, Beijing, China 100875

Professional strength of master and doctoral degree : teaching staff

School of Journalism and Communication (SJC)

Ranked 8th in Communication/Media Studies & Journalism and Communication in Mainland China in the latest QS World University Rankings (2023) and Times Higher Education China Subject Ratings (2023). The School (sjc.bnu.edu.cn) pioneered the interdisciplinary teaching and research of digital media and communication in Mainland China.

International Educated and Multi-Disciplinary Faculty
Faculty members are from a variety of academic backgrounds**, including media and communication, economics, physics, political science, law, education, psychology and history.**

SJC's research outputs have been published in top international and Chinese journals.

More than **80% of the faculty have overseas qualifications or overseas study experiences** and have in-depth understanding of the latest international and domestic research, teaching and industrial practices in the field.

Professional strength (3): Research Outputs

Research results are published in top international and domestic journals

	2014	2015	2016	2017	2018	2019	2020	2021	2022
Chinese Journal Paper	0	17	79	109	128	160	178	173	146
Chinese CSSCI Journal Paper	0	11	20	30	47	62	63	68	80
English SSCI & SCI Journal Paper	0	2	5	4	9	6	20	17	19
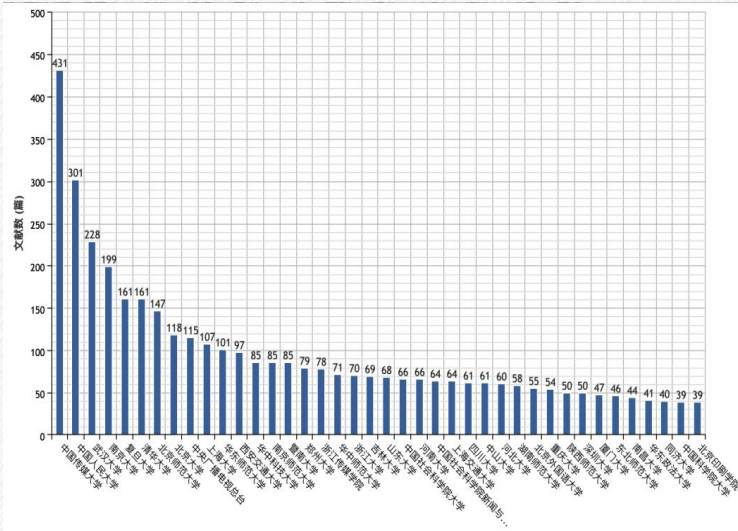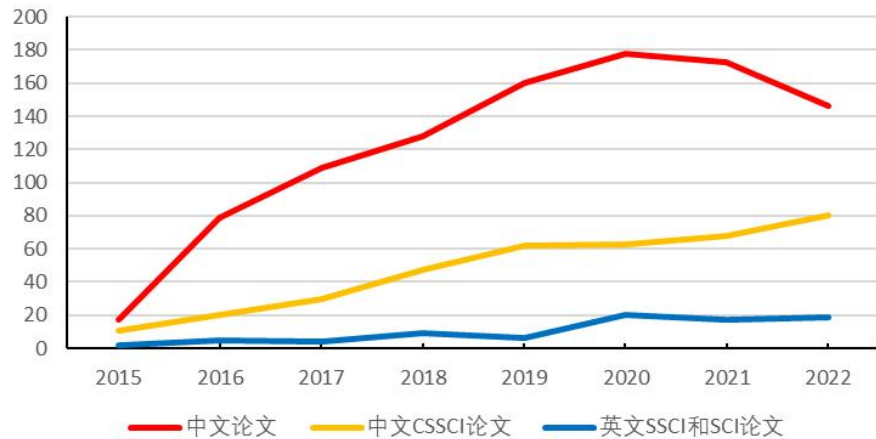
Teaching resources (English textbooks, classic academic masterpieces, academic journals, etc)

➢ The courses use all-English teaching materials. The teaching materials are selected to meet professional needs, comprehensively cover knowledge points, and suit the students' learning level.

➢ The library of the Beijing Normal University already has English academic journals and textbooks required for course teaching.

➢ A relatively complete electronic journal database, teachers and students can directly download relevant English textbooks and articles for use.

➢ For English textbooks that are not available in the library, teachers and project leaders can apply to the library in advance for purchase or borrow them through interlibrary loan & document delivery.

➢ The library's existing full-text electronic journal database of English academic journals and textbooks includes:

Web of Science

Wiley Online Library

SpringerLink

SAGE Journals

Scopus

JSTOR

Elsevier ScienceDirect

ProQuest (Ebook Central)

EBSCO (Ebook Collection)

北京师范大学新闻传播学院
SCHOOL OF JOURNALISM AND COMMUNICATION OF BNU

BEIJING NORMAL UNIVERSITY 1902

01

The School has16 professors, 6 associate professors, and more than 30 full-time teachers, all of whom have PhD degrees. More than 80% of the teachers have overseas qualifications or overseas study experience, and have an in-depth understanding of the latest international and domestic research in this field.

The student-teacher ratio for master's students is 2:1, and the student-teacher ratio for doctoral students is 1:2, enjoying the attentiveness of the first-class scholars.
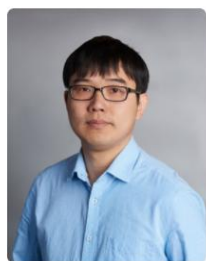
| 丁汉青 | 方增泉 | 刘斌 | 李韬 | 秦艳华 | 吴晔 | 徐敬宏 | 喻国明 | 禹建强 | 张洪忠 |

| 宋素红 | 吾守尔·斯拉木 | 王长潇 | 万安伦 | 吴冬艳 | 周敏 | 姜申 | 刘茜 | 钱忆亲 | 王蕊 |

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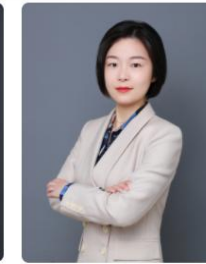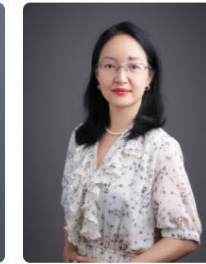
双师型

Cultivation of practical skills and works together to create a "double-qualified" teaching team

Part Time Teachers

Industrial Mentors

Build a team of mentors that know both media practice and the forefront of the industry

Communication Innovation and Future Media Experiment Platform

Communication Innovation and Future Media Experimental Platform

➢ "Communication Innovation and Future Media Experimental Platform" is an experiment built by integrating multiple existing laboratory resources in the School of Journalism and Communication, covering an area of more than 500 square meters of laboratory space.

➢ The laboratory equipment is advanced, including 1 set of Cognionics Quick-30 32-channel EEG/ERPs system, 2 sets of BIOPAC MP160 wireless multi-channel physiological recorders, 1 set of SMI RED250mobile telemetry eye tracker, etc., with a total value of more than 12 million yuan. It can examine behavioral, physiological, eye movement and EEG indicators from traditional questionnaire measurement scenarios to intelligent media scenarios in virtual reality environments, realizing multi-disciplinary and technical methods such as communication, psychology and cognitive neuroscience.
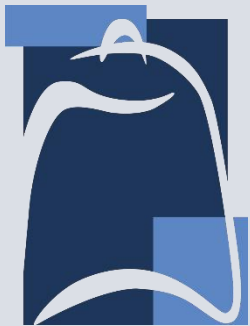
PART 03　　Activities of the School

China VR/AR Creation Competition for eight consecutive years

Artificial Intelligence and Future Media Innovation and Creativity Competition
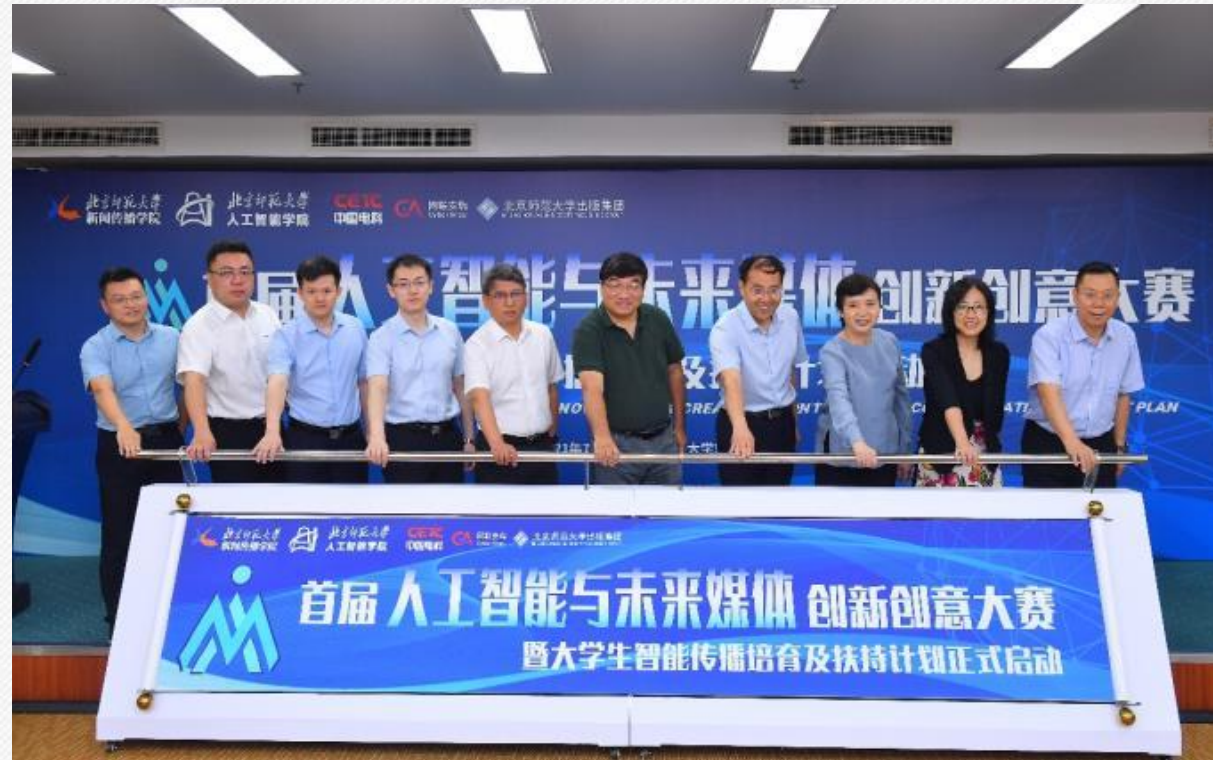
The competition is led by the School of Journalism and Communication of Beijing Normal University and the School of Artificial Intelligence of Beijing Normal University, and is jointly organized by China Electronics Technology Group-Shenzhen Netlian Anrui Network Technology Co., Ltd. and Beijing Normal University Publishing Group. It has received support from Guangming.com, People's Video, Supported by Sichuan Guan News, the Biosensing Intelligence Application Research Department of the State Key Laboratory of Xinhua News Agency, and the Xinhuanet Integrated Media Future Research Institute.

北京师范大学新闻传播学院
SCHOOL OF JOURNALISM AND COMMUNICATION OF BNU

Artificial Intelligence and Future Media Lecture Hall

人工智能与未来媒体大讲堂第 1 期

人工智能与未来媒体的机遇与探索

主持人 喻国明
北京师范大学新闻传播学院执行院长
长江学者，教授，博士生导师

主讲人 曹文韬
bing中国及小冰商业平台总经理，在微软工作10年，目前负责人工智能和搜索引擎大数据在中国、日本、美国市场的产品和商业架构，在中国全权负责构建微软人工智能的生态环境，与腾讯、CCTV、SMG、封面、网易、人民日报等众多媒体建立深度合作，共同开拓、探索中国智媒体时代的机会。

主 办 北京师范大学新闻传播学院
微软
封面新闻

承 办 人工智能与未来媒体实验室

时 间 2017年10月24日 19：00

地 点 京师大厦 9308

ARTIFICIAL INTELLIGENCE&FUTURE MEDIA

人工智能与未来媒体大讲堂第 8 期

人工智能杂谈

主持人 张洪忠
北京师范大学新闻传播学院副院长、
教授、博士生导师

主讲人 颜水成
360副总裁，人工智能研究院院长，国家千人计划特聘专家，IEEE Fellow, IAPR Fellow 及 ACM 杰出科学家。
他的主要研究领域是计算机视觉、机器学习与多媒体分析，发表近500篇高质量学术论文，论文引用过3万次，H-index75。2014、2015、2016 三次入选全球高引用学者（TR Highly-cited researchers）。
他领导的团队是计算机视觉领域两个核心竞赛Pascal VOC 2012收官之战和ImageNet 2017收官之战的双料冠军团队，前后八年共10次获得两个竞赛winner 和 honorable to-mention 奖项，10余次最佳(学生)论文奖项，曾取得多媒体领域核心会议 ACM MM 最佳论文奖，最佳学生论文奖，最佳技术演示奖的大满贯。

主 办 北京师范大学新闻传播学院
微软
封面新闻

承 办 人工智能与未来媒体实验室

时 间 2018年6月12日 19：00

地 点 京师大厦第六会议室

一直播 ID：89741815

ARITIFICIAL INTELLIGENCE&FUTURE MEDIA

人工智能与未来媒体大讲堂

第 22 期

主 题 大规模语言模型：技术趋势及
必应问答中的应用

主讲人 姜大昕
微软全球合伙人，微软亚洲互联网工程院副院长、首席科学家。负责微软必应搜索引擎和人工智能助手的自然语言处理技术和平台，并为M365, Azure和微软认知服务等产品提供技术支持，主持与国内外企业在人工智能平台和算法方面的多个项目。在机器学习、大数据挖掘、自然语言理解、生物信息等领域具有丰富的研究和工程经验。获得美国纽约州立大学布法罗分校计算机科学博士学位。曾任新加坡南洋理工大学计算机科学与工程院助理教授，微软亚洲研究院高级研究员。获得多项信息检索、数据挖掘和自然语言处理方向专利，在国际会议和期刊发表七十余篇论文并长期担任学术评委。

主 持 人 方增泉
北京师范大学新闻传播学院教师，研究员，博士生导师，党委书记。北京师范大学教育新闻与传媒研究中心主任。

主 办 方 北京师范大学新闻传播学院
微软
封面新闻

承 办 方 人工智能与未来媒体实验室
新闻出版大数据用户行为跟踪
与分析实验室

活动时间 2021年9月28日19:00-21:00

活动地点 京师大厦9308

直播平台 一直播　快手

[嘉宾] 皮埃罗斯加鲁菲

人类2.0

菲科技专著《硅谷百年史》、《智能的本质》、《人类2.0》作者。见证了硅谷 30 年来的兴盛过程，职业生涯横跨硅谷产、学、研三界，哈佛大学、斯坦福大学、加州伯克利大学客座教授，世界新媒体领域先驱，其个人新闻网站早在 2006 年就被《纽约时报》好评。在硅谷一手创办最有影响力的跨界 L.A.S.T 节（融汇 生活、艺术、科学、技术），TED 大会，火人节并称为硅谷跨界艺术和创新灵感来源的三大活动。在硅谷创业者中拥有高知名度以及广泛的创业者和创业项目资源。

[地点] 京师大厦9308

[时间] 2017年4月18日晚7点

[主持人] 张洪忠 北京师范大学新闻传播学院副院长、教授

[主办] 北京师范大学新闻传播学院、他山石智库

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Large Language Model and Communication Lecture Series

海报一

北京师范大学新闻传播学院
SCHOOL OF JOURNALISM AND COMMUNICATION OF BNU

ChatGPT vs. 文心一言
跨文化背景下的人机关系

2023年4月6日星期四 上午9：30
腾讯会议线上研讨会

主持人
刘茜 北京师范大学新闻传播学院副教授

分享嘉宾（嘉宾名字按姓氏首字母排序）

段泽宁 美国威斯康星大学麦迪逊分校新闻与大众传播学院博士生

官璐 复旦大学新闻学院讲师

李倩 北京师范大学新闻传播学院讲师

吴昊 百度AI发展中心副主任

许坤 美国佛罗里达大学助理教授

张昕之 香港浸会大学互动媒体系副教授

朱毅诚 北京师范大学新闻传播学院讲师

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主办方：北京师范大学新闻传播学院
北京师范大学新媒体研究中心 北京师范大学计算传播学研究中心（珠海）
中国VR/AR/MR创作大赛秘书处

海报二

ChatGPT
启示会：
智能传播的大语言模型时代
传播学研究新问题

研讨时间
2023年5月14日
9:00—18:00

研讨地点
北京师范大学京师大厦
第五会议室

背 景

以ChatGPT为代表的大模型应用开始成为互联网空间新形态，开放域的多轮对话与生成式文本技术突破带来人机交互新体验。大语言模型正在成为新一代人工智能技术突破口。本次启示会聚焦大语言模型的发展会带来传播学哪些新命题，基于技术逻辑发展提出新研究问题。启示会遵循平等交流的头脑风暴学术研讨原则。

启示会内容

- 议题一：大语言模型下的信息生产与流通领域的新问题
- 议题二：大语言模型下的伦理法规领域新问题
- 议题三：大语言模型下的文化领域的新问题

海报三

大模型应用中未成年人保护和发展评估跨学科研讨会
——以ChatGPT、文心一言等生成式人工智能为例

会议时间：2023年4月20日（周四）上午9：00
会议地点：京师大厦二层会议室
主持人：张洪忠 北京师范大学新闻传播学院院长、教授、博士生导师
北京师范大学新媒体中心主任

会议议程：

一、引导发言
车万翔 哈尔滨工业大学计算机学院教授、博士生导师

二、主旨发言
1. 卜卫 中国社会科学院新闻与传播研究所教授、博士生导师
2. 郭开元 中国青少年研究中心青少年法律研究所所长
3. 熊璋 教育部义务教育课程标准信息科技组组长
对外经贸大学信息学院院长、教授、博士生导师
4. 苑宁宁 中国政法大学未成年人事务治理与法律研究基地副主任
5. 郑勤华 北京师范大学互联网教育技术与应用国家工程研究中心
常务副主任、教授、博士生导师
6. 卢宇 北京市未来教育高精尖创新中心人工智能实验室主任
北京师范大学教育学部副教授、博士生导师
7. 何挺 北京师范大学法学院副院长、教授、博士生导师
北京师范大学未成年人检察中心执行主任
8. 吴沈括 北京师范大学法学院教授、博士生导师
中国互联网协会研究中心副主任
9. 刘茜 北京师范大学新闻传播学院副教授

三、生成式人工智能未成年人保护和发展指标体系发布
方增泉 北京师范大学新闻传播学院党委书记
北京师范大学新闻传播学院未成年人网络素养研究中心主任

四、会议总结
张洪忠 北京师范大学新闻传播学院院长

五、合影留念

扫描左侧二维码一键线上参会
扫描右侧二维码加入观众群

北京师范大学新闻传播学院

海报四

人工智能与未来媒体大讲堂

第 25 期

主 题 新"人-机"时代：人类与机器的教育

主讲人 韦青

现任微软(中国)公司首席技术官，投身亚洲移动通信、信息技术和智能设备等领域三十余年，在电子信息产业拥有丰富的知识与经验；同时，还与中国广大客户和商业伙伴一起合作，将云计算、物联网、大数据、机器学习和人工智能等创新技术与社会和行业现实需求相结合，帮助中国企业共同打造在智能时代生存与可持续性发展所必需的数字化与信息化核心竞争实力。

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