

## SINO-AUSTRIAN CENTER FOR MEDIA AND COMMUNICATION MANAGEMENT: „FROM TEACHING TO RESEARCH“

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The project itself is designed to further develop the Sino-Austrian Center for Media and Communication Management (SAC-MCM) and to develop a longer perspective for its activities. It is per se a project which is supposed to focus on the sustainability of the SAC-MCM.

For planned enhancements and further intensification of cooperation of the **Sino-Austrian Center for Media and Communication Management „From Teaching to Research“**.

The project is part of a bigger strategy to further develop and strengthen the existing cooperation between the Fudan University (School of Journalism) and the University of Salzburg, the 2004 founded „Sino-Austrian Center of Media and Communication Management“ (SAC-MCM). In particular, it focuses on enhancements on the teaching as well as the research level of the SAC-MCM. The following model of the SAC-MCM visualizes the dimensions of planned cooperations which are still dominated by activities in the field of student exchange, especially the well established MCM Master Exchange Program, but based upon the support of the last EPU grant in 2015, we could already move towards faculty exchange and academic cooperation. This actual grand proposal is dedicated to further enhance these activities.

### 1. The SAC-MCM „House“-Model



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## **2. Student exchange level**

### **2.1 Master Exchange Program in Media and Communication Management**

Starting in 2007, the MCM Master Exchange Program is the very successful cooperation between the Fudan University and University of Salzburg as main partners and Beijing Foreign Studies University (BFSU) and Nanjing Normal University (NNU) as sub-partners. 20 Chinese master students (Fudan:14; BFSU:3; NNU:3) and 20 master students from the Department of Communication at the University of Salzburg participate in this unique exchange program, which allows intercultural experience through 1:1 social buddy system and academic tandems. This year we celebrated the 10th anniversary of the program and we could award exactly 365 Chinese and Austrian participants up to now. This represents the most popular and successful student exchange program at the University of Salzburg and provides a solid body of Chinese-European experience.

More about the MCM Master Exchange program: [mcm.sbg.ac.at](http://mcm.sbg.ac.at)

### **2.2. Double Degree Master Program**

Already in 2004, when the SAC-MCM was created, the goal of a common Double-Degree Master Program was formulated as a possible goal of cooperation. Until today, the activities towards this goal were rather limited due to limited resources (e.g. English taught programs) at the partner universities. It is agreed, that this goal – even longterm - is still valid.

### **2.3. Doctoral Exchange**

It is agreed, that attempts to provide the possibility to do research at the selected partner universities will be reinforced. Salzburg doctoral students as well as doctoral students from Fudan (as well as from BFSU and NNU) will be encouraged to spend a research semester (time can reach from a couple of weeks to a maximum of one year) at a partner university.

Each case will be subject to specific invitation after subject, advisor, and time have been agreed upon. It is planned for one doctoral exchange per year.

## **3. Faculty exchange/Research level**

### **3.1. Senior Lecturer/Professor Teaching Exchange**

Part of the current project: see description under „Kurzbeschreibung des Projekts“

### **3.2. Joint PhD Seminar**

Part of the current project: see description under „Kurzbeschreibung des Projekts“