

Media Power

SMG Journalism and Media

Industry Insight

Journalism and television program production in Shanghai Media Group, one of the world's top 500 media

Career & Major

Journalism, Television Production, Radio and Television Editor, New Media

Skills Enhancement

News production, news topic selection and planning, news gathering, news editing, television program production

Certificates

1. Certificate in Careers and Experiencing
Work accredited by UCAS
2. Project Certification issued by SMG

Project Introduction

Shanghai Media Group or SMG is one of China's largest media and cultural conglomerates, with the most comprehensive portfolio of media and related businesses, ranking among the world's top 500 media for consecutive years. Today, with the highly developed media industry such as radio, TV and Internet, journalism and communication have attracted the attention of students and parents, and the competition for admission and job hunting is also extremely intensive. ASDAN launched SMG Journalism and Media project with SMG, provide middle school students who love journalism, communication and Media the opportunity to participate in the production of professional news programs. Students can experience the real working atmosphere from the aspects of news program selection, review, on-the-spot interview, post production and so on, master the skills of media related work, and complete their own professional news media works. Excellent students will also have the opportunity to obtain a recommendation letter issued by SMG tutors.

Media Power: SMG Journalism and Media Agenda (7days)

- Targeted Majors: Journalism, Television Production, Radio and Television Editing & Directing, New Media
- Location: Shanghai |Date: July 10 - July 16, July 25 - July 31
- Language: Chinese |Age: 14-18



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Agenda	Morning	Afternoon	Evening
Day1	Arrive in Shanghai; Check in the hotel	Opening Ceremony Career Education Workshop1	
Day2	Class 1: Introduction and Classification of Radio and TV Industry Explained the development process and trend of the radio and television industry, take SMG as example to introduce the categories of TV program. Attachment 1: SMG Attachment	Attachment 2: Process of TV Program Production and Development Invite TV producers to explain the whole process of program production, learn the evolution and classification of TV program production. Analysis of topic selection and production difficulties. Class 2: TV Program pre-production and Topic Selection	Group task: Seminar on news topic selection
Day3	Class 3: Conception of News Experts explain the six elements of news, the characteristics, structure and classification of news Class 4: Audition of TV Program Understand the domestic radio and television program audition mechanism Understand the influence of news media and TV programs on the guidance of public opinion. Attachment 3: Interview Activities	Class 5: News Interview and News Photography Explain the skills for interview activities and the key elements of the news Photography, including equipment, composition, light and setting, etc. Attachment 3: Making News Reports and Photography Plan	Group Task: Preparation of News Interview
Day4	Class 6: News Writing Master the format requirements in news writing, and highlight the fact, viewpoint, investigation and emotion expression.	Class 7: News Post Production How to edit sound, subtitles and pictures in the later stage Attachment 5: Post Production Practice	Group Task: Interview Material Arrangement and Writing
Day5	Class 8: TV Broadcasting Content Writing Complete the preparation of press release and program broadcast release.	Class 9: Broadcasting Host Explain the expression characteristics, requirements and body language of broadcasting. Attachment 7: Broadcasting Host Practice	Group Task: News Production and Final Copy Adjustment
Day6	Attachment 8: Final news show and broadcast drill	Final Exam: Report and Comment on News Program The group broadcast the news program, and the tutor gave guidance and comments	Closing Ceremony Career Education Workshop 2
Day7	Departure		



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