

2023 Admission/2023年招生

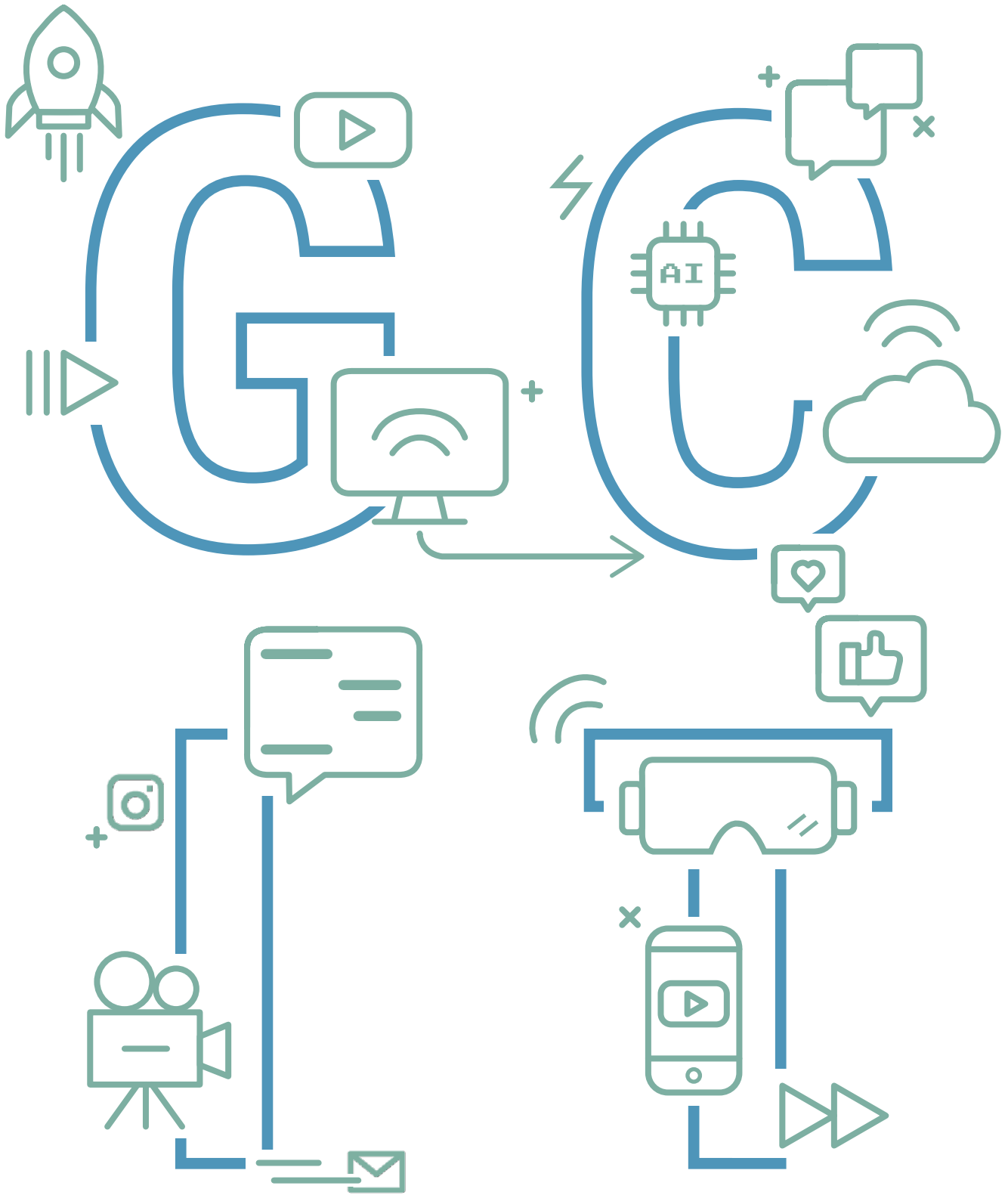


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Message from the Director

With much attention and ardent expectation, GCIT started its first semester at National Chengchi University in February 2022; the program is steadily stepping into a new academic year, which we faculty, staff, and students all greet with hope, excitement, and necessary preparation.

The importance of international or global communication has never decreased both academically and practically. With the rapid growth of social media and the other types of new media platforms, there is a multitude of problems that cannot be tackled through traditional communication channels, but only by combining communication, new tech, and international practices. GCIT has a strong emphasis on the curriculum that involves working and collaborating with internationally renowned media platforms and technology companies to enable students to learn from doing. The students will benefit enormously from participating in workshops, attending lessons, the dual-advisor system, and working as interns.

GCIT is a relatively new program. We are privileged to try something unique and experimental. We hope GCIT will contribute to the creation of a new sense of mission for the next generation. We also hope all of our students will benefit from our efforts.



Director, GCIT



Members of GCIT Program Committee

Mei-Ling Hsu (徐美苓)

Director of GCIT; Distinguished Professor, College of Communication

Yu-Chen Li (李玉珍)

Professor and Director, Graduate Institute of Religious Studies, College of Liberal Arts

Jih-Hsuan Tammy Lin (林日璇)

Distinguished Professor, College of Communication; Director, International Master's Program in International Communication Studies

Ting-Chi Liu (劉定基)

Associate Professor, College of Law

Chung-Pei Pien (卞中佩)

Assistant Professor, International College of Innovation

Hsin-Ruey Tsai (蔡欣叡)

Assistant Professor, College of Informatics

About Us

Following the innovation and popularization of digital technology in recent years, new media have not only challenged the dominant role of traditional media but also created a huge impact in all aspects of society. The interplay between new media and innovative technology has brought about discussions across a diverse spectrum of fields, ranging from information security, laws and regulations, interactions between social groups, consumer behavior, and state governance.

As a result of this development, the Master's Program of Global Communication and Innovation Technology (GCIT) was established at National Chengchi University (NCCU) in February 2022. It is the first international and interdisciplinary graduate program in Taiwan to train comprehensive communication skills in new media technology by incorporating faculty and resources from five of NCCU's colleges: Communication, Informatics, Law, Liberal Arts, and Innovation.

Additionally, GCIT provides the most advanced facilities and bilingual education, with courses in both English and Chinese. Through new media innovation and creative training from domestic and international experts in academia and industry, together with cooperation and mutual exchange with partner universities, our goal is to cultivate outstanding media talent with both local awareness and global vision who can also incorporate knowledge from the fields of humanities, social sciences, and communication technology.

The future career of GCIT graduates includes, but is not limited to, the public sector, domestic and international enterprises, non-profit organizations, international media, media management in the R & D divisions, and content production on social media platforms. We hope to equip our students with the practical and professional skills to take on the challenges of the rapid development of global new media by reporting, producing, and integrating content using the best communication technology to date.



GCIT workshop with media professional Eric Yang, Director of Program Center, Taiwan Plus.

Program Features

Interdisciplinary:

The Master's Program of Global Communication and Innovation Technology (GCIT) is the first international and interdisciplinary graduate program in Taiwan to train students with comprehensive communication skills in new media technology by incorporating faculty and resources from 5 of NCCU's colleges: Communication, Informatics, Law, Liberal Arts, and Innovation. Through courses, workshops, and internships, we hope to prepare our students to become outstanding, high-level talents.

International + Dual (academic + professional) Advisor System:

International + Dual (academic + professional) Advisor System: GCIT will cooperate with internationally renowned new media platforms, local video news, and programming platforms, and hi-tech companies to design a unique academic and technical "dual advisor system." Each student will have both academic and professional advisors to help with their learning and career planning.

Financial Support:

As many as two-thirds of the incoming GCIT students will be awarded a full scholarship or a tuition waiver. All GCIT students will be provided a subsidy for their 6-month internships, including at least 2 months abroad. Students can gain first-hand experience from Taiwanese and international media and technological industries, nonprofit organizations, cultural institutions, and the public and private sectors.



GCIT workshop with media professional Eric Yang, Director of Program Center, Taiwan Plus.

GCIT Curriculum

Course Credits

1

- > Required (6 Credits)
- > Elective (15 Credits)



Required Credits for Graduation:
24 Credits (1.5-2 years)

3

Thesis

- > Capstone Project or Case Study (0 Credits)



2

Internships

- > Domestic Internship + Overseas Learning (3 Credits)



Course Map

Required (6)¹

- **New Media, Technology and Society (3)**
- **Between Tradition and Modernity: Cases of Taiwan and Asia (3)**

Elective (15)²

A. Innovation Technology and Media Content Strategies

- New Media and Information Technology (3)
- Digital Narratives and New Media Technology (3)
- Virtual Reality and Digital Technology (3)
- Digital Games and Society (3)
- Social Media and Marketing (3)
- New Media Convergence (3)
- Big Data for Social Analysis (3)
- Capstone: Practice of Data Analysis (3)
- Basic Workshop in Digital Media: Reporting in Digital Image (3)
- Advanced Workshop in Digital Media: Production in Digital Image (3)
- Implementation of Digital Content and Technologies (3)

B. New Media and Governance

- Comparative Study on the Liabilities of New Media Platforms (3)
- AI and Governance (3)
- AI and Ethics (3)
- Misinformation Governance and Democracy (3)
- Media and Entertainment Law in the Digital Age (3)
- Information Security (3)

C. Global and Indigenous Culture, Society and Political Economy

- Special Topic in Modern Taiwanese History (3)
- Current Situation and Challenges of Taiwan's Democracy and Rule of Law (3)
- Global Digital Divide: Big Tech, Inequality, and Polarization (3)
- World Religion and Globalization (3)
- Religion and Taiwanese Society (3)
- Popular Culture in Taiwan (3)
- Global Issues in Asia (3)
- Technoscience, Society & Controversy (3)

Internship (3)³

- **Domestic Internship**
- **Overseas Learning**⁴

Thesis (0)

Capstone Project or Case Study

1. The figures in parentheses indicate the credit hours for the course.

2. GCIT offers three types of elective courses (A, B, and C) which students can select freely based on their own learning interests and study plans. According to NCCU Regulations for Courses, Article 2, students can take a maximum of 6 credits outside GCIT.

3. Please refer to "GCIT Regulations for Domestic Internships and Overseas Learning, NCCU" URL: <https://gcit.nccu.edu.tw/Post/101797>

4. Overseas learning includes overseas internships, voluntary work, fieldwork/field trips, and short-term exchange studies.

(Alphabetically Ordered within Each College)

College of Communication

- Mei-Ling Hsu (徐美苓), Distinguished Professor, Department of Journalism; Director, Master's Program in Global Communication and Innovation Technology
- Chun-Ming Huang (黃俊銘), Assistant Professor, Department of Radio and Television
- Jih-Hsuan Tammy Lin (林日璇), Distinguished Professor, Department of Advertising; Director, International Master's Program in International Communication Studies
- Tsui-Chuan Lin (林翠絹), Professor, Department of Radio and Television
- Yi-Chieh Lin (林怡潔), Associate Professor, Department of Journalism
- Jih-Syuan Lin (林芝璇), Associate Professor, College of Communication; Associate Vice President, Office of International Cooperation
- Chien-Chih Lu (盧建誌), Assistant Professor, Department of Radio and Television
- Herng Su (蘇蘅), Part-time Professor, Department of Journalism; Vice Chancellor, University System of Taiwan

College of Informatics

- Yuh-Jong Hu (胡毓忠), Professor, Department of Computer Science
- Cheng-Pei Kuo (郭正佩), Part-time Assistant Professor, Department of Computer Science
- Wen-Hung Liao (廖文宏), Associate Professor, Department of Computer Science; University Librarian
- Hsin-Ruey Tsai (蔡欣靚), Assistant Professor, Department of Computer Science
- Raylin Tso (左瑞麟), Professor, Department of Computer Science

College of Law

- Ting-Chi Liu (劉定基), Associate Professor, College of Law
- Li-Dar Wang (王立達), Distinguished Professor, College of Law

College of Liberal Arts

- Jia-Hao Chen (陳家豪), Part-time Assistant Professor, Graduate Institute of Religious Studies
- Shu-Wei Hsieh (謝世維), Professor, Graduate Institute of Religious Studies
- Shi-Chi Lan (藍適齊), Associate Professor, Department of History
- Yu-Chen Li (李玉珍), Professor and Director, Graduate Institute of Religious Studies
- Ching-Chih Lin (林敬智), Assistant Professor, Graduate Institute of Religious Studies
- Yuan-Lin Tsai (蔡源林), Associate Professor, Graduate Institute of Religious Studies
- Hsin-Fang Wu (吳欣芳), Assistant Professor, Graduate Institute of Religious Studies

International College of Innovation

- Po-Liang Chen (陳柏良), Assistant Professor, International College of Innovation
- Christine Cook (蔡葵希), Part-time Assistant Professor, Master's Program in Global communication and innovation technology
- Hsien-Ming Lien (連賢明), Distinguished Professor, Department of Public Finance; Associate Dean, International College of Innovation
- Tzu-Chi Ou (歐子綺), Assistant Professor, International College of Innovation
- Chung-Pei Pien (卞中佩), Assistant Professor, International College of Innovation
- William A. Stanton (司徒文), Visiting University Chair Professor
- Chin-Yuan Yang (楊智元), Assistant Professor, International College of Innovation
- Chia-Chang Yu (余佳璋), Part-time Assistant Professor, Master's Program in Global Communication and Innovation Technology

Scholarships & Grants

| Name | Incoming Student Scholarships | Grants for Domestic Internship and Overseas Learning |
|----------------------|--|--|
| Amount (each) | <ul style="list-style-type: none"> - Full Scholarship: Tuition, credit fee waiver, and living allowance of NT\$ 25,000 per month - Half Scholarship: Tuition and credit fee waiver - Overseas Awardees: Reimbursement of flight tickets up to NT\$ 50,000 (economy class) | <ul style="list-style-type: none"> - Domestic Internship: NT\$ 60,000 - Overseas learning: NT\$ 120,000 |
| Quota | <ul style="list-style-type: none"> - One-third of the Incoming students will be awarded a full scholarship; another one-third will be awarded a half scholarship. - Scholarship duration: 12 months | <p>All Students of the GCIT program are eligible for the grants for domestic internship and overseas learning on a one-off basis.</p> |
| Summary | <ul style="list-style-type: none"> - Applications for the scholarships are accepted during admission. Applicants should be recommended for consideration by the GCIT admission committee. - Eligibility: Incoming students who are not awarded with other full scholarships. | <p>Overseas learning includes short-term exchange, overseas internship, international volunteering work, or field trip/field work.</p> |



For more application updates:



Domestic Application



International Application

Mandatory Application Materials

- Please download and fill in the required Personal Data Form from the website of the Master's Program in Global Communication and Innovation Technology. <http://gcit.nccu.edu.tw/>
- Autobiography (within 500 words)
- Study plan (within 1,500 words)
- Non-native speakers of English must provide proof of English proficiency test or other proof of English language proficiency at the equivalent level. GCIT accepts only TOEFL, IELTS, or TOEIC taken within three years of the application date. Applicants can provide supplementary proofs of other languages as well.

Optional Materials

- Proof of Chinese language proficiency (International application)
- Documents proving special achievements (achievement award certificates, the related academic publication awarded works, proofs for scholarships, working experience, letters of recommendation, etc.)

Notes

- All application materials must be written in English. Should there be any application materials written in a language other than Chinese or English, please enclose a Chinese or English translation for the certificates, and Chinese or English abstract (300 words maximum) for the publications and works. For video work, please upload it to the online video sharing platform such as YouTube and provide the title of the work and the URL on a separate A4 sheet of paper.
- The online or on-site interviews will be conducted on 19th Nov. 2022 for qualified applicants. Detailed information about the interview will be provided in the notification letter/email (Please confirm that your contact information is correct). Those who are eligible can choose to start their study at NCCU in Feb. 2023 instead of Sep. 2023.
- Chinese Language Proficiency Requirements: International students applying for the Master's Program in Global Communication and Innovation Technology (GCIT) are required to pass the Test of Chinese as a Foreign Language (TOCFL) at Level 2 before graduation or take and pass four semesters of NCCU Mandarin Special Course (one course per semester) before graduation according to the "NCCU Admission Guidelines for International Students."

Timetable for the First-round Applications, 2023 Entry

| Important Dates | Schedule of Events | |
|---------------------------------|--|--|
| | International Applicants | Domestic Applicants |
| September 6, 2022 | The official announcement of the application | |
| September 12, 2022 | | The official announcement of the application |
| September 26 - October 19, 2022 | Online Application and E-Submission Available | |
| October 4 - 18, 2022 | | Online Application and E-Submission Available |
| November 19, 2022 | Admission Interviews of Eligible Applicants | |
| November 29, 2022 | | Applicants Can Check the Application Results Online (Scholarship Results Included) |
| December 2, 2022 | Applicants Can Check the Application Results Online (Scholarship Results Included) | |
| February 2023 | Early Admission (Spring Semester) | |
| September 2023 | Fall Admission (Fall Semester) | |



Domestic Application



International Application

GCIT Events at a Glance



The unveiling ceremony of GCIT in June 2022.



PTS World Taiwan invited the international students of GCIT for the Spring "Bando" Party in March 2022.



A field trip to the Chishang Art Center, Taitung in August 2022.



GCIT 2022 meet-up party for faculty and students in June 2022.

Contact Information



gcit@nccu.edu.tw

+886-2-29393091
ext. 67007
(domestic application)
ext. 69410
(international application)



[GCIT Homepage](#)



[GCIT Facebook](#)



Master's Program in Global Communication
and Innovation Technology, NCCU
全球傳播與創新科技碩士學位學程



政大
NATIONAL CHENGCHI UNIVERSITY



International College of
INNOVATION