

MASS MEDIA NEWS COVERAGE SHOULD BE VERSATILE; TKU SPONSORED SEMINAR ON INT' L MASS MEDIA

Hsiang Kuo-ning, President of Min Sheng Pao, has called on local mass media to put aside the ideological difference and the breaking of news coverage to hold the whole world in view and to head for the versatilities of news coverage in face of the impact of globalization and regionalization.

Hsiang made the call at a Seminar on International Mass Media sponsored by the Department of Mass Communication, Tamkang University (TKU), Tamsui Campus on Dec.

TKU President Dr. Chang Horng-jinh said in his address that the Graduate Institute of Mass Communication has been founded for eight years. It is the unique mass communication in Master program in Taiwan to dedicate itself for the development of international mass media. The department has also integrated the resources of College of International Studies and information technology to cultivate students' knowledge spreading and ability utilization. He highly lauded for the good performance of the department.

Scholars and students of Graduate Institutes from seven countries and cross-strait three areas (Taiwan, Hong Kong and Macao, and Mainland China) presented papers to the seminar. The topics ranged from culture, marketing, network to language. In addition to paying attention to the topics of globalization, regionalization and localization, one of the main themes on the Study of Mainland Chinese Mass Communication was enthusiastically echoed. Fudan University, Shanghai, playing a leading

role in mass communication spreading in Mainland China, presented a paper on the Industrialization of Mass Communication in China and the breakthrough of management system in which it had analyzed in detail the current development of mass communication in China. The analysis will help greatly Taiwan' s scholars understand the current development of mass communications in China.

Lee Mei-hua, Chair, Department of Mass Communication, TKU, said that the academic knowledge is boundless. It was significant that scholars from many countries have made successful exchanges of academic achievement through the seminar.

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