

## The Experimental Program in Innovative Media and Production

英文電子報

At the beginning of this semester, 62 students from various parts of Mainland China came to TKU to take part in a student exchange. Enrolled in a range of academic disciplines, including liberal arts, science, business, and foreign languages, these students have now well and truly settled into their studies at TKU.

As part of their studies, many of these students are currently participating in a new program offered jointly by TKU and Guangzhou University: the Experimental Program in Innovative Media and Production. The program seeks to tighten the relationship enjoyed by the entertainment industries in Taiwan and Mainland China. It is a four-month program that aims to provide students from both universities with theoretical training and practical intern opportunities in the field of communication media. The program draws on the experience of several renowned educators, including the program director herself, Professor Chao Ya-ly. It also incorporates a practical component, in which students will get the chance to intern at any of a number of Taiwan's leading television stations, such as TVBS and NowNews, among others.

The newly-established program is the most extensive joint initiative that TKU has undertaken with any one of its sister universities. It is a pioneering effort that will strengthen the already close ties between the entertainment industries in Taiwan and Mainland China, and become a source of talented media personnel in the near future.