

## TWO SYMPOSIA REGARDING INNOVATION IN HIGHER EDUCATION TO BE HELD ON FRIDAY

英文電子報

A symposium entitled “Knowledge, Innovation and Mass Communication” with the theme on the exploration of the mass communication and knowledge will be hosted on December 10 at the Ching Sheng International Conference Hall. 17 papers are expected to be presented by eminent scholars such as Wu Su-hwa, the Dean of the College of Business of National Cheng Chi University (NCCU) Luo Wen-huei, the Dean of the College of Mass Communication of NCCU Chang Kuo-ren and Chong Wei-wen of the Department of Journalism of the same university and Lee Tien-dwo, the Dean of the College of Creative Media of the Kun-shan University of Technology among others.

The aim of this symposium, according to Lee Mei-Hwa, the Chair of TKU’ s Department of Mass Communication, is to stimulate a dialogue between academia and practitioners both in Taiwan and abroad to come up with a ‘road map’ for the future research and development in integrating “knowledge”, “innovation” and “mass media” .

The topics of most presentations are also rather creative, which requires a bit of ‘deconstruction’ in order to fully comprehend the breadth and depth they are dealing with. Among them, there is “What is the foundation of creativity—a mass communication perspective” by TKU’ s Dean of the College of Liberal Arts, Chao Yaly there are two discussion sessions on “The ingenuity of knowledge in the game of creativity: Opportunity, challenge and the role of mass communication” and “Shakespearean digital poetry: An attempt of creativity by exploiting a mass medium.” Apart from them, there will be four presentations on related issues.

Parallel to this symposium, there is another one on the innovation of the higher education both in that of Taiwan and Japan held at the Chueh Sheng

International Conference Hall. It is co-hosted by TKU's the Graduate Institute of Education Policy and Leadership, the Center for Higher Education Research and Evaluation. Japanese Department and its Graduate Institute also participate in the organization. Educationists and policy-makers from both sides are to meet to exchange ideas in matters regarding to the betterment of educational system and strategies countering the impact of globalization.

Dr. Flora Chang, TKU's president will open the event together with the Founder, Dr. Chang and Hsu Shui-der, the Chair of the Japanese Research Association. The topics of the symposium cover from raising the academic standard to funding to the core value of university students.