

Report on the Global Media Seminar at Salzburg

Jenny Yan Cui, PhD Year 4 Student

I participated in the Global Media Seminar at Salzburg during 22 July -11 August 2012. It was a wonderful program which can contribute to my current research and future career development.

First of all, one of my main purposes for joining in this program is to acquire some first-hand data for my research. My research interest is in comparing news coverage and media governance. My PhD thesis is also related to explore different media systems. So I have made appointments with a few participants and interviewed them for their life stories of media system in their own country. Though these interviews were not so “scientific” as sometimes they were just the casual talks during breaks, I did get some new ideas and understood more about the media performance in different social settings. These data together with the new understandings will be turned into a part of my research project report later.

Secondly, this program was well-organized and effective. Though the lectures and activities were intensive, I as well as the other participants were so enjoyed that we didn't like to miss any of the activities even for an optional one. And, it created all kinds of opportunity to make everyone to express their opinions. For example, as a research student from Hong Kong, I introduced Chinese media system during the round table of Asia. When we had a refectation session on the last day, the fellow students shared their feelings about the program and they said that they would be more critical when read and /or listen to media contents. For me, this learning experience is transferable to my teaching in the future. I even start to think that I will offer a course on media literacy to my students when I graduate.

Thirdly, I would never imagine in the past that I can meet so many people from diversified cultural backgrounds in a short period. One of the friends I made during the program is from Peru; honestly, I had very limited knowledge about the country before we got to know each other. Perhaps more import to my research is to be familiar with a number of faculty members who shared similar research interest with me. I am very happy to establish academic links with them and keep on communications afterward.



Photo 1: Group photo with my classmates



Photo 2: With Prof. Susan Moeller



Photo 3 & 4: Friends from different parts of the world