

I. BACKGROUND

Following the success of the first Sino-UK Higher Education Cooperation in Creative Media Industry in November 2012 where series of activities were jointly organised in Guangzhou and Nanjing by British Council, Sun Yat-Sen University and Jinling College, Nanjing University, a Chinese Universities delegation of New Media paid a reciprocal visit to 6 out of the 10 participating universities in the UK from 11th to 20th March 2013.

The objectives of the collaboration project is to promote the higher education collaboration, joint research and dialogues in Creative Media Industry between Chinese and UK universities. Initial links between universities in both countries were set up as a result of the programme in November 2012. The purpose of the Chinese Universities delegation's reciprocal visit to the UK is to discuss issues of mutual concerns and consolidate areas for collaboration.

The collaboration project also falls under Knowledge Economy Partnership strand of IHE programme, British Council's global initiative on higher education work, which aims at providing a platform and framework for the creation of sustainable, multilateral partnerships that link the higher education sector, government and business communities to drive forward global, regional and national knowledge economies.

II. CHINESE DELEGATES:

The delegation was mainly comprised of Deans/Vice Deans of new media schools/colleges of leading universities in South and East China and two Chinese university students who won the first prize of 'Cool Olympics - Sino-UK University Students' Competition on Micro Videos Production'. Below is the name list of the delegation:

	Name	Organisation	School	Position
1	Zhang Zhi'an	Sun Yat-sen University	School of Communication and Design	Vice Dean
2	Lin Qiang	Guangdong University of Business Studies	School of Art	Vice Dean, Professor
3	Yan Sanjiu	East China Normal University	School of Communication	Dean
4	Yang Yusong	Nanjing University Jinling College	School of Communication	Dean
5	Li Benqian	Shanghai Jiaotong University	School of Media and Design	Vice Dean, Professor
6	Zhou Haiyan	Nanjing University	School of Journalism and Communication	Editing Lab Director
7	Wan Yilun	Sun Yat-sen University	School of Communication and Design	Student winner
8	Chen Xiaoqiang	Zhejiang University	School of Public Affairs	Student winner

III. ACTIVITIES:

● Visits to UK universities

The Chinese delegation visited the following 6 universities:

- University of Portsmouth
- Falmouth University
- Loughborough University
- University of Derby
- University of Nottingham
- Nottingham Trent University

At each stop, the delegation was warmly welcomed by the Vice Chancellors/Pro-Vice Chancellors and the deans/deputy deans of the new media schools/colleges of the UK universities. The visit usually starts with an introduction on the university, covering topics ranging from its related courses, teaching methods, development strategies, working with industries to partnerships with China, followed by a tour to the facilities and equipment of the university.

The highlight of the visit to the university is the well-prepared collaboration roundtable discussions at each stop, which generated lots of practical collaboration intentions as well as action plans. Please refer to the outcome section for details.



Chinese delegates visited the motion capture studio at Portsmouth University



Productive round table discussion at University of Nottingham



Prof. Chris Rudd, Pro-Vice-Chancellor of University of Nottingham shaking hands with Prof. Yang Yusong, Dean of School of Communication, from Nanjing University Jinling College.



Prof. Geoff Smith, Vice Chancellor of Falmouth University shaking hands with Prof. Zhang Zhi'an, Vice Dean of School of Communication and Design, Sun Yat-sen University

- **Sino UK Symposium on Creative Content for New Media**

Sino-UK Symposium on Creative Content for New Media was jointly held by Falmouth University and British Council at the Performance Centre at Falmouth University, attracting over 40 academics from higher education institutions in the UK. The symposium examined the challenges and possibilities presented by new approaches to working with creative media content and mediated environments. Dr. Larry Lynch, Head of the Department of Performance, Falmouth University, Prof. Zhang Zhi'an, Vice Dean of School of Communication and Design, Prof. Phil Stenton, Associate Dean of Research and Innovation, Falmouth University and Prof. Li Benqian, Vice Dean of School of Media and Design, Shanghai Jiaotong University lead on this symposium and a discussion on collaborative partnership between China and UK.



Heated discussion between Chinese and UK academics at Sino UK Symposium on Creative Content for New Media



Keynote speaker, Dr. Larry Lynch, Head of the Department of Performance, Falmouth University

- **Visits to Creative Industry Sites**

In addition to the visits to universities and participating in the symposium, the Chinese delegates also visited some creative industry sites such as Spider Eye and Telegraph Museum in Porthcurnow, Antenna and Nottingham Contemporary in Nottingham.



IV. OUTCOMES:

The reciprocal visit was very productive as shown below:

1. Joint Events:

- University of Nottingham will visit China in May to jointly organise 'International Seminar on New Approaches to Working with the Screen Industry' on 13 May in Shanghai with East China Normal University and Shanghai Jiaotong University, and on 16 May in Guangzhou with Sun Yat-sen University and Guangdong University of Business Studies. UON will also jointly organise a workshop with prospective students and academics on 15 May in Nanjing with Nanjing University and Nanjing University Jingling College. It's hoped MOUs between UON and the Chinese Universities will be signed off in May during UON's China visit.
- Sun Yat-sen University is planning to jointly work with Nottingham Trent University on the Summer School in July-August 2013. It's planned the students will be recruited from both counties and the summer camp will take place in both Guangzhou and UK.
- Nanjing University Jingling College is planning to organise a large scale 'International University Students' Competition on Micro Video Production'. All the 6 UK universities will be invited to participate and some UK universities, like Nottingham Trent University and Falmouth University will help to invite more other UK institutions to participate.

2. Student Exchange Programmes:

6 months to 12 months student exchange programme is regarded as the easiest way to kick off the linkage between the universities in China and the UK and most universities expressed interests in it.

3. Joint Degree Programmes:

Most of the Chinese universities expressed intention to establish joint degree programmes with the UK universities. The most popular models are 3+1+1 and 1+1+1. For details please refer to the collaboration matrix below.

4. Joint Research Programmes:

- Sun Yat-sen University expressed intention to jointly carry out academic research on China Media Study with Asia Business Centre, University of Nottingham
- Guangdong University of Business Studies expressed interests to jointly establish 'China Folk Art and Modern Culture Industry Research Centre' with University of Nottingham to carry out academic researches
- Shanghai Jiaotong University is planning to work with Nottingham Trent University to jointly carry out academic research on the Study of International Communication Competiveness

5. Visiting Fellow Scheme:

Both Sun Yat-sen University and Nanjing University is planning a joint Visiting Fellow Scheme with Department of Social Sciences, Loughborough University to undergo short term research projects in new media.

6. Capacity Building Programme:

Nanjing University Jingling College is very interested in organizing a capacity building programme for the Chinese new media academics. This could be taken into consideration for next step for new media KEP.

7. Joint Collaboration in New Media Industry:

- Nanjing University Jinling College expressed strong interests in working with Falmouth University on utilizing the analysis of reader's brain reaction in advertisement industry in China.

Below is a matrix of the initial collaborations between UK and Chinese universities and actions on how to follow up:

Which Chinese University	Link with which UK University	On what programme	How to follow up
Sun Yat-sen University (SYSU)	Loughborough University	<ul style="list-style-type: none"> ● Joint Visiting Fellow Scheme with Department of Social Sciences Research fellows or academic staff to be invited to the linked university to undergo short term research projects in new media 	<ol style="list-style-type: none"> 1. Graham Murdock, Professor of Culture and Economy, Department of Social Sciences, Loughborough University and Dr Emily Keightley, Senior Lecturer in Communication and Media Studies, Department of Social Sciences, Loughborough University will visit China in May 2013 to pin down the details. 2. Hopefully an MOU will be signed in May 2013
	University of Nottingham	<ul style="list-style-type: none"> ● Joint Events SYSU, GDUBS and UON to jointly organise 'International Seminar on New Approaches to Working with the Screen Industry' on 16 May ● Joint Research To jointly carry out academic research on China Media Study with Asia Business Centre ● Student Exchange Programmes Students to be sent to the linked university for a 6 months to 12 months exchange 	<ol style="list-style-type: none"> 1. UON will visit China in May 2013 to pin down the details 2. Hopefully an MOU will be signed in May 2013
	Nottingham	<ul style="list-style-type: none"> ● Summer School 	NTU will visit China in

	Trent University	To jointly organise summer school in July-August 2013	May 2013 to pin down the details
	Falmouth University	<ul style="list-style-type: none"> ● Joint Degree Programmes 	
	Falmouth University	<ul style="list-style-type: none"> ● Student Exchange Programmes 	
Guangdong University of Business Studies (GDUBS)	Falmouth University	<p>GDUBS has already established links with Falmouth University and would like to further the links by the following programmes:</p> <ul style="list-style-type: none"> ● Joint student workshop on bamboo/wood toys project; ● Teachers exchange between the two arts schools in both universities ● Joint degree programme on 3+1+1 model 	GDUBS is planning to send some teachers to visit FU in mid 2013 to pin down collaboration details.
	University of Portsmouth	<ul style="list-style-type: none"> ● Teachers exchange between the two arts schools in both universities 	
	University of Nottingham	<ul style="list-style-type: none"> ● Joint Events SYSU, GDUBS and UON to jointly organise 'International Seminar on New Approaches to Working with the Screen Industry' on 16 May ● Joint Research To jointly establish 'China Folk Art and Modern Culture Industry Research Centre' to carry out academic researches 	
	Nottingham Trent University	<ul style="list-style-type: none"> ● Student Exchange Programmes Students to be sent to the linked university for a 6 months to 12 months exchange 	NTU will visit China in May 2013 to pin down the collaboration details
Shanghai	University of	<ul style="list-style-type: none"> ● Joint Events 	1. UON will visit China in

Jiaotong University (SHJTU)	Nottingham	SHJTU, ECNU and UON will jointly organise 'International Seminar on New Approaches to Working with the Screen Industry' on 13 May	May 2013 to pin down the details 2. Hopefully an MOU will be signed in May 2013
	Nottingham Trent University	<ul style="list-style-type: none"> ● Joint Research To jointly carry out academic research on the Study of International Communication Competiveness ● Teachers exchange between the two communication schools in both universities 	
East China Normal University (ECNU)	Nottingham Trent University	ECNU has already signed MOU with NTU re joint degree programmes, student/teacher exchange, join visiting fellow schemes etc.	<ol style="list-style-type: none"> 1. The first batch of students/teacher exchange will start from Sept. 2013. 2. To be followed up between the two universities
	University of Nottingham	<ul style="list-style-type: none"> ● Joint Events SHJTU, ECNU and UON will jointly organise 'International Seminar on New Approaches to Working with the Screen Industry' on 13 May ● Joint degree programme on 3+1+1 and 1+1+1 model 	<ol style="list-style-type: none"> 1. UON will visit China in May 2013 to pin down the details 2. Hopefully an MOU will be signed in May 2013
	Loughborough University	<ul style="list-style-type: none"> ● Joint degree programme on 3+1+1 and 1+1+1 model ● Summer School To jointly organise summer school in summer 2013 	<ol style="list-style-type: none"> 1. LU will visit China in May 2013 to pin down the details. 2. Hopefully an MOU will be signed in May 2013
Nanjing University (NU)	Loughborough University	<ul style="list-style-type: none"> ● Joint Visiting Fellow Scheme Research fellows or academic staff to be invited to the linked university to undergo short term research projects in new media 	
	Nottingham Trent	<ul style="list-style-type: none"> ● Summer School To jointly organise summer 	

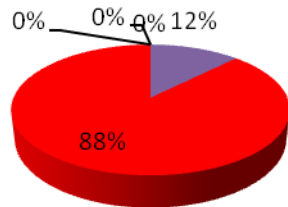
	University	school in summer 2013	
	Falmouth University	<ul style="list-style-type: none"> ● Joint degree programme on 3+1+1 and 1+1+1 model on advertising 	
	University of Nottingham	<ul style="list-style-type: none"> ● Joint Events NU, NUJC and UON will jointly organise a workshop with prospective students and academics on 15 May 	<ol style="list-style-type: none"> 1. UON will visit China in May 2013 to pin down the details 2. Hopefully an MOU will be signed in May 2013
Nanjing University Jinling College (NUJC)	6 universities	<ul style="list-style-type: none"> ● Joint Events To invite the 6 UK universities to participate in the 'International University Students' Competition on Micro Video Production' 	British Council will incorporate the 'International University Students' Competition on Micro Video Production' into year 2 of the New Media project
	6 universities	<ul style="list-style-type: none"> ● Capacity Building To invite UK specialists to do a capacity building programme for the Chinese new media academic 	British Council to work with NUJC to carry out a survey on training needs analysis by end 2013
	University of Nottingham	<ul style="list-style-type: none"> ● Joint Events NU, NUJC and UON will jointly organise a workshop with prospective students and academics on 15 May 	<ol style="list-style-type: none"> 1. UON will visit China in May 2013 to pin down the details 2. Hopefully an MOU will be signed in May 2013
	Falmouth University	<ul style="list-style-type: none"> ● Joint Collaboration in New Media Industry: <p>utilizing the analysis of reader's brain reaction in advertisement industry in China</p>	

V. Feedback

The reciprocal visit received very positive feedback from the Chinese delegates. Below is the summary of the result of the questionnaires and some quotes:

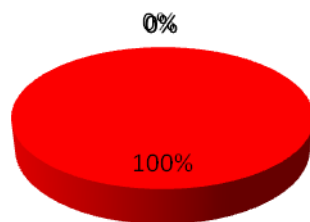
1. This event/activity met my expectations.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree



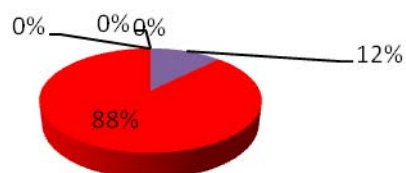
2. Overall, this was a high quality event.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree



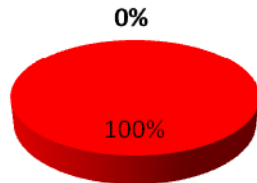
3. I have acquired new knowledge and/or skills from taking part in this event/activity.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree



4. How likely is it that you would recommend the British Council to a friend or colleague?

■ Strongly disagree ■ Disagree
■ Neither agree nor disagree ■ Agree
■ Strongly agree



Quotes:

“It was such a well-organised and productive trip! I believe Nanjing University Jinling College will soon sign MOUs with the UK universities to carry out practical collaborations.” said Prof. Yang Yusong, Dean of School of Communication, from Nanjing University Jinling College.

“Falmouth University benefitted a lot from the Knowledge Economy Partnerships organised by the British Council, we participated in the Animation and New Media KEP and we’ll participate the upcycling KEP in May 2013”. said Prof. Geoff Smith, Vice Chancellor of Falmouth University.

“Thank you very much for British Council for giving me such a great opportunity to visit the UK! UK is the dream place for me to pursue my further studies in new media. “ said Chen Xiaoqiang, a student winner of ‘Cool Olympics - Sino-UK University Students’ Competition on Micro Videos Production’

VI. FOLLOW UP PLAN

- British Council will follow up with the delegates and the UK participating universities regarding the issues and plans discussed during the visit.
- British Council will incorporate the ‘International University Students’ Competition on Micro Video Production’ into year 2 of the New Media project.
- Year 2 of the New Media project will take place in Wuhan, Shanghai and Guangzhou in Oct. 2013. In order to facilitate more links and partnerships between Chinese and UK universities, British Council will create more opportunities for in-depth discussions on new media between Chinese and UK universities.
- British Council will also incorporate the creative media industry’s needs in year 2 of the New Media project.
- British Council to work with NUJC to carry out a survey targeting at Chinese new media academics on training needs analysis by the end of 2013.

British Council China