

Advertising education in multicultural UK Higher Education

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**Advertising Salon: Opportunities and
Challenges in UK-China Collaborations**

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UK Research
and Innovation



Arts & Humanities
Research Council

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- Typology of advertising curriculum in multicultural UK HE
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因緣

- cause and occasion
- karma
- fate, destiny
- ties, affinity, bond, relation(s), relationship



Snapshot of Advertising degree in UK HE

44 universities

129 degree programmes of which the degree title includes Advertising

July 2019

<https://www.ucas.com/>



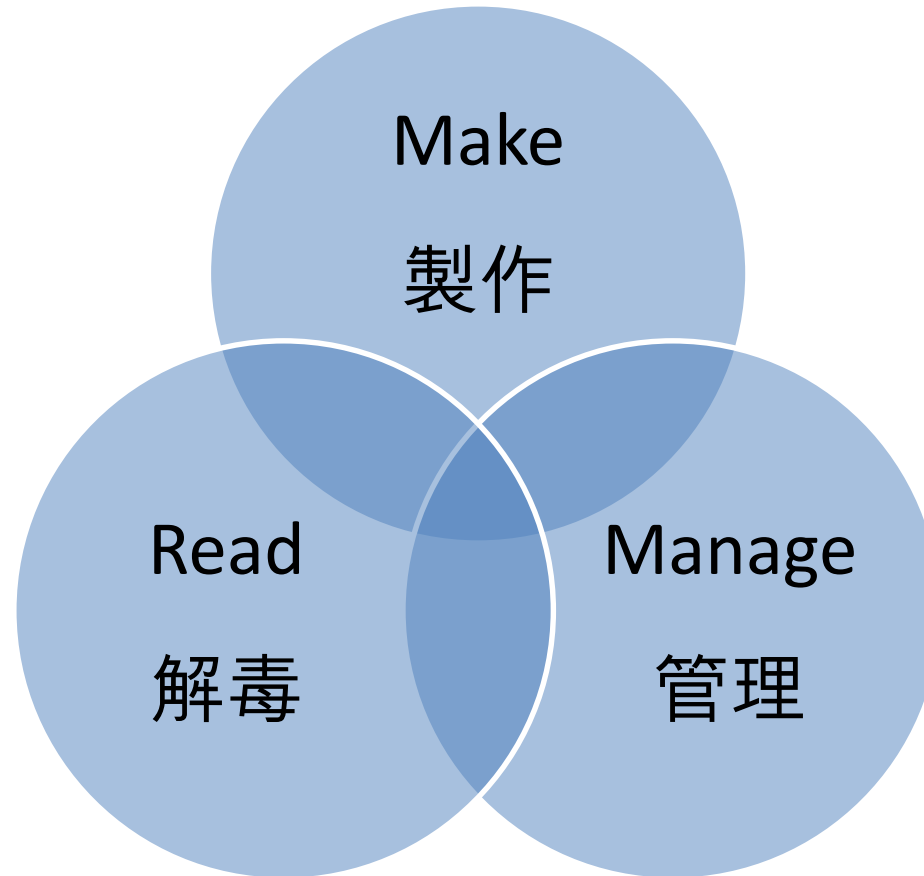
Multicultural Manchester

Manchester is a truly multicultural university, welcoming 40,000 students a year from 160 countries to our friendly campus community

At Kingston University we welcome students from many different backgrounds and from more than 140 countries



Typology of advertising curriculum in UK HE



Cultural difference?

International Welcome Programme

We know that coming to the UK to study is a big step. We want to give you the best possible start to your time here, by ensuring you have access to all the information that you will need to make your time at university successful and enjoyable.

Tailored
service?

Segregation!

“Putting your hands up” business

I’m not better than others. I
may not make sense.

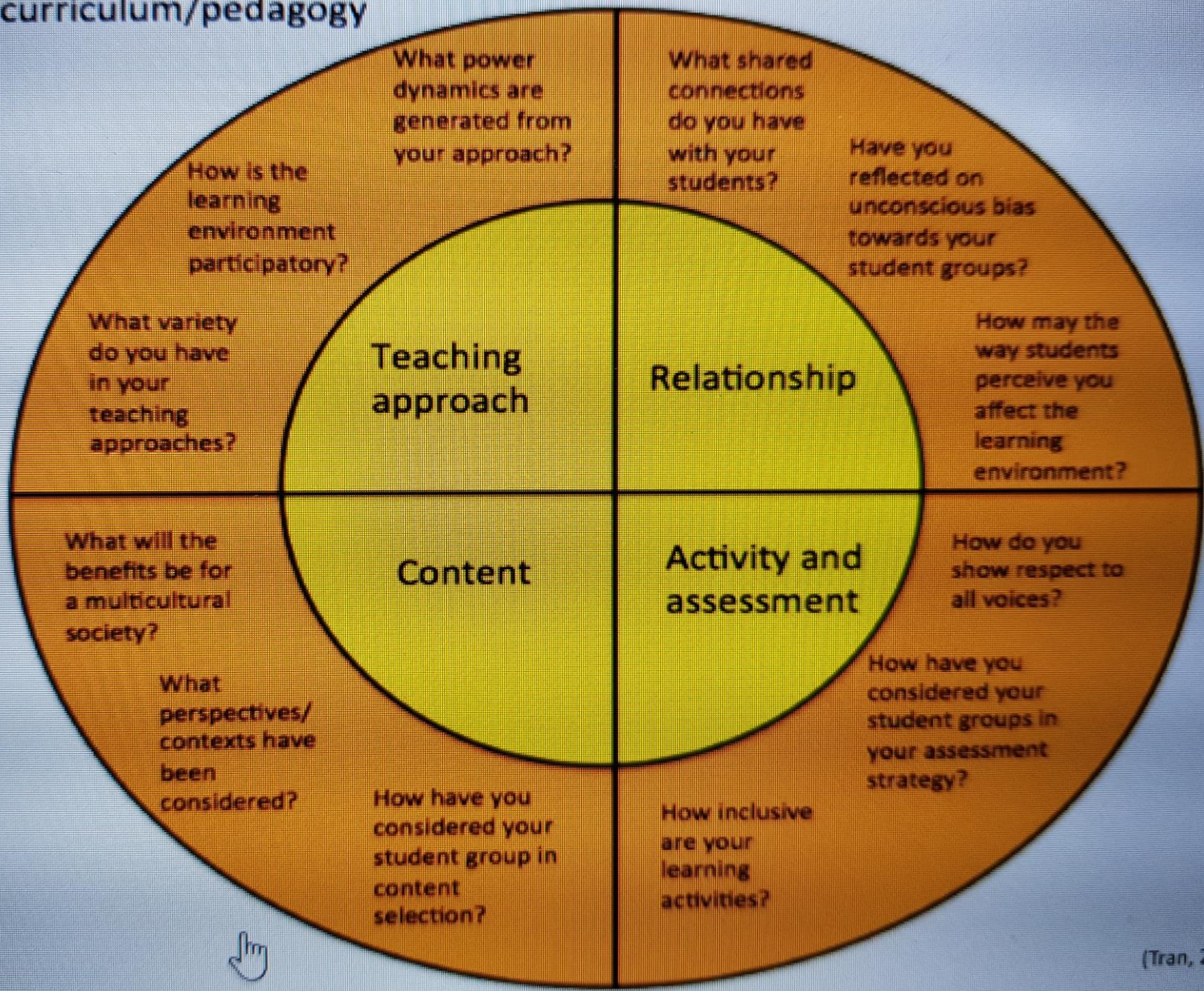
Vs.

I am not a mind reader.
Unless you say it, I won’t
know.



Decolonising curriculum/pedagogy

TRAAC Model



Activity and assessment

- How do you show respect to all voices?
- How have you considered your student groups in your assessment strategy
- How inclusive are your learning outcomes?

Tran (2019)

Relationships

- What shared connections do you have with your students?
- Have you reflected on unconscious bias towards your student groups?
- How may the way students perceive you affect the learning environment?

Tran (2019)

Direct entry Chinese students' experiences

Assessment

Back in my home university, after each lecture, our lecturer would tell us which part of the lecture would be assessed or would be applied in our final big project.

I would say it
is cultural
discrimination.

In the beginning of
discussions, I am not
sure what we need
to discuss. But by
the end I feel I have
something to say.
But it is too late.

Discussions

We have no work
experience compared to
other students. And
what we say is not
valuable to others.

I have sent my contributions to my fellow group members and never received any feedback. This makes me doubt my academic ability and feel left out .

Group Project

I can't get
what the
lecturer
means
straight away.

My
lecturer
speaks
too fast.

Communications

I rely more on verbal
communication rather
than emails.

Questions/comments?

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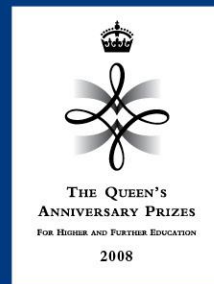
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