



Academic Education Programs sponsored by the Ministry of Commerce of PRC



2025 International Master of International Communication Program Brochure of Communication University of China

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INTRODUCTION

I. About IMIC

1. Program

Academic Education Programs sponsored by the Ministry of Commerce of People's Republic of China is designed to foster high-end business officials and managerial personnel for the recipient countries, offering one-year and two-year master programs as well as three-year doctoral programs for the purpose of educating high-end and inter-disciplinary talent working in the applied fields of government, trade, foreign affairs, agriculture, technology, education, culture and health, building intellectual capacity and facilitating the economic and social development of the recipient countries. These programs provide assistance to governmental officials, research fellows, and senior managerial personnel on their master and doctor education in China, which are fully conducted in English. Admission requirements include a bachelor's degree, relevant working experiences, and decent physical conditions, essential for the high-compact curriculum needed for the degrees.

The program is playing an increasing role in the economic and trade cooperation and development between the participants' countries and China, and is highly valued by the governments of the participants' countries.

Based on advantageous recourse in academic fields of media and communication, Communication University of China (CUC) has been offering International Master of International Communication Program (IMIC) since 2011. This one-year program is designed for students from developing countries with diverse backgrounds. It closely integrates theoretical courses with practical fieldwork. Students could gain from this program effective skills for international communication practice, and capability for critical analysis on public policies related to international communication.

2. Target Applicants

Government officials at the division chief level and above in developing countries; middle-level technical and managerial staff in media organizations and related fields; middle-level and above research or managerial staff in academic institutions.

3. Educational Objectives

The programme is dedicated to cultivating high-level, versatile, and applied talents in the field of journalism and communication.

In a global, local, and comparative perspective, rigorously explore the laws and trends of international information dissemination, as well as their impact on national sovereignty.

Research scientifically sound and feasible international communication pathways and strategies to realize media communication strategies for developing countries (or newly emerging ones) within the context of global communication. Cultivate comprehensive international communication capabilities required for media professionals and media administrators or business managers in developing countries.

The focus of the program lies in employing interdisciplinary theoretical perspectives and research methods to gain an in-depth understanding of the fundamental characteristics of international communication, along with the historical and international political roots of globalization society. Actively discuss policy design, policy implementation, and policy impacts on international communication.

4. Basic Setting of IMIC

Major: Journalism and Communication (International Communication)

Admission Quota: 20 students

Language of Instruction: English

Duration of Study: 1 year

5. Scholarship Coverage

- (1) Exemption from tuition fees, textbook fees, research and investigation expenses, English-taught course subsidies, and thesis guidance fees;
- (2) Free on-campus accommodation provided;
- (3) Living allowance: 36,000 RMB per person per year for master's degree students(The CUC will issue it to the students on a monthly basis, according to the actual time the students spend in China);
- (4) One-time resettlement allowance of 3,000 RMB per person;
- (5) Purchase of comprehensive medical insurance in China on behalf of the students;
- (6) Free round-trip international air tickets: provided once for a 1-year program;
- (7) Other expenses will be managed and used by the Ministry of Commerce or the CUC, and will not be issued to the students. The Ministry of Commerce only provides funding for the duration of the academic program. If a student delays graduation for any reason, they will not receive continued funding..

II. Introduction of CUC and ICS

1. Introduction of CUC

The Communication University of China (CUC) is one of China's key universities, and it is included in the 211 Project and "985 Project Innovation Platform" under the Double First-Class Initiative, which is directly administered by the Ministry of Education. The university is known as the Cradle of Chinese Radio, Television, and Media Talents and a Renowned Institution in Information Communication. Founded in 1954, it is in Dingfuzhuang, Chaoyang District, Beijing. CUC currently has two national Double First-Class disciplines: Journalism and Communication Studies, and Drama, Cinematic & Television Studies. It also has two high-precision, high-difficulty and high-tech disciplines in Beijing: Internet Information and Cultural Industry; three Beijing key primary disciplines: Journalism and Communication Studies, Art Theory, and Drama, Cinematic & Television Studies; four Beijing key secondary disciplines: Linguistics and Applied Linguistics, Communication and Information Systems, Electromagnetic Field and Microwave Technology, and Animation Studies; seven post-doctoral research programs; five primary discipline doctoral authorization points; 16 primary discipline master's authorization points; three types of doctoral professional degree authorizations; and 14 types of master's professional degree authorizations.

CUC has 21 teaching and research units (School of Journalism, Television School, Institute of Communication Studies, School of Theater, Film and Television, School of Broadcasting and Anchoring, School of Animation and Digital Arts, School of Music and Recording Arts, Institute of Art, School of Information and Communication Engineering, School of Computer and Cyber Science, School of Data Science and Intelligent Media, School of Humanities, School of International Studies, Department of Physical Education, School of Economics and Management, School of Advertising, School of Cultural Industries Management, School of Marxism, School of Government and Public Affairs, Hainan International College, Collaborative Innovation Center), and directly affiliated units such as the School of Continuing Education (School of Higher Vocational Technology), School of International Media Education, and Institute for a Community with a Shared Future. Currently, there are over 18,000 full-time students enrolled, including more than 11,600 full-time undergraduate and junior college students, and over 6,500 doctoral and postgraduate students.

CUC has established exchange and cooperation relationships with over 200 well-known foreign universities, research, and media institutions. It initiated the establishment of the International Alliance of Media Higher Education, an institution of significant international influence, which houses international academic research institutions such as the Institute for a

Community with a Shared Future, Asia Media Research Center, and Europe Media Research Center. CUC is also a UNESCO Media and Women chair unit. High-level international academic conferences hosted by CUC, such as the Asia Media Forum, World University Chairwomen Forum, and China Communication Forum, have become important platforms for communication in the international media and higher education communities.

CUC has established several museums, including the Media Museum, the Advertising Museum, the Oral History Museum, and the China Animation Art Gallery, making it one of the campuses with the largest number of museums among Beijing universities.

2. Introduction of ICS

In April 2010, the Institute of Communication Studies (ICS) at Communication University of China was established by integrating the university's strengths in research. The Institute adheres to the fundamental task of fostering virtue and cultivating talent, focusing on high-quality development. It follows the development positioning of "research-driven, dual-focus on science and education, international characteristics, and quality first," aiming to cultivate media professionals for the new era who are "devoted to virtue, practical in application, and focused on practical use in society."

The Institute of Communication Studies (ICS) currently has 42 staff members, including 13 professors and 17 associate professors. More than 60% of the full-time faculty members have more than one year of overseas study or work experience. The institute has over 300 graduate students, including both master's and doctoral students (including international students).

The ICS offers three doctoral programs (Communication, Publishing and Editing, Information and Communication Studies) and five master's programs (academic master's programs in Communication, Publishing and Editing, Information and Communication Studies; professional master's programs in Publishing, Journalism, and Communication).

The ICS deeply implements the "Three Leapfrogs" development strategy and is committed to building a high-quality academic system, talent cultivation system, and research system that is future-oriented, intelligent, and international. It strives to become a high-level talent cultivation base, a research hub, and a high-end think tank in Communication Studies, Publishing and Editing, and Information Communication Studies, with innovation, national leadership, and international influence.

The program is under the jurisdiction of the Faculty of International Media (International Student Affairs Center), and is included in the unified management of international students.

The International Student Affairs Center is responsible for liaison with higher-level departments such as the Ministry of Commerce, the Ministry of Education, the Economic and

Commercial Counselor's Office of the Embassy, and the Entry and Exit Administration Bureau of the Beijing Municipal Public Security Bureau, as well as daily management of admissions. The International Student Affairs Center is responsible for international students' national cultural practice activities; responsible for co-operating with teaching management, logistic service and other departments to do a good job of guaranteeing students' study in Beijing.

3. Student Living Environment and Facilities

Beijing is located between 115.7° to 117.4° east longitude and 39.4° to 41.6° north latitude, with its center at 39°54'20" north latitude and 116°25'29" east longitude. Covering a total area of 16,410.54 square kilometers, Beijing is situated in the northern part of the North China Plain, adjacent to the Bohai Sea, bordering the Liaodong Peninsula to the north and the Shandong Peninsula to the south.

The climate of Beijing is characterized by a typical temperate continental monsoon climate of the northern hemisphere. Summers are hot and rainy, while winters are cold and dry, with short and brisk spring and autumn seasons.

CUC provides students with free standard single-room accommodation in on-campus dormitories. The dormitories are equipped with facilities such as bathrooms, hot water showers, paid internet access, television, and air conditioning. Additionally, there are communal washing machines and public kitchens (with microwaves and induction cookers) available. Please note that dormitories are for the exclusive use of students, and guests, including family and friends, are not permitted to stay overnight. Students can dine at the on-campus student cafeteria for a fee and have access to campus facilities such as the library, sports fields, and supermarket.

III. Syllabus

1. Course Arrangement

a. About Credits

Lecture	31 Credits	Core Course	International Communication (5 credits) Communication Theory (5 credits) Communication Research Methods (5 credits)
		Option Course	International Journalism (2 credits) Media in China (2 credits) Media Literacy (2 credits) Intercultural Communication Studies (2 credits) New Media Studies (2 credits) Chinese Language and Culture (4 credits)
		Compulsory Public Course	Introduction to China (2 credits)
Academic Practice and Training	4 Credits	Industrial Practice	Visitmedia e.g. CCTV, BTV, SMG, Bilibili, Bytedance, Kwai (1 credit)
		Field Trip	Visit Shanghai, Suzhou, Yangzhou, etc. (1 credit)
		Academic Activities	Participate in report, lecture and conference. (1 credit)
		Supervisor Guidance	Report and discuss with supervisor on regular basis (1 credit)
Degree Application	3 Credits	Thesis Proposal	Select thesis topic and write outline (1 credit)
		Pre-Defense	Pre-defense to university experts (1 credit)
		Thesis Defense	Formal thesis defense to experts inside and outside the university (1 credit)

b. About Teaching Staff

Teaching staff of IMIC consists of 12 professors and 20 associate professors with diverse international backgrounds in education and research. IMIC also invites external professors, experts and government officials to give lectures to students.

2. Teaching Method

The language of instruction for the program is English. A variety of teaching methods are used, including lectures, seminars, presentations, case studies, and mentoring. The program pays special attention to enhancing the internationalization of teaching and research, and expanding the horizons of participants by hosting various seminars and international conferences.

3. Timeline

Students are expected to complete IMIC within one academic year. Academic year starts around the beginning of September and ends at the beginning of July of the following year. Academic year consists of Fall Semester, Winter Break and Spring Semester. Due to a tight schedule, students must register on the date as stated by Admission Notice.

4. Thesis

a. About Topic

Theses mainly consist of three types: creative works, research reports, and case analyses. Thesis topics should closely align with the background of international communication media, stemming from actual issues in international communication in developing countries, especially focusing on the mutual influence and cooperation between China and other developing countries in international communication.

b. About Defense

At the beginning of the Fall Semester, ICS will make arrangements for students to choose their supervisors for thesis. By the end of Fall Semester, students should finish their thesis proposal. In the beginning of May during Spring Semester, students will defense their thesis.

5. Diploma

Students must fulfill credit requirements of 38, including 3 Core Courses for 15 credits, Optional Courses for no less than 14 credits, Academic Practice and Training and Degree Thesis for 7 credits, Compulsory Public Course for 2 credits. Students are required to fulfill course requirement, finish thesis writing and defense by the end of one academic year. With the approval of University Degree Committee, the Degree of Master of Arts will be awarded to students.

APPLICATION

I. Qualifications

1. Non-Chinese nationals from developing countries, in good health, aged not more than 45 years(born after 1 September 1980).
2. Physically and mentally healthy, providing a health certificate or medical examination form from a local public hospital, with no diseases prohibited by Chinese laws or regulations for entry or long-term residence in China. No severe hypertension, cardiovascular diseases, diabetes, cancer, or other serious chronic illnesses, mental disorders, or infectious diseases that may pose significant public health risks, major surgery recovery or acute illness periods, or severe physical disabilities. Pregnant women are not allowed to participate in training in China, and if pregnant during the period of study in China, they will be expelled from the program.
3. Have a bachelor's degree or above, with three years or more of work experience.
4. Have a background in a relevant field of study or work related to the applied project, with preference given to those who are currently employed.
5. Hold positions as mid-level or higher civil servants in government departments of their respective countries (or equivalent levels), senior management personnel in various institutions and enterprises, academic backbones in universities and research institutions.
6. Proficient in English, able to use English for professional course learning (reference standards: IELTS score of 6.0 or above, or TOEFL score of 80 or above).
7. Have potential for career development in the field and are willing to contribute to promoting friendly exchanges and cooperation between their country and China.
8. Individuals who are already studying in China or have been admitted to other Chinese government scholarship programs are not eligible to apply.

II. Application Procedures

1. Admission Application

- (1) Online Application: Log in to the International Student Online Service System of the Communication University of China (<https://cuc.17gz.org/>), select the "2025 International Master of International Communication Program" and follow the system prompts to complete the application.
- (2) Application Period: From now until 23:59 (Beijing Time) on June 6th 2025.

2. Document Preparation

Please prepare the following documents before submitting your application:

- (1) Notarized photocopy of bachelor's degree certificate and original undergraduate transcripts.
- (2) Original institution recommendation letter and academic recommendation letter written in English. The institution recommendation letter should be issued by the applicant's current institution, introducing the applicant's basic information and expressing the institution's willingness to recommend the applicant for studying in China. The academic recommendation letter should be provided by an individual with the rank of associate professor or above, introducing the applicant's academic background, professional direction, past achievements.
- (3) Personal resume.
- (4) Research plan, written in English with a minimum of 2000 words, reflecting the applicant's existing knowledge and research ideas.
- (5) Photocopy of the photo page of the ordinary passport. Diplomatic or service passports are not accepted. Applicants must hold an ordinary passport to come to China.
- (6) Applicants from non-English speaking countries should submit proof of English language proficiency (new TOEFL score no less than 90, or IELTS no less than 6.0).

There is no need to submit proof of English proficiency such as IELTS or TOEFL in the following two cases:

- Received their last degree from officially English-speaking countries, and the language of teaching and assessment was English;
 - The last degree program was fully taught in English, and a certificate of completion issued by the university needs to be submitted.
- (7) "Foreigner Physical Examination Form" and blood test records within the validity period, proving that the applicant does not suffer from serious infectious diseases or disabilities that affect the chosen field of study or other diseases not allowed for entry by the Chinese government.
 - (8) Personal statement and other materials demonstrating the student's application intentions and talents (voluntary submission).

3. Submitting the Application

Students may apply for the scholarship program only after obtaining approval and recommendation from the relevant government department of their home country. Submit the required materials according to the specific requirements of the relevant government department.

If the student's home country government allows individuals to submit materials directly to the Chinese Embassy, the student must present the relevant approval or recommendation letter allowing them to study in China, and submit the original paper documents and scanned electronic copies of items Admission Application, Document Preparation and Submitting the Application to the Economic and Commercial Office of the Chinese Embassy in their country. The relevant government department of the home country should request the Economic and Commercial Office to issue a recommendation letter for the students. In the written request, it should be stated whether the allocated slots for the reported school have been filled and whether the student is willing to transfer to other schools for similar majors if the slots are filled. Any other special instructions should also be provided.

Please Note:

All the documents to be submitted should be in Chinese or English. Otherwise, notarized translation in Chinese or English is required.

All important documents such as the "Graduation Certificate", "Degree Certificate", "Transcript", "Language Proficiency Certificate" etc., besides submitting photocopies, must also be submitted with the original documents for verification by the personnel at the Economic and Commercial Office of the Chinese Embassy. After verification by the personnel at the Economic and Commercial Office, students should scan the application materials themselves and send them to the contact person of each university program.

After verification by the Economic and Commercial Office of the Embassy, all paper documents (including originals and photocopies) should be collected and properly stored. Once you are admitted, you should bring these paper documents to China and submit them to the designated department of the school for review and archiving.

Application Deadline: 23:59 (Beijing Time) on June 6th 2025.

NOTE

I. Contact at CUC

Ms. Vera Guo

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Beijing, People's Republic of China

II. Other Information

1. Regardless of the application outcome, all application materials will not be returned.
2. The Chinese government will not provide explanations or clarifications on the application outcome.
3. Accompanying spouses or children are not allowed to accompany the student to China, and the scholarship does not cover any expenses for their visit.
4. Procedures for coming to China and related requirements will be detailed in the admission documents.