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Educational Program Sponsored by Ministry of Commerce, P.R. China



中国传媒大学
COMMUNICATION UNIVERSITY OF CHINA

**2024 International Master of International Communication Program
Brochure**

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2024

Introduction

I. About IMIC

1. Program

Degree 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

Train 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

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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;
- (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 airfare provided;
- (7) Apart from the living allowance, other expenses are managed and allocated by the Ministry of Commerce or the CUC and are not directly disbursed to students. The Ministry of Commerce only provides subsidies for the duration of the study program. Students who extend their graduation due to personal reasons will not continue to receive financial support.

II. Introduction of CUC and ICS

1. Introduction of CUC

Communication University of China is a "double first-class discipline" university directly under the Ministry of Education, a key university under the "Project 211", and a key university in the "Project 985 Innovation Platform". CUC was founded in 1954 and was renamed from Beijing Broadcasting Institute to Communication University of China in August 2004.

Located in the eastern suburbs of Beijing, CUC covers an area of 463,700 square meters with a total construction area of 638,800 square meters.

Over the past 70 years, CUC has adhered to the motto of "Virtue, Dedication, Erudition, and Excellence", aiming to cultivate media professionals who are morally upright, academically proficient, and capable of contributing to society. It has trained a large number of outstanding media talents who can meet the challenges of future media and excel on the international stage, making important contributions to the media industry and economic and social development. It is renowned as the "cradle of Chinese broadcasting and media talents" and a well-known institution in the field of information dissemination.

CUC has 21 teaching and research units. In addition, there are directly affiliated units such as the School of Continuing Education, the Faculty of International Media (ICUC), and the Institute for a Community with Shared Future. The university currently has more than 16,000 full-time students, including over 10,000 undergraduate students and over 5,000 doctoral and master's students.

The university has 1,969 faculty members, including 371 with senior professional titles and 616 with associate professional titles. There are 1,202 full-time teachers (including researchers). The university has a group of renowned professors, experts, and scholars, with more than 110 selected for various national and Beijing talent programs, and over 20 honored with national and Beijing municipal-level teaching awards. Currently, three faculty members serve as members of the Discipline Review Group of the Academic Degrees Committee of the State Council.

The university has a well-equipped teaching, research, and public service system, including

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a big data center. The campus has a high-speed mobile network, a digital cable integrated service network, a library and information resource network, and a modern distance education network, among others. The university also has outstanding practical and experimental teaching platforms for media talent cultivation, such as smart classrooms, 4K studios, laboratories, and media integration centers, which are well-equipped and fully functional. The library has a rich collection of literature in the field of information dissemination, available in various formats including paper, electronic, and online.

The university has established cooperative relationships with more than 200 renowned foreign universities, research institutions, and media organizations. It has initiated the establishment of the internationally influential "Alliance of Higher Education in Media", and established international academic research institutions such as the Institute of Common Destiny Studies, the Asia Media Research Center, and the European Media Research Center. It is also the UNESCO Chair unit for "Media and Women". The high-level international academic conferences hosted by the university, such as the Asian Media Forum, the World University Female Presidents Forum, and the China Communication Forum, have become important platforms for exchanges in the international media and higher education sectors.

2. Introduction of ICS

The program is hosted by the Institute of Communication Studies (ICS), which is fully responsible for teaching management, organizing excellent faculty from relevant departments within CUC, formulating teaching syllabi, and ensuring teaching quality.

The ICS currently has 45 faculty members, including 17 professors and 15 associate professors. More than sixty percent of the full-time teachers have over one year of overseas study or work experience. The institute has nearly 500 master's and doctoral students (including approximately 60 international students). It offers 3 doctoral programs (Communication Studies, Editing and Publishing Studies, Information Communication), and 5 master's programs (Academic Master's: Communication Studies, Editing and Publishing Studies, Information Communication; Professional Master's: Publishing, Journalism and Communication).

In April 2010, the ICS at Communication University of China was formed by integrating advantageous research forces of the university. The institute deeply implements the development strategies and measures of "three leaps", "four batches", and "five first-class", and constructs a high-quality disciplinary system, talent training system, and scientific

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research system oriented towards the future, intelligence, and internationalization. It strives to build itself into a high-level talent cultivation base, research center, and high-end think tank in Communication Studies, Editing and Publishing Studies, and Information Communication that are "innovative, leading domestically, and influential internationally". 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. It coordinates teaching, logistics, and other departments to provide student services; responsible for organizing diverse cultural immersion activities to facilitate international students' deeper understanding of China..

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

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a. About Credits

Lecture	29 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)
Academic Practice and Training	4 Credits	Industrial Practice	Visit media 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 defend their thesis.

5. Diploma

Students must fulfill credit requirements of 36, 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.

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.
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

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 "2024 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 7th .

Document Preparation

Please prepare the following documents before submitting your application:

- (1) Notarized photocopy of bachelor's degree certificate and original undergraduate transcripts.
- (2) Two original letters of recommendation reflecting the applicant's work and academic performance.
- (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, 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).

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

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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:

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

III. Application Deadline: 23:59 (Beijing Time) on June 7th.

Note

I. Contact at CUC

Ms. Vera Guo

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Website: <http://www.cuc.edu.cn/>

Mailing Address:

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Communication University of China
Room C103, Building 21, No. 1 Dingfuzhuang East Road
Chaoyang District, Beijing
Postal Code:100024
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.