

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



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**Communication University of China**

**International Master of International Communication Class 2022**

## **Prospectus**

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## **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.

As for the positive effects and good results brought by these programs in strengthening economic ties and friendship between China and the recipient countries, the Ministry of Commerce of People's Republic of China will continuously intensify its efforts in enlarging the enrollment scale and improving the quality of education. We believe that by attending the programs and achieving the degrees, you will embrace a successful career and brighter future.

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. Applicants**

Multilateral officials, Departmental/Division level.

#### **3. Objective**

To cultivate versatile and practical talents in fields of media and communication, education and research, and public administration, etc.

To systematically study rules of international communication and its influence upon national sovereignty from global and local perspectives; to investigate rational and

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feasible strategies of international communication in developing countries under the context of globalization; to develop comprehensive intercultural skills and the capacity to work as a media practitioner, administrator and policy maker.

Emphasis is laid upon applying multidisciplinary perspectives and methodologies to further understand the basic feature of international communication and its social and historical origin, and to investigate the implementation and effects of international communication policies.

### **4. Basic Setting**

Major: Journalism and Communication

Cohort Size: 20 students

Medium Language: English

Duration of Study: 1 year

### **5. Program Funding**

There is financed by Foreign Aid funding of Ministry of Commerce, P.R. China. Remit tuition fee, fee for teaching materials, fee for field trips, fee for medical insurance, etc. The school provides accommodation on campus for free to students. Relocation subsidy of 3000 CNY will be given to students upon registration. Living subsidy will be given to students at the monthly rate of 3000 CNY each month. Other funding will be managed by Ministry of Commerce and CUC without directly issued to students. Students are provided with free round trip flight to Beijing. Transportation between airport and campus in connection with this round trip flight will be arranged by CUC.

## **II. About CUC and ICS**

### **1. About CUC**

The Communication University of China (CUC) is one of the China's key universities of "Project 211", directly administered by the Ministry of Education. CUC developed from what used to be a training center for technicians of the Central Broadcasting Bureau that was founded in 1954. In April 1959, CUC was upgraded to the Beijing Broadcasting Institute (BBI) approved by the State Council. In August 2004, BBI was renamed Communication University of China. CUC is located in the eastern part of Beijing near the ancient canal, which occupies 463,700 square meters of land and a total of 499,800 square meters of buildings.

The motto of the CUC is "integrity, professionalism, erudition and competence" .

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CUC upholds its ideology of offering courses that are centered on scientific based learning by emphasizing the application of a course and relevance to the particular discipline. As a result, an inter-relating and inter-influencing discipline system that covers journalism and communication, film & television arts, information science & technology, literature, engineering, management, economics, and law and science has been formed. There are currently 6 faculties that consist of 1 co-innovation center and 5 directly affiliated schools, which comprise of 2 national key disciplines (journalism and radio & television arts). There is also 1 national key cultivation discipline (communication), 3 Beijing municipal key disciplines (journalism & communication, art theory, theater film & television), 4 Beijing municipal key subordinate disciplines (linguistics & applied linguistics, communications & information systems, electromagnetic field & microwave technology, animation), 7 post-doctoral research centers, 7 doctoral programs, 35 doctoral programs (subordinate disciplines), 18 master programs, 95 master programs (subordinate disciplines), 8 professional master categories, and 84 bachelor programs.

CUC is devoted to grooming students with multidisciplinary knowledge that will enhance their creativity and provide all necessary opportunities for students who have advanced and holistic talent to further develop to their fullest potential. Since its establishment, CUC has cultivated a great number of talented students for the information and communication industry that have contributed extensively to China's radio and television sector. With that, CUC is honored as “A cradle of China's radio and television talents” and a “well-known university in the field of information communication”. There are approximately 14,000 full-time students at CUC that consists of more than 9,000 undergraduates, and about 4,000 candidates for doctor and master degrees. There are also more than 10,000 students in programs of continuing education.

As of September 2015, there are 2008 staff members at CUC that comprise of 1,123 full-time lecturers, 344 professors, and 566 associate professors. CUC has a number of professors and scholars who are renowned locally and abroad that include an academician and four “Changjiang Scholars”. There are also five academics from CUC who serve on the Academic Degrees Committee of the State Council, and four academics that have been selected as national candidates of the “New Century Talent Project”, and about 20 academics of CUC have won the national or municipal Famous Teacher awards. There are many young and middle-aged teachers who have grown into the academic backbones at CUC as well as a number of well-known visiting experts and scholars that have all raised the entire academic bar at CUC.

As the prime academic research center in information communication, CUC focuses on the research of what to communicate and how to do it with a creative and high-tech way as well as there is focus with how to give better advisory services for the government and enterprises in decision-making. A number of research centers have also been set up that include:

- Art Research Institute
- Communication Research Institute

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- New Media Research Institute
- Cultural Development Research
- National Engineering Research Center for Radio and Television Network
- Key Laboratory of Media Audio & Video (Communication University of China), Ministry of Education
- Ministry of Education Key Research Base of Humanities and Social Sciences Radio and Television Research Center
- Radio and Television Digitization Engineering Research Center of Ministry of Education
- National Language Resource Monitoring and Research Center
- National Charitable Advertisement Innovative Research Base, State Administration for Industry and Commerce
- National Cultural Trade Theory Research Base, Ministry of Culture
- Beijing Philosophy and Social Science Research Base(Capital Communication Economics Research Base)
- State Press and Publication Administration of Radio, Film and Television Humanities and Social Sciences Research Base (Higher Institutions) [Journalism and Communication Research Base, Radio and Television Arts Research Base, Linguistics and Applied Linguistics Research Base ]
- Key Laboratory of Digital Animation Technology, Beijing
- Key Laboratory of Modern Performing Arts, Beijing
- Audiovisual Technology and Intelligent Control System Key Laboratory, Ministry of Culture
- Radio and Television Transmission Ministerial Key Laboratory
- Signal and Information Processing Ministerial Key Laboratory
- Higher Institutions Discipline Innovation Plan--Digital Media Engineering Innovation Introduction Intelligence Base, The National Higher Education Quality Inspection Evaluation Base)

The CUC has led and completed several programs which are of advanced level in China and abroad in the field of digital broadcasting technology --- the standard making and system under development for the national digital medium and short wave broadcasting, and the standard making for the national mobile phone TV & mobile multimedia technology. CUC publishes a well-known magazine named “Modern Media” which belongs to the Journal Project of the Ministry of Education.

CUC is well-equipped with a multimedia network, digital cable network, library literature information resources network, and modern distance learning education web. Moreover, the public service systems of CUC are now more comprehensive. There are 2 National Experimental Teaching Demonstration Centers in CUC, namely the Radio & TV and New Media Experimental Teaching Center as well as the Animation and Digital Media Experimental Teaching Center. There are also a few Beijing Municipal Teaching Demonstration Centers in CUC that include:

- Advertising Practice Teaching Center
- Animation Experimental Teaching Center

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- Communication Technique Experimental Teaching Center
- Film and Television Art Experimental Teaching Center
- Film Production Experimental Teaching Center

The infrastructures such as multimedia classrooms, studios, laboratories and a library network with rich information in both electronic and hard copy are also well-resourced in CUC.

A research organization and media organization has been established from a strong collaboration between CUC and more than 200 renowned overseas universities. The “International Alliance of Higher Education in Communication” was held by CUC in 2009. Representatives from 65 world-leading universities in media across 27 countries and regions signed the 'MLeague Declaration'. CUC is also one of the teaching units of “Media and Women” of the UNESCO. International academic organizations such as the Asian Media Research Center and European Media Research Center have also been set up by the CUC. The Asia Media Forum, Forum of Female University Presidents of the World, and China Dissemination Forum organized by CUC are important exchange platforms for the international media and higher education institutions.

### **2. About ICS**

Institute of Communication Studies (ICS) is a comprehensive teaching and research institution affiliated to Faculty of Journalism and Communication, CUC. It has several research centers, including the Institute of public opinion, the international communication research center, the European media research center, the audience research center, the media literacy research center, the international journalism Institute, the editing and publishing research center. Now, there are two doctoral programs (Communication, Editing and Publishing), three master’s programs (Communication, Editing and Publishing, Professional Master’s Degree in Publishing).

It now consists of 36 staff members, including 11 professors and 14 associate professors, 4 of which obtained doctor’s degrees overseas, 15 of which have more than one year’s experience studying abroad.

### **3. Facilities**

Each student is provided free of charge a single room at international students’ dormitory with bathroom, television, air conditioner, public laundry machines, microwave ovens and electric stoves. International students’ dormitory is for the usage of students only. Students’ families and friends cannot stay at international students’ dormitory.

Students may use canteens on campus with prepaid meal cards. Students have full access to campus facilities including library, gymnasium, convenient stores, etc.

### III Syllabus

#### 1. Course Arrangement

##### a. About Credits

<b>Lecture</b>	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)
<b>Academic Practice and Training</b>	4 Credits	Industrial Practice	Visit media e.g. CCTV, BTV, SMG, Bilibili, Bytedance, Kwai(1 credit)
		Field Trip	Visit Shanghai, Suzhou, Huailai, 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)
<b>Degree Application</b>	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**

Medium language of IMIC is English. Instruction takes forms of lecture, seminar, class presentation, case discussion, supervisor tutorial, etc. Discussion and international conferences are arranged to broaden students' perspectives.

## **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 compact schedule, students must register on the date as stated by *Admission Notice*.

## **4. Thesis**

### **a. About Topic**

Thesis is expected to closely relate to international communication media and to address practical issues of the developing world, especially the interaction and cooperation between China and other developing countries.

### **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**

Applicants should be governmental officials at middle or senior level, professionals in media and communication industry, or researchers or administrators of academic



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institutions at middle or senior career level.

Applicants should be under 45 years of age (45 included) and in good health condition. They should hold Bachelor's Degree and have at least 3 years of relevant working experience. Their English proficiency should be sufficient for graduate level study.

## **II. Procedures**

### **1. Application for Enrollment**

Complete *Communication University of China Application Form for IMIC Program* as provided in Attachment 1 (Attach ID photo to the form and sign).

### **2. Application for Scholarship**

Visit China Scholarship Council application system, fill in application for Chinese Government Scholarship, print out the form generated by the system, attach a photo to the form and sign (<https://studyinchina.csc.edu.cn/#/register>).

Please note:

- a. Choose program B.
- b. Agency Number of CUC is 10033. Category is literature; Major is Journalism and Communication.
- c. CSC number generated by the system will be used in visa document

### **3. Prepare Other Materials**

- a. Notarized photocopy of Bachelor's Degree , and original transcript of undergraduate study.
- b. Two recommendation letters to reflect respectively applicant's working experience and education.
- c. Resume
- d. Research Proposal in English of above 2000 words. It should demonstrate previous knowledge and research capability in proposed field of study.
- e. Photocopy of identification page of regular passport. Diplomatic or official passport is not acceptable. Applicants must enter China with this regular passport if admitted.
- f. Applicants whose native or official language is not English should submit English

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proficiency test report (TOEFL, GRE, etc.) or transcript of English training courses.

*g. Physical Examination Record for Foreigner* with blood test result

h. Personal Statement and other materials to demonstrate motivation and talents of the applicant (optional)

### **4. Submission**

a. Submit a complete set of application materials generated by above mentioned steps 1, 2, 3 in both hard copy and scanned copy to the Economic and Commercial Counsellor's Office of Chinese Embassy.

b. Submit a written request to the Economic and Commercial Counsellor's Office of Chinese Embassy for official recommendation and clearly state whether or not willing to be considered for a similar program at another universities if IMIC is no long available.

### **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. Original copies of Diploma, transcripts and language proficiency certificates must be presented for verification at Chinese Embassy.

c. Chinese Embassy will keep scanned copy only after verification process is finished. If admitted, students should retrieve hard copy from Chinese Embassy and submit to CUC during registration.

## **III. Application Deadline: May 20, 2022**

## **Note**

### **I. Contact at CUC**

Ms. Li Xuan

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**Email** [lixuan927@cuc.edu.cn](mailto:lixuan927@cuc.edu.cn)

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**Website** <http://en.cuc.edu.cn/>

**Mailing Address**

International Students' Office,  
Communication University of China  
Room C213, Building 21, No. 1 Dingfuzhuang East Road  
Chaoyang District, Beijing  
Postal Code:100024  
People's Republic of China

**II. Other Information**

Other information will be provided by CUC in admission material package.