



**Academic Education Programs sponsored by the Ministry of Commerce of
People's Republic of China**



**Communication University of China
2026 Master Program in
Journalism, Media and Communication (Digital Communication)
Admissions Prospectus**

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Introduction

I. About CUC-IMDC

1. Program

Degree Education Programs sponsored by the Ministry of Commerce of the 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 interdisciplinary talents 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.

In the era of rapid digital transformation, emerging technologies such as artificial intelligence, big data, and social media are reshaping the global media landscape, fundamentally altering the way information is produced, disseminated, and consumed. These technologies are not only transforming traditional media practices but also creating new opportunities for media innovation and cross-cultural dialogue. Against this backdrop, the demand for professionals with digital communication expertise, cross-cultural communication skills, and a global perspective is growing significantly within the media industry.

Hosted by the Communication University of China (CUC), this two-year Master's Program in Digital Communication is designed for media professionals from the Belt and Road partner countries. The program, conducted entirely in English, focuses on key areas including data journalism, AI-driven media convergence, social media analysis, and international communication strategies. Through a combination of field research, case studies, and industry practice, participants will gain in-depth knowledge of cutting-edge

technologies and evolving trends in global media, preparing them to address the challenges and opportunities of the digital age.

Leveraging CUC's academic strengths in international journalism, communication studies, and digital media arts, the program provides students with opportunities to engage with globally renowned scholars, industry experts, and peers. Graduates will be well-equipped to pursue careers in media organizations, digital media platforms, policy research institutes, and international organizations, thereby contributing to enhancing international information exchange and fostering global media cooperation.

2. Target Applicants

Media professionals and related researchers.

3. Educational Objectives

The program aims to cultivate digital communication professionals with an international perspective and strong professional competence in journalism and communication, in response to the Belt and Road Initiative (BRI). Students are expected to:

- Have a comprehensive understanding of China and its culture;
- Master the theories and cutting-edge technologies in digital communication;
- Demonstrate strong professional standards in journalism and international communication.

Through these objectives, the program seeks to foster cultural exchange and enhance people-to-people connectivity among BRI partner countries.

4. Basic Setting of IMDC

Major: Journalism and Communication (Digital Communication)

Admission Quota: 30

Language of Instruction: English

Duration of Study: 2 years

5. Scholarship Coverage

(1) Exemption from tuition fees, textbook fees, research and field research 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) One round-trip international air ticket will be provided free of charge, along with one round-trip air ticket for home visit;
- (7) Students must participate in an annual review; those who meet the academic performance assessment criteria may continue to receive the full scholarship in the following year;
- (8) 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 TVS

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 TVS

The program is undertaken by the Television School, which takes full responsibility for academic administration. The school coordinates outstanding faculty from relevant departments within the university, develops a rigorous curriculum, and strictly ensures high-quality teaching standards. As the earliest institution in China dedicated to the education and research of broadcasting, the Television School has pioneered innovative models for cultivating media talents and advancing research in China. It is widely renowned as the cradle of China's broadcasting talents. The school holds one of the initial

first-level disciplinary authorizations in journalism and communication established in China. It includes second-level disciplines such as Broadcasting and Television Studies, Editing and Publishing Studies, and International Journalism Studies. These disciplines cover a variety of programs across different educational levels, including undergraduate, master's, and doctoral degrees.

As a leading institution in the development of first-class journalism and communication discipline, the school has earned the "A+" rating in multiple rounds of national discipline assessments conducted by the Ministry of Education. The school is equipped with state-of-the-art teaching and research facilities and is home to a team of renowned experts and scholars in the field of media education.

For decades, the school has dedicated itself to nurturing a wide array of talented graduates who have subsequently joined major media organizations throughout the country. Many have become key figures at national prominent media organizations, such as China Media Group (CMG), the People's Daily, and Xinhua News Agency, contributing significantly to the advancement of media and communication in China.

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 Chinese embassies, 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

Projects	Credits	Categories	Information
Courses	26	Compulsory Courses	Introduction to China (2 credits) Chinese Language and Culture (4 credits)
		Degree Courses	Media Studies (2 credits) Audiovisual Communication Studies (2 credits) Intercultural Communication (2 credits) Practice of New Media (2 credits) All-media News Writing and Reporting (2 credits) Innovation in Digital Communication (2 credits) Artificial Intelligence and Data Mining (2 credits) Chinese Cultural Communication (2 credits)
		Selective Courses	Introduction of Digital Communication (4 credits) Practice of Media Convergence (4 credits)
Academic Exchange and Professional Practice	8	Creative Practice	Participate in specialized creative training to produce creative or practical outcomes (2 credits)
		Field Research	Engage in internships and research in media organizations, cultural institutions on China's national conditions (2 credits)
		Academic	Participate in academic activities such as reports,

		Activities	lectures, and conferences (2 credits)
		Mentor Guidance	Participate in mentor guidance and discussions (2 credits)
Graduation Project and Thesis	6	Topic Proposal Report	Expound, review, and finalize the topic and content of the graduation project and thesis (2 credits)
		Professional Practice Competency Assessment	Review the progress and quality of graduation project and thesis; evaluate the ability to complete professional practice work (2 credits)
		Graduation Project and Thesis Defense	Complete the requirements of the program and organize the defense review for the graduation project and thesis (2 credits)

b.About Teaching Staff

The Television School boasts a strong faculty with a distinguished team of experienced professors. Among its faculty, there is one National Teaching Master, one National Outstanding Teacher, six Beijing Teaching Masters, and two Beijing Outstanding Teachers. Since its establishment, the faculty of the college has consecutively won the National Teaching Achievement Award six times and received first prizes six times in the Beijing Higher Education Young Teachers' Teaching Skills Competition.

The school's teaching teams have also achieved remarkable honors. In 2007, it was awarded the title of "Beijing Municipal Outstanding Teaching Team," followed by the "National Outstanding Teaching Team" designated in 2010. In 2022, the "International Journalism and Communication Teaching Team" was selected as the second batch of the "Huang Danian-style Teacher Team" among Chinese universities. Many team members hold doctorates from world-renowned institutions such as the University of Cambridge, the University of Southern California, the University of Missouri, and the Australian National University. Their expertise, combined with strong English proficiency, will play a pivotal role in educating journalism and communication

professionals well-equipped to meet the demands of the digital age.

2. Teaching Method

The program employs a comprehensive teaching approaches that integrates lectures, seminars, field research, and practical training. The curriculum is designed with a practice-oriented approach, grounded in theoretical foundations, emphasizing the integration of theoretical and applied courses. Through modules such as introduction to China, theoretical studies, practical operation, and field research, students gain an in-depth understanding of China's society and the cutting-edge developments in the field of journalism and communication. Student education is conducted under a mentorship system, where a team of mentors guide students in developing personalized study plans and oversee their academic progress and thesis completion.

3. Timeline

Semester 1 (September to the following January):

Registration, coursework, and creative practice.

Semester 2 (March to July):

Coursework, creative practice, field research, and thesis proposal defense.

Semester 3 (September to January of the following year):

Coursework, field research, and graduation project creation.

Semester 4 (March to July):

Graduation project defense and thesis defense.

4. Thesis

a. About Topic

During their studies, students are required to complete a graduation project and a thesis that is closely related to it. The graduation project and thesis should demonstrate the student's mastery of systematic specialized knowledge in the field and their ability to undertake professional practical work. Both the graduation project and thesis must be independently completed by the student under the guidance of the mentor team.

b. About Defense

Upon completing the requirements of the program, students may apply for a thesis defense. Those who successfully pass the defense are eligible to apply for the Master's degree.

*Note: The actual requirements are subject to the notice after enrollment.

5. Degree Conferral

A master's graduate, within the longest prescribed academic period set by the university, who completes the curriculum requirements, meets the graduation criteria will receive a graduate diploma. Concurrently with the graduate diploma, those who meet the criteria for the conferment of a master's degree will be conferred the Master's degree.

Application

I. Qualifications

1. Non-Chinese nationals from developing countries, in good health, and under the age of 45 (born after September 1, 1981). Female applicants will be given priority for admission to this program.
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 "2026 Master 's Program in Journalism, Media and Communication (Digital Communication)" and follow the system prompts to complete the application.

(2) Application Period: From now until 23:59 (Beijing Time) on June 6th.

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 85, 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"[\(sample\)](#) 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:

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

2. 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.
3. 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 6th.

Note

I. Contact at CUC

Ms. Vera Guo

Tel:+86-10-6577-9359

Email: guoyuexin@cuc.edu.cn

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

Mailing Address:

International Students' Office,
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.