



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

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

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# **INTRODUCTION**

## **I. About CUC-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**

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(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 SIC**

### **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 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 the SIC**

This program is administered by the School of Information and Communication (SIC) of the Communication University of China, which is responsible for teaching, degree management, and overall academic training. The School brings together outstanding faculty members from relevant departments across the University, continuously optimizing the training scheme and improving the curriculum system, teaching framework, and practical training system.

The School of Information and Communication was established in June 2025, evolving from the Institute of Communication Studies founded in April 2010. The School currently has 41 faculty and staff members, including 14 professors and 17 associate professors. More than 60% of full-time faculty members have over one year of overseas study or work experience.

The School enrolls approximately 500 students, including international students.

The School offers two undergraduate tracks — Communication (Information Communication) and Communication (Public Opinion and Social Governance); seven master's programs, including academic degree programs in Communication, Editing and Publishing, Information Communication, Regionalism, and Journalism and Public Opinion, as well as professional degree programs in Publishing and Journalism and Communication; and five doctoral programs, including academic degree programs in Communication, Information Communication, Journalism and Public Opinion, and Editing and Publishing, as well as a professional doctoral degree program in Publishing.

The School of Information and Communication is committed to cultivating high-caliber media professionals for the digital and intelligent era who possess both humanistic spirit and scientific literacy, master theories of information and communication along with interdisciplinary knowledge systems, and are capable of addressing strategic, cutting-edge, complex, and interdisciplinary issues in both research and practice within the field of information and communication. The School serves as an integrated talent cultivation base spanning bachelor's, master's, and doctoral education, a major research hub, and a high-level think tank.

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 Training Program and Credits**

<b>Category</b>	<b>Credits</b>	<b>Type</b>	<b>Course Information</b>
Lecture	26 Credits	General Required Courses	Civilizational Exchange: Communication Networks from the Ancient Silk Road to Digital Globalization (2 credits) Chinese Language and Culture (4 credits) Overview of China (2 credits)
		Major Required Courses	International Communication (2 credits) Communication Theory (2 credits) Research Methods in Communication (2 credits)
		Major Elective Courses	International Journalism (2 credits) Chinese Media Studies (2 credits) Media Literacy (2 credits) Intercultural Communication (2 credits) Intelligent Media Studies (2 credits) Global Vision and China's Practice (2 credits)
Academic Practice	6	Field Research	Study visits to Shanghai, Suzhou (Jiangsu Province), Yangzhou, and other locations (3 credits)

and Training	Credits	Academic Activities	Participation in academic reports, lectures, and conferences (3 credits)
Degree Application	6 Credits	Thesis Proposal	Selection of thesis topic and completion of proposal outline (2 credits)
		Pre-Defense	Evaluation by one internal expert and one external expert (2 credits)
		Final Defense	Formal thesis defense before an academic panel including internal and external experts (2 credit)

\*Note: The final training program will be subject to the official notice upon enrollment.

## b. About Teaching Staff

The program's faculty team brings together renowned professors with international academic backgrounds and several senior-level teachers with extensive teaching experience. In addition, the program invites professors from prestigious overseas universities, industry experts, and government officials to deliver academic lectures on campus.

## 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. Master's Thesis

The master's thesis may take one of the following three forms: a creative work accompanied by an analytical report, a research report, or a case study. The thesis topic shall closely align with the context of international communication media and be derived from practical issues in international communication in developing countries, with particular emphasis on the mutual influence and cooperation between China and other developing countries in the field of international communication.

## **b. About Defense**

Upon enrollment, the School will arrange for students to select their thesis supervisors. During the first semester, students are required to complete the thesis proposal. By the end of May in the second semester, students shall complete the thesis defense.

## **5. Degree Conferral**

Students who complete all requirements stipulated in the training program within the prescribed period of study and meet the graduation requirements of their respective program shall be granted a graduation certificate. Those who obtain the graduation certificate and meet the requirements for the conferral of a master's degree shall be awarded the Master's degree.

\*Note: Specific requirements shall be subject to the official notice issued after enrollment.

# **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 (International 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. Application Submission**

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.**

## **NOTE**

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

Ms.Vera Guo

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**Tel:** +86-10-6577-9359

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

#### **Mailing Address:**

International Students' Office, Communication University of China,  
Room C103, Building 21, No. 1 Dingfuzhuang East Street, Chaoyang District,  
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.