



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

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**Communication University of China**

**International Master of International Communication Class 2019**

## **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.

Starting from 2008, a number of 2678 students from developing countries have attended these programs, until now, except for those who are in the middle of their studies, 1088 of them have graduated and obtained master degrees. These graduates are now working in

their specialties back in home and undertaking an increasingly significant role in the economic development cooperation between China and their home countries.

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 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: Communication

Cohort Size: 30 students

Medium Language: English

Duration of Study: 1 year

## **5. Program Funding**

IMIC 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 at the beginning of each month. Other funding will be managed by Ministry of Commerce and CUC without directly issued to students. Students are provided with a free round trip flight to Beijing. Transportation between airport and campus in connection with this round trip flight will be arranged by CUC. All the financial support is available only in the duration of the program, students who apply for the extension for their study won't get additional financial support.

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

### **1. About CUC**

The Communication University of China (CUC) is one of China's key universities of "Project 211", "985 superior discipline innovation platform", directly under the guidance of the State 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.

The CUC sticks to its own line of thinking in subject establishment to arrange each teaching course into a scientific structure, focusing on individual features and wide connections with other courses. As a result, an inter-relating and inter-influencing discipline system is formed which covers journalism and communication, film & television arts, information science and technology, literature, engineering, management, economics, law and science. CUC was selected in the "First Class Disciplines and First Class Universities" list which was released by Chinese authorities in 2017. The

disciplines of “Journalism & Communication” and “Drama Film & Television” of CUC ranked top 1 in China.

The CUC devotes itself to cultivate advanced and practical talents with multi-subject knowledge and creativity. Since its day of founding, the school has made such a great contribution to the national business of radio and television that it has gained the fames --- “a cradle of China’s radio and television talents” and “a well-known university in the field of information communication”.

The CUC has 7 centers for post-doctoral studies, 8 first level disciplines authorized to offer doctorate degree , 41 second level disciplines authorized to offer doctorate degree , 19 first level disciplines authorized to offer master degree , 105 second level disciplines authorized to offer master degree, 10 categories of disciplines in master degrees.

## **2. About ICS**

Institute of Communication Studies (ICS) is a graduate level teaching and research institution affiliated to Faculty of Journalism and Communication, CUC. It consists of 36 staff members including 10 professors and 12 associate professors. It has about 200 Master’s Degree candidates and about 100 Doctoral Degree candidates. ICS is dedicated to the research and practice of intercultural communication between China and the rest of the world. Currently ICS has about 50 international students.

## **3. Facilities**

Beijing is located at longitude 115.7°- 117.4°degrees east , latitude 39.4°- 41.6°degrees north. The center of the city is located at latitude 39°54’20”degrees north , longitude 116°25’29”degree east , dimension of Beijing is 16,410.54 square kilometers. Beijing has a typical northern temperate continental monsoon climate. It’s hot and rainy in summer , cold and dry in winter. The spring and autumn in Beijing are very short.

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.

Each student is provided free of charge a single room at international students’ dormitory

with bathroom, television, telephone, 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 (canteen for Muslim students is available) 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>	27 Credits	Core Course	International Communication (5 credits) Communication Theory (5 credits) Communication Research Methods (5 credits)
		Option Course	Media in China (2 credits) Intercultural Communication Studies (2 credits) International Journalism (2 credits) Media Literacy (2 credits) New Media Studies (2 credits) Chinese Language and Culture (2 credits)
<b>Practice</b>	5 Credits	Industrial Practice	Visit media e.g. CCTV, BTV, SMG (1 credit)
		Field Trip	Visit Shanghai, Huailai, etc. ( 1 credit )
		Academic Activities	Participate in report, lecture and conference. ( 1 credit )

		Supervisor	Report and discuss with supervisor
		Guidance	on regular basis ( 1 credit )
		Thesis Outline	Select thesis topic and write outline ( 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 and to address practical issues of the developing world.

#### **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 June during Spring Semester, students will defense their thesis.

### **5. Diploma**

Students must fulfill credit requirements of 32, including 3 Core Courses for 15 credits, Option Courses no less than 12 credits, and Practice for 5 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 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 <http://laihua.csc.edu.cn/>, fill in application for Chinese Government Scholarship, print out the form generated by the system, attach a photo to the form and sign.

Please note:

- a. Choose program B.
- b. Agency Number of CUC is 10033. Major of IMIC is Communication Studies.



- c. CSC number generated by the system will be used in visa document

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

- a. Notarized photocopy of Bachelor's Degree Diploma, 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 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 : June 28<sup>th</sup>, 2019**

## **Note**

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

Ms. Li Xuan

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**Fax** 0086-10-6578-3578

**Email** lixuan927@cuc.edu.cn

**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.

