

# MA PhD

Programs  
in Cross-cultural Studies  
for International Students



CUC

Programs in Cross-cultural Studies

- ▲ **MA** Program in Cross-cultural Studies:  
Language and Communication
- ▲ **PhD** Program in Cross-cultural Studies:  
Language Acquisition
- ▲ **PhD** Program in Cross-cultural Studies:  
Film Translation



## About CUC

The Communication University of China (CUC) is one of China's key universities of "Project 211", directly under the guidance of the State Ministry of Education. The predecessor of the school was a training center for technicians of the Central Broadcasting Bureau that was founded in 1954. In April of 1959, the school was upgraded to the Beijing Broadcasting Institute approved by the State Council. In August of 2004, the BBI was renamed into the Communication University of China. Located in the east part of Beijing and near the Old Canal, the CUC occupies 463,700 square meters with a total construction area of 499,800 square meters.

The motto of the CUC is "integrity, professionalism, erudition and competence". 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. So far, there have been 6 faculties, 1 co-innovation center and 5 directly affiliated schools in the university, which comprises 2 national key disciplines (journalism and radio & television arts), 1 national key developable discipline (communication), 3 municipal key disciplines (journalism & communication, art theory, theater film & television), 4 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.

The CUC devotes itself to cultivating 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". Now, there are nearly 14,000 full-time students in the CUC, including over 9,000 undergraduates, over 4,000 candidates for doctor and master degrees, and over 10,000 students in programs of continuing education.

# Communication University of China



As the academic research center in information communication, the CUC pays enough attention to research work on like what to communicate, how to do it with a creative and high-tech way, and how to give better advisory services for the government and enterprises in decision-making. Being part of the research outcome, a number of research centers have been set up, among them are the Humane Studies Base subordinated to the State Ministry of Education, Research Center of Radio & Television, Center of Digital Engineering of Radio & Television, Branch Center of Audio Language under the National Language Research Center, Institute of Art, Institute of Communication Studies, New Media Research Center, and Cultural Industry Research Center. Besides, there are also several other bases subordinated to Ministry of Culture, SAPPRFT, State Administration for Industry & Commerce, and several key laboratories at national and municipal level.

The CUC has hosted 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 developing for the national digital medium and short wave broadcasting, the standard making for the national mobile phone TV & mobile multimedia technology. The university publishes a well-known magazine named Modern Media which belongs to the Journal Project of the State Ministry of Education.



## About SIS

The School of International Studies (SIS), Communication University of China, is one of the earliest institutes engaging in the teaching and researches of foreign languages and cross-cultural studies. With the enduring efforts made by generations of scholars in the past 70 years, the School has built strong academic traditions and accumulated invaluable historical experiences and thus made itself as a leading and influential teaching and research base in the fields of foreign languages and cross-cultural studies in China.

The long process of academic discipline construction, teaching and research practices has produced some distinguished scholars and researchers. The School has 128 faculty members, including 8 professors and 38 associate professors. Among the faculty, 39 members are PhD holder. Since 2000, the faculty members have published 150 academic books and over 1500 articles in academic journals. The SIS has secured a number of project grants from the National Social Science Foundation, ministerial and municipal Social Science Foundations and International organizations.

The SIS had its roots in the department of foreign languages founded in 1950s. Over the past 70 years, SIS has established 23 majors in foreign languages, translation and cross-cultural studies. In December 2017, School of International Studies, CUC launched English Taught MA and PhD programs in Cross-cultural studies. Currently, The SIS offers 22 majors for undergraduate students, 5 MA programs, and English taught MA and PhD programs in cross-cultural studies.



# School of International Studies



In the past seventy years, the SIS has produced a great number of talents, engaging in a variety of works, such as media, foreign affairs, and administrative affairs and made great contribution to the development of the media industry in China.

The SIS has been maintaining good relations with domestic and international academic institutes and established regular cooperative mechanisms for information and personnel exchanges and organized influential international conferences. The School has already established regular academic exchange programs with more than 20 prestigious universities and research institutes. It has established bases with China Film Cooperation, China Central Television, China Radio International. This SIS provides an ideal place for students to study, research and practice.

# Introduction to Faculty



## Li Zuowen

Dean of the School of International Studies, Communication University of China

President of the Association of Chinese Discourse Linguistics  
Member of the ELT Advisory Board under the Ministry of

### **Education**

Post-doctorate Research, Peking University

Visiting Scholar, University of British Columbia, University College London

### **Research Interests:**

Cognitive Linguistics

Computational Linguistics

Discourse Linguistics

Pragmatics



## Jin Haina

### **Program Coordinator**

Associate Professor of audiovisual translation

PhD from Peking University and University of Manchester

Principal investigator of two national science projects including  
A History of Translating Chinese Films into English and Film and Television Culture in China (English Version)

### **Research interests:**

film translation, translation studies, film studies



## Ma Jianli

### **Program Coordinator**

Associate Professor, Communication University of China

PhD, Communication University of China, Beijing, China

Director of Translation Teaching and Research Faculty, Communication University of China

Visiting Scholar, Westminster University, London

### **Research Interests:**

Communication Theory, Translation Theory, Film Translation





## Ma Zhengqi

Professor of translation studies, Communication University of China  
A founding figure in film translation discipline in China  
In charge of several research projects entrusted by SAFRT

### **Publications:**

4 influential books in China; 8 Chinese translations of English books in media studies and intercultural communication; over 30 journal articles focusing on translation and especially on film translation;



## Hou Fuli

Professor of Linguistics, Communication University of China  
PhD, Beijing Foreign Studies University, Beijing, China  
Visiting scholar, Lancaster University, UK  
Member of International Pragmatics Association

### **Research Interests:**

Pragmatics  
Rhetoric  
Critical Discourse Studies



## Yan Ling

Professor, Communication University of China  
Research Program  
Critical Discourse Analysis of Foreign Media Reports on China  
The Guidance of News Headlines  
Linguistic Studies on Foreign Media Reports on China

### **Now Working at**

1. Discourse Analysis
2. Media Language



## Hong Li

Professor, Communication University of China  
PhD in Communication  
Visiting scholar in Oxford University in 2007

### **Research Focus:**

Chinese Ancient Philosophy  
Intercultural Communication

# Introduction to Faculty



## Lin Haichun

Director of the Major Broadcast Journalism-Broadcast Anchoring and Presenting in English, Communication University of China  
PhD Earned at Lund University, Sweden.

Research Fellow at Malmö University, Sweden.

**Research field:** Discourse Studies of Internationalized Broadcast Journalism & Communication; Cross-cultural Journalism and Communication: Broadcast Anchoring and Presenting in English



## Lyu Xiaozhi

Associate Professor & MA adviser of English Literature, Communication University of China

PhD, Communication University of China; Visiting scholar to Brock University & University of Southern California

**Research Interests:**

English literature; Film & TV studies; Cultural studies



## Hao Xianfeng

Associate Professor of English, Communication University of China

September 1999 – July 2002 Master of Arts, Sichuan Normal University.

**Current Research and Interests**

British and American Literature, Translating & Interpreting.



## Fu Jingxiang

Associate professor, Communication University of China

Visiting scholar, University of Calgary and Carleton University

**Research Interest:**

external communication, western history and culture in the Northern American countries, women's studies, English teaching



## Fu Jiang

Associate Professor, Communication University of China

MD Earned at Communication University of China

Manager of China Palace International Travel Service

**Research and Interest:**

Cross-cultural Tourism and Communication:

Tourism Interpreting and Presenting in English



# School of International Studies



## Li Yang

Associate professor, Communication University of China  
Seoul National University as Post-doctoral fellow

Researcher, editor and TV presenter on international news, taking research work for Shenyang TV Station, Liaoning TV Station and China Education Television; Chief translator and simultaneous interpreter researching on Sino–American sustainable relations for Foreign Affairs Section of Liaoning Province in U.S.A. Consulate



## Lu Xiang

Assistant professor, Communication University of China

PhD, Communication University of China

Member of TESOL; Member of Asia TEFL

**Research field:** Linguistics; Translation; Comparative Studies between Chinese and English Culture



## Wang Chenyan

Associate Professor of Journalism & Communication

PhD, Communication University of China

Visiting Scholar, University of Southern California, U.S.A

**Research Interests:**

Journalism & Communication

Discourse Studies; Research Methodology



## Liu Ying

Associate Professor, Communication University of China

PhD, Communication University of China

Member of TESOL; Member of Asia TEFL

**Research Interests:** Second language acquisition theory & practice; Pragmatics; Discourse Studies



## Ren Yue

Faculty member, Journalism-Broadcast Anchoring and Presenting in English, Communication University of China.

PhD, Indian University, USA & Beijing Normal University

**Research field:**

Semiotics in media-based cross-cultural communication;

Qualitative & quantitative research methodology



## Program Description

The Master's Program in Cross-cultural Studies: Language and Communication aims to help students to develop an understanding of how languages work, how societies and cultures differ and the variety of ways in which people from different societies and cultural backgrounds communicate using languages. Students will develop the tools to analyze cross-cultural communication with solid knowledge in language, culture and communication, learning to communicate creatively across cultural boundaries. Those successfully graduating from the degree should find that it enhances their opportunities to gain employment in fields where intercultural competence is valued, for example in many multinational organizations, in international projects and NGOs, and in multicultural communities. Students will be awarded Master of Arts in Cross-cultural Studies upon successful completion of the program.

**Program Duration:** 2 school years

**Language:** The language of teaching and thesis writing is English.

# Language and Communication

## Course Requirements:

Students are required to complete at least 20 credits of coursework. The courses offered are as follows

Number	Courses
CCS 001	Introduction to Intercultural Communication
CCS 002	Doing Social Research
CCS 003	Academic Writing
CCS 004	Cross-cultural Pragmatics
CCS 005	Media Discourse Analysis: Theory and Practice
CCS 006	Cultural Studies: Concepts, Methods, Theories
CCS 007	Rhetoric and Communication
CCS 008	Communication and Cognition
CCS 009	English as a Global Language
CCS 010	Comparative Studies of Chinese and English Cultures
CCS 011	Introduction to Classic Chinese Philosophy
CCS 012	Film and Television Culture in Contemporary China
CCS 013	Lectures on Chinese Culture
CCS 014	Chinese language

Academic Practicum and Field Work consist 3 credits.

Thesis consists 3 credits. Students are expected to bring specific research questions to the program. Thesis must demonstrate valid analytical skills, and combines theories with practical experience. Students must pass oral defense of thesis to obtain Master's Degree.

## Admission Criteria

1. Applicant should have Bachelor's Degree.
2. Applicant should have educational background or working experience relevant to the subject of study.
3. Applicant should have sufficient English language proficiency.



# PhD Program in Cross-cultural Studies



## Program Introduction

The PhD Program in Communication University of China has a strong cognitive science and research focus for students working in English as a foreign language. The program draws upon the expertise of distinguished faculty members, who have published substantially and undertaken national research projects in the field of language acquisition. PhD candidates do not follow a prescribed course of study but carry out their own research project under the guidance of personal supervisors. In addition to meetings with supervisors, you will have access to a range of academic activities such as seminars, workshops, conferences, field trips to support and develop your writing and research skills. We will also encourage you to develop your critical thinking, problem solving and presentation skills. A candidate should be committed to the preparation of a thesis of not more than 80,000 words that makes a significant contribution to research in language acquisition. Students will be awarded Doctor of Arts in Cross-cultural Studies upon successful completion of the program.

# Language Acquisition

**Program Duration:** 3 academic years

**Language:** The language of teaching and thesis writing is English.

## Key Research Areas

Cross-Cultural Pragmatics

Discourse Linguistics

Cognitive Pragmatics

Computational Linguistics.

Psycholinguistics

Second Language Processing

Second Language Assessment

Sociolinguistics

...

## Admission Criteria

- 1.Applicant should have Master's Degree.
- 2.Applicant should have educational background or working experience relevant to the subject of study.
- 3.Applicant should have sufficient English language proficiency.



## Program Introduction

Communication University of China has the longest tradition in researching film translation and has the largest concentration of experts and specialists of film translation in China, who have published extensively on film translation and undertaken national social science projects on film translation. PhD candidates do not follow a prescribed course of study but carry out their own research project under the guidance of personal supervisors. In addition to meetings with supervisors, you will have access to a range of academic activities such as seminars, workshops, conferences, field trips to support and develop your writing and research skills. We will also encourage you to develop your critical thinking, problem solving and presentation skills. A candidate should be committed to the preparation of a thesis of not more than 80,000 words that makes a significant contribution to research in film translation. Students will be awarded Doctor of Arts in Cross-cultural Studies upon successful completion of the program.

**Program Duration:** 3 academic years

**Language:** The language of teaching and thesis writing is English.

## Key Research Areas

- Theory of Film Translation
- History of Film Translation
- Subtitling and Dubbing
- Audiovisual Translation in Digital Age
- Translating Chinese Films and TV Dramas into Foreign Languages
- Translating Foreign Films and TV Dramas into Chinese
- Audiovisual Translation into Indigenous Languages
- World Audiovisual Translation Landscape
- Fansubbing
- Media Translation

...



# Film Translation

## Admission Criteria

1.Applicants should have Master's Degree.

2.Applicants should have educational background or working experience relevant to the subject of study.

3.Applicants should have sufficient knowledge of two languages which can support their doctoral research. You may choose to work with two languages, depending on whether they can be supported by the School's research areas. Currently, these languages include: Chinese, English, Spanish, French, Russian, German, Japanese, Korean, Portuguese, Spain, Italian, Hindi, Swahili, Malay, Dutch, Nepali and Bangladesh.



## Application Time and Procedures

**Time:** From March 1st to May 30th

### Procedures:

Register and fill out required information at <http://admission.cuc.edu.cn>

Upload documents as listed below :

1. Digital ID photo
2. Bachelor's Degree Diploma or original Certificate of expected graduation from currently enrolled university
3. Transcript of undergraduate study
4. Two recommendation letters with signatures and official stamps
5. Passport or one other form of identification if passport is not available
6. TOEFL or IELTS test result if the applicant is not native speaker of English, and his/her previous educational or working experience cannot prove his/her English language proficiency.
7. Personal Statement demonstrating the applicant's experience and motivation
8. Plan of Research for above 2000 words
9. Other materials to demonstrate the applicant's talents (optional)
10. Warranty Letter (download format from Application Notes on admission system homepage)

Pay application fee ¥ 600 (about \$87) online via admission system

### Please Note:

If the language of any application material is not Chinese or English, please provide notarized translation in Chinese or English.

Original documents will be verified upon registration if considered necessary by admission officer.

Application materials and application fee are not refundable.

Only complete application with application fee payment will be reviewed.



## Admission and Registration

Students will be notified of admission result via application system before June 20th.

Letter of Admission and student visa application materials will be mailed out to student's mailing address provided in admission system within 2 weeks after the announcement of application result.

Student must enter China with valid student visa on regular passport.

Registration date will be in early September. Exact date will be confirmed by Letter of Admission.

Upon registration, students must purchase Comprehensive Insurance & Protection Scheme for Foreigners Staying in China of Ping an Annuity Insurance Company as recommended by Ministry of Education.

## Accommodation

After registration, student may check-in on-campus dormitory for international students in person with Letter of Admission.

## Tuition Fee

Tuition fee for MA and PhD program in Cross-cultural Studies is ¥30,000(about \$4400) per school year. Tuition fee for one school year must be paid in full amount before enrollment. Please pay in person by cash or Union Pay card, or make wire transfer to CUC account:

Bank Account of CUC:

Beneficiary: Communication University of China

Bank Account: 11001018700053028370-0002

Opening Bank: Dingfuzhuang Branch, Chaoyang District, Beijing  
China Construction Bank

Swift Code: PCBCCNBJBJX

Please Note: In additional comments, write your name, nationality and "Tuition Fee".





# English Taught MA and PhD Programs

## Scholarship

Applicant is automatic candidate of Communication University of China International Students' Scholarship or Beijing Municipal International Students' Scholarship in forms of full or partial tuition fee deduction of the first school year. No application is needed. Students will be notified about scholarship result via email and Letter of Admission. Students are eligible to apply for Communication University of China International Students' Scholarship or Beijing Municipal International Students' Scholarship again at the end of first school year.

## Contact Information

### For Academic Inquiries

School of International Studies  
Communication University of China

Email: [jinhaina@cuc.edu.cn](mailto:jinhaina@cuc.edu.cn);

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

Address: No.1 Dingfuzhuang East Street, Chaoyang District  
Beijing, 100024 People's Republic of China

### For Registration Inquiries

International Students' Office  
School of International Education  
Communication University of China

Tel: +86-10-6577-9359

E-mail: [cucsie@163.com](mailto:cucsie@163.com)

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

Address: Room 102, Building 30

No.1 Dingfuzhuang East Street, Chaoyang District

Beijing, 100024

People's Republic of China

***Apply now!***