



國立政治大學傳播學院
National Chengchi University
COLLEGE OF COMMUNICATION

College of Communication, National Chengchi University (NCCU)



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國立政治大學
NATIONAL CHENGCHI UNIVERSITY



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About the College

The College of Communication at National Chengchi University (NCCU) is Taiwan's premier institution for media, culture, and technology. With 42 full-time faculty and 1,400 students, the College combines academic excellence with a vibrant and diverse community of learners and scholars. With its pioneering role in communication education and research, it cultivates critical thinkers, creative innovators, and global communicators through distinct majors and interdisciplinary programs.

Programs integrate theory with practice, offering access to cutting-edge media labs, immersive XR facilities, and international learning opportunities. Faculty contribute to the field through scholarly research, creative work, and professional practice, ensuring education remains dynamic and relevant in today's rapidly evolving media environment. Students benefit from a strong alumni network, cross-disciplinary projects, and internships that connect classroom learning with real-world experience.

Discover Communication at NCCU

Beyond teaching and training, the College serves as a platform for research collaboration and academic exchange as well as partnerships with industry and society. Covering fields from journalism and strategic communication to digital media, cultural studies, and emerging industries, it advances knowledge, fosters creativity, and contributes to social impact.



Legacy & Leadership

Founded in 1989, the College is Taiwan's first independent communication college and a recognized leader in the Asia-Pacific region. Building on pioneering departments of Journalism, Advertising, and Radio and Television, it established Taiwan's first doctoral program in journalism and mass communication, setting a benchmark for advanced research and academic excellence.

The College has also demonstrated innovation in graduate education that connects Taiwan to the world. The International Master's Program in International Communication Studies (IMICS), Taiwan's only fully English-taught communication program, emphasizes research excellence and global perspectives, while the International Master's Program in Inter-Asia Cultural Studies (IACS), offered through the University System of Taiwan, fosters regional collaboration in media, culture, and society. Together, these programs strengthen the College's leadership in graduate education and its role in advancing communication research across Asia and beyond.



Global Standing & Recognition

The College continues to be recognized as a leader in communication and media education, earning top distinctions in both national and international rankings.



No.1

in Taiwan for Mass Communication

遠見 /Global Views 2025

Top 200-250

worldwide in Communication & Media Studies

QS /QS World University Rankings by Subject 2025



Undergraduate Programs

In their first two years, students enter through the Undeclared Major system, which provides a broad foundation in communication. They then choose from one of three majors:

- Department of Journalism
- Department of Advertising
- Department of Radio & Television

**Students may also apply to the Digital Content & Technologies (DCT) credit program, which emphasizes interdisciplinary learning and innovation in emerging media content development.*



Graduate Programs

The College offers a comprehensive range of graduate studies, including:

- Master's Program in Communication
- Master's Program in Digital Content & Technologies (DCT)
- International Master's Program in International Communication Studies (IMICS, English-taught)
- International Master's Program in Inter-Asia Cultural Studies (IACS)
- Executive Master's Program in Communication
- PhD Program in Communication



Center for Media & Information

The Center for Media and Information supports teaching, research, and hands-on training through the following facilities:

- ITLab (Digital Platform)
- Audio-Video Lab
- College Theater
- Voice of NCCU (Radio Station)
- News Lab
- Media Research Lab



Industry Linkages

The College collaborates with leading media, advertising, and cultural organizations to connect academic learning with professional practice. Students gain internships, co-designed courses, and project-based training through partnerships with the Central News Agency (CNA), global advertising and PR leaders such as Ogilvy, Dentsu, Hakuhodo, and Publicis Groupe, and public media and performing arts organizations including the Public Television Service (PTS) and the National Performing Arts Center (NPAC). The College also advances forward-looking projects through the XR Hub with Meta and its collaboration with the TVBS Foundation on the Global Chinese Sustainable News Award, further strengthening the bridge between education, industry, and society.



Global Partnerships

The College is committed to internationalization, offering opportunities through dual-degree programs, exchanges, overseas internships, and Collaborative Online International Learning (COIL). It partners with leading institutions worldwide, including :

- ▶ The University of Tokyo (Japan)
- ▶ Seoul National University (South Korea)
- ▶ Nanyang Technological University (Singapore)
- ▶ Chulalongkorn University (Thailand)
- ▶ Fudan University (China)
- ▶ Renmin University of China (China)
- ▶ The Chinese University of Hong Kong (Hong Kong SAR, China)
- ▶ Hong Kong Baptist University (Hong Kong SAR, China)
- ▶ Syracuse University (United States)
- ▶ Michigan State University (United States)
- ▶ University of South Carolina (United States)
- ▶ University of Georgia (United States)
- ▶ The Institut des Hautes Études des Communications Sociales (Belgium)
- among others —

These collaborations expand student mobility, foster research exchange, and enhance the College's role as a global partner in communication, media, and cultural studies.



Social Responsibility & Community Engagement

The College is dedicated to linking education with the public good through a range of University Social Responsibility (USR) initiatives. Working with schools, civic groups, and local communities, faculty and students have promoted media literacy, explored digital culture among youth, and organized workshops that foster critical thinking and creativity. These projects empower communities, build sustainable partnerships between academia and society, and prepare students to become socially responsible communicators. In this way, the College contributes to a more informed, inclusive, and resilient society.

