湖南大众传媒职业技术学院

Hunan Mass Media Vocational & Technical College

Admission Guidance for International Students

2026

湖南大众传媒职业技术学院

国际学生招生简章

学院简介

Brief Introduction

湖南大众传媒职业技术学院是一所公立传媒类高等职业学校。学校现为国家“双高计划”建设单位、中国首批骨干高职院校、湖南省首批卓越高职院校，中国国家汉办唯一设立在高职院校的“国际汉语言文化传播地”，马尔代夫维拉学院汉语中心（孔子学院）中方承办院校，湖南广播电视台节目生产基地，全国传媒职教联盟理事长单位，被誉为“广电湘军”的摇篮。

Hunan Mass Media Vocational and Technical College (HNMMC) is a public higher vocational college. It is a national “Double High-level Plan” construction unit, one of the first batch of national key higher vocational school, and one of the first batch of provincial excellent higher vocational school in Hunan. It serves as the Base for International Promotion of Chinese Language and Culture by Hanban(the only unit set up in a higher vocational college)，the Chinese Host Institution for Chinese Center (Confucius Institute) at Villa College in Maldives, the TV program production base of Hunan Broadcasting System, and the director unit of National Alliance of Media Vocational Education. The college is renowned as the “Cradle of Broadcasting and Television in Hunan.”

学校现设有36个专业，基本形成了以“媒介内容生产”为核心，以“传媒技术”和“传媒管理”为支撑，兼及“文化教育”的专业发展格局，重点建设数字媒体艺术设计、广播影视节目制作、艺术设计、数字媒体技术四大特色专业群，面向全国招生，现有在校学生11000余名，分布在新闻与传播学院、影视艺术学院、视觉艺术学院、新媒体技术学院、管理学院、国际传播学院6个二级学院。现有教职员工683人，其中高级职称教师211人，博士、硕士511人。

Currently, there are 36 specialties in HNMMC. Putting Media Content Production as its core, supported by Media Technology and Media Management, taking its professional development pattern of Cultural Education and focusing on the construction of four characteristic specialty groups (namely, Digital Media Art and

Design; Radio, Film and Television Program Production; Art and Design; Digital Media Technology). The college enrolls students all over the country and currently has more than 11000 students, which are distributed in six secondary schools: the School of Journalism and Communication, the School of Film and Television Arts, the School of Visual Arts, the School of New Media Technology, the School of Management, and the School of International Communication. At present, there are 683 teaching staff, including 211 teachers with senior professional titles and 511 doctors and masters.

学校是全国第一所承办海外汉语中心的高等职业院校，也是湖南省第一所具有招收国际学生资格的高职院校，培养了一批来自欧洲、非洲、亚洲和拉美等国家国际学生。连续 12 年成功承办“汉语桥”世界大学生中文比赛及“汉语桥”品牌系列活动，被中国教育部中外语言交流合作中心授予“汉语桥”20 年突出贡献奖。合作研发了《唱歌学汉语》《天地熊猫》等对外汉语教学产品，培训了多批次发展中国家影视传媒管理与技术研修班学员，已与美洲、欧洲、澳洲、亚洲的多所高校和教育机构建立了合作关系。

HNMMC has the first qualification to recruit international students among higher vocational colleges in Hunan. It has educated a number of international students from Europe, Africa, Asia and Latin America. HNMMC successfully hosted the "Chinese Bridge" Chinese Proficiency Competition for Foreign College Students for 12 consecutive years and the "Chinese Bridge" series activities, and was awarded the honor of outstanding contribution for "Chinese Bridge" 20-year by Center for Language Education and Cooperation of Ministry of Education of PRC. It has cooperated to publish relate products of teaching Chinese as a foreign language, such as *Learning Chinese by Singing*, *Fabulous Pandas*, etc. and assisted the Ministry of Commerce in training a number of trainees of Film and Television Media Management and Technology Training Courses, Cultural Heritage and Cultural Industry Training Courses in developing countries. It has established cooperative relations with universities and educational institutions in America, Europe, Australia and Asia.

校 门

(College Gate)

演播楼

(Studio Building)

教学楼

(Teaching Building)

艺术楼

(Art Building)

图书馆

(Library)

体育馆

(Gymnasium)

学院承办第十八届“汉语桥”世界大学生中文比赛

国际中文日活动

(The 18th Chinese Bridge-Chinese Proficiency Competition for Foreign College Students)
(UN Chinese Language Day activities)

国际学生非遗文化体验

国际学生湖湘文化体验

(International students experience intangible cultural heritage)
(International students experience Huxiang culture)

国际学生在张家界国际旅游诗歌节表演

发展中国家影视传媒类培训班学员

(International students display on Zhangjiajie International Tourism Poetry Festival)
(Students from developing countries study Film and Television Media Technology)

申请资格

1. 非中国籍公民，身心健康，品行端正，年龄在 18 周岁至 30 周岁之间（含）；
2. 遵守中华人民共和国法律法规及学校各项规章制度，尊重中国风俗习惯；
3. 具有高中或同等学历及以上，在校期间成绩优良；
4. 语言生申请者须具备基本的英语交流能力；
5. 专业进修生、学历生均采用中文授课，申请者须具备相应的中文听说能力，需达到 HSK 四级或以上水平。

Admission Requirements

1. Non-Chinese citizens in good physical and mental health, with good conduct, aged between 18 and 30 years old (including 18 and 30);
2. Abide by the laws and regulations of the People's Republic of China and all rules and disciplines of the college, and respect Chinese customs and traditions;
3. Hold a high school diploma or equivalent qualification or above, with excellent academic performance during schooling;
4. Language program applicants must have basic English communication skills;
5. Professional training programs and degree programs are taught in Chinese. Applicants must have adequate Chinese listening and speaking proficiency, reaching HSK Level 4 or above.

招生类别

1. **语言生**

- 学习期限为 1 学年，中英文双语授课。课程涵盖中文及中国文化，重点培养学生的中文听、说、读、写能力；
- 结业后可优先申请本校学历教育项目；
- 修完全部课程，经考试（考核）成绩合格并达到结业要求者，将获得《结业证书》。

2. **“数字媒体艺术设计”专业进修生**

- 学习期限为 1 学年，中文授课。专业课程涵盖产品设计、制作与推广，培养高技能数字媒体艺术设计人才；

● 修完全部课程，经考试（考核）成绩合格并达到结业要求者，将获得《结业证书》。

3. 学历生

● 学习期限为 3 学年，中文授课。具体招生专业详见《招生专业名录》；

● 修完全部课程，经考试（考核）成绩合格并达到毕业要求者，将获得《毕业证书》。

Admission Categories

1. Language Programs

● Duration: 1 academic year. Lessons are delivered bilingually in Chinese and English. The curriculum covers Chinese language and culture, with a focus on developing students' listening, speaking, reading, and writing skills in Chinese.

● Upon completion, students can be given priority when applying for degree programs at the college.

● Those who complete all courses, pass the examinations/assessments, and meet the completion requirements will be awarded a Certificate of Completion.

2. Professional Training Program in "Digital Media Art Design"

● Duration: 1 academic year. Lessons are delivered in Chinese. It covers product design, production, and promotion, aiming to cultivate highly skilled talents in digital media art design.

● Those who complete all courses, pass the examinations/assessments, and meet the completion requirements will be awarded a Certificate of Completion.

3. Degree Program (Higher Vocational Diploma)

● Duration: 3 academic years. Lessons are delivered in Chinese. For a detailed list of enrolling programs, please refer to the "Specialties".

● Those who complete all courses, pass the examinations/assessments, and meet the graduation requirements will be awarded a Graduation Certificate (Diploma).

招生专业 Specialties

二级学院 Name of School	专 业 名 称 Name of Specialty
新闻与传播学院 The School of Journalism and Communication	广播影视节目制作 Radio, Film and Television Program Production
	新闻采编与制作 News Edit and Production
	网络新闻与传播 Net News and Communication
	数字出版 Digital Publishing
	影视编导 Film and Television Editing and Directing
	摄影摄像技术 Photography and Video Recording Technology
	数字广播电视技术 Digital Radio and Television Technology
视觉艺术学院 The School of Visual Art	数字媒体艺术设计 Digital Media Art Design
	艺术设计 Art Design
	人物形象设计 Character Image Design
	室内艺术设计 Interior Art Design
	广告艺术设计 Advertisement Art Design
	影视动画 Film and TV Animation
	动漫设计 Animation Design
	环境艺术设计 Environment Art Design
	电子竞技运动与管理 E-sports and Management
新媒体技术学院 The School of New Media Technology	数字媒体技术 Digital Media Technology
	计算机网络技术 Computer Network Technology
	云计算技术应用 Cloud Computing Technology Applications
	软件技术 Software Technology
	虚拟现实应用技术 Virtual Reality Application Technology
	无人机应用技术 Unmanned Aerial Vehicle Application Technology
影视艺术学院 The School of Film and Television Art	播音与主持 Broadcasting and Hosting
	现代流行音乐 Modern Popular Music
	音乐表演 Music Performance
	戏剧影视表演 Drama, Film and Television Performance
	舞蹈表演 Dance Performance
	网络直播与运营 Livestreaming and Network Operation

申请办法

1. 申请截止日期

申请截止日期为 2026 年 6 月 10 日，逾期不受理

2. 申请流程

(1) 提交申请：将申请资料发送至 **hnmmc_gjjlc@163.com**（仅需电子版，无需邮寄纸质材料）；

(2) 材料审核：材料初审结果将以邮件通知，通过初审者将收到面试邀请；

(3) 面试考核：初审通过者按邮件通知进行线上面试；

(4) 录取与材料发放：根据初审及面试结果，学校将向录取者发放《录取通知书》及《外国留学人员来华签证申请表》（JW202 表），并告知奖学金申请结果；

(5) 签证办理与报到：被录取者持护照、《录取通知书》《外国留学人员来华签证申请表》（JW202 表）《外国人体格检查表》等前往中国驻外使（领）馆办理来华学习（X1/X2）签证，并在录取通知书规定时间内携带上述材料原件到我校国际交流处办理入学报到手续。

3. 申请资料清单

(1) 《湖南大众传媒职业技术学院国际学生入学申请表》（附件 1）；

(2) 《湖南大众传媒职业技术学院“一带一路”沿线国家奖学金申请表》（附件 2）；

(3) 来华留学担保书（附件 3）及担保人有效身份证明文件（如护照、身份证）；

(4) 普通护照基本信息页（护照有效期涵盖学习期限）；

(5) 无犯罪记录证明（6 个月有效期内）；

(6) 外国人体格检查表（附件 4）；

(7) HSK4 级或 4 级以上证书（语言生申请者无需提供）；

(8) 最高学历证书；

(9) 最高学历毕业院校的全部课程成绩单；

(10) 在读证明（在读生提供）或在职证明（毕业超过一年者提供）；毕业未超过一年或无业者可免交，但须在《国际学生入学申请表》（附件 1）“工作经历”栏中说明当前状态；

(11) 具备来华留学经济能力的证明材料（银行存款不少于 3000 美元/学年，用于自理生活费、旅费等）；

(12) 来华学习计划（仅学历生申请者提供）；
(13) 个人照片：彩色 2 寸免冠证件照（白色背景，JPG/PNG，⩾320 × 240 像素）；
(14) 其他补充资料。

4. 申请资料要求

(1) 除个人照片外，所有申请资料需提供 PDF 格式的高清彩色扫描件;
(2) 申请材料需采用中文或英文。如申请资料原件非中文或英文，须附上中文或英文翻译件。翻译件可通过以下任一方式认证: 官方认证、公证，或由具备翻译资质的专业翻译机构出具。翻译件需与原件扫描件一并提交;
(3) 请按申请资料清单顺序对每个文件标注序号及名称，将所有文件放入一个压缩包后发送;
(4) 邮件名称请以“国籍-护照姓名-申请项目名称”的格式发送，如“Vietnam_Nguyen Thi Lan_Chinese Language Learning Student”；
(5) 申请人应对所提交资料的真实性负责，一经发现弄虚作假，取消申请资格。

5. 申请费用

学校不收取任何申请费用及材料审核费用。

Application Procedures

1. Application Deadline

June 10, 2026

(Late applications will not be accepted.)

2. Application Process

(1) Submit Application: Send application documents to **hnmmc_gjjlc@163.com** (electronic versions only; no need to mail paper documents).
(2) Document Review: Preliminary review results will be notified by email. Applicants who pass the preliminary review will receive an interview invitation.
(3) Interview: Applicants who pass the preliminary review will attend an online interview as notified by email.
(4) Offer and Document Issuance: Based on the results of the preliminary review and interview, the college will issue the Offer and Visa Application for Study in China (JW202 Form) to admitted students, and inform them of the scholarship application result.
(5) Visa Application and Registration: Admitted students must apply for a study visa (X1/X2) at the Chinese embassy with their Passport, Offer, Visa Application for Study in China (JW202 Form), Foreigner Physical Examination Form, and other required

documents. They must then register in person at the International Exchange Division of the college within the time specified in the Offer, bringing the original copies of the above documents.

3. Application Documents

(1) Application Form for International Students Admission of Hunan Mass Media Vocational and Technical College (Attachment 1)

(2) Application Form of Hunan Mass Media Vocational and Technical College Scholarship for Students from the Countries along "The Belt and Road" (Attachment 2)

(3) Statement of Guarantee (Attachment 3) and valid identification document of the guarantor (e.g., passport, ID card)

(4) Basic information page of passport (passport validity must cover the study period)

(5) Certificate of No Criminal Record (issued within 6 months of validity)

(6) Foreigner Physical Examination Form (Attachment 4)

(7) HSK Level 4 or above certificate (except for language program applicants)

(8) Highest education diploma/certificate

(9) Official transcript contains all courses from the highest education institution

(10) Certificate of Current Student Status (for current students) or Employment Certificate (for those who have graduated for more than one year). Applicants who graduated less than one year or are currently unemployed may be exempted, but must indicate their current status in the "Work Experience" section of the Application Form for International Students Admission (Attachment 1).

(11) Proof of financial ability to cover study in China (bank deposit of no less than 3000 USD per academic year, for self-supporting living expenses, travel expenses, etc.)

(12) Study Plan in China (only for degree program applicants)

(13) Personal photo: 2-inch color ID photo with white background (JPG/PNG, ≥320 ×240 pixels)

(14) Other supplementary documents (if any)

4. Requirements for Application Documents

(1) Except for the personal photo, all application documents must be submitted as high-definition color scans in PDF format.

(2) Application documents must be in Chinese or English. If the original document is neither in Chinese nor English, a Chinese or English translation must be attached. Translations can be certified by: official certification, notarization, or a professional translation agency with translation qualifications. The translation must be submitted together with the scanned original document.

(3) Please label each file with its serial number and name according to the order of the document list, and pack all files into one compressed folder before sending.

(4) The email subject should follow the format: "Nationality_Passport Name_ Program Name Applied For", e.g., "Vietnam_Nguyen Thi Lan_Chinese Language Learning Student".

(5) Applicants are responsible for the authenticity of all submitted materials. Any falsification discovered will result in immediate disqualification.

5. Application Fee

The college does not charge any application fee or document review fee.

奖学金

我校为国际学生提供三类专项奖学金：湖南大众传媒职业技术学院“一带一路”沿线国家学历生奖学金、湖南大众传媒职业技术学院“一带一路”沿线国家专业进修生奖学金、湖南大众传媒职业技术学院“一带一路”沿线国家语言生奖学金。奖学金涵盖注册费、学费、基本教材费、住宿费、综合保险费等。国际学生来华学习期间需自行承担国际及国内旅费、生活费、入境体检费、办理居留许可费用等。建议每学年预留不低于 3000 美元用于上述开支。

奖学金申请须与招生申请同步进行，申请者需按要求填写《湖南大众传媒职业技术学院“一带一路”沿线国家奖学金申请表》（附件 2）。

Scholarships

The college offers three types of special scholarships for international students:

1. Hunan Mass Media Vocational and Technical College Scholarship for Degree Program Students from the Countries along "The Belt and Road";

2. Hunan Mass Media Vocational and Technical College Scholarship for Professional Training Program Students from the Countries along "The Belt and Road";

3. Hunan Mass Media Vocational and Technical College Scholarship for Language Program Students from the Countries along "The Belt and Road".

The scholarships cover registration fees, tuition fees, basic textbook fees, accommodation fees, and comprehensive insurance fees. International students are responsible for their own international and domestic travel expenses, living expenses, entry physical examination fees, and residence permit fees during their study in China. The students are recommended to reserve no less than 3000 USD per academic year for the above expenses.

Scholarship applications must be submitted together with the admission application. Applicants are required to complete the Application Form of Hunan Mass Media Vocational and Technical College Scholarship for Students from the Countries along "The Belt and Road" (Attachment 2).

联系方式

联系地址：中国湖南省长沙市星沙经济技术开发区天华路 322 号
邮政编码：410100
联系电话：+86-731-84028755（周一至周五，北京时间 8:30－17:00）
电子邮箱：hnmmc_gjjlc@163.com
官方网站：学　校　官　网：https://www.hnmmc.cn
　　国际交流处官网：https://gjjlc.hnmmc.cn

Contact Information

Address: No. 322, Tianhua Road, Xingsha Economic & Technological Development Zone, Changsha City, Hunan Province, China
Zip Code: 410100
Tel: +86-731-84028755 (Monday to Friday, 8:30－17:00 Beijing Time)
Email: hnmmc_gjjlc@163.com
Website: College Website: https://www.hnmmc.cn/
International Exchange Division Website: https://gjjlc.hnmmc.cn/