

MASS COMMUNICATION COURSE MODULES

A compelling narrative has the power to impact lives. Bring light to important topics, curate the big idea to effect change, and shape the way your community thinks, all with the skills you'll pick up in the most established media course in Singapore – the Diploma in Mass Communication (MCM).

With a comprehensive curriculum ranging from print, online and broadcast journalism to advertising, public relations, radio, TV and social media, you'll learn how to effectively use all media platforms to tell the stories that need to be heard.

A Strong Foundation in Media

During the first year, you will learn about the fundamentals of media writing, digital media, reporting and communications, and pick up skills on radio and video production. In your second year, you will be exposed to areas such as digital journalism and marketing, content marketing, research and user experience design. You will develop your skills in top-notch purpose-built facilities that include TV and radio studios, and media labs.

Real-world Exposure

In your final year, you will be trained to be your own boss! You will learn the skills of managing a media business, including identifying business opportunities, and understanding applications of data analysis and visualisation. You will hone and integrate your skills and knowledge through a capstone project where you will get to work with real clients. You may find yourself screening your documentary at an international film festival, reviewing restaurants and plays, interviewing or taking photographs of celebrities, producing programmes for national TV or radio, or pitching advertising and public relations campaigns to multinational companies as part of your homework.

You will also get a chance to go on six-month local or overseas internships with industry leaders such as Mediacorp, Singapore Press Holdings, Sony Pictures Entertainment, Wunderman (US) and Myriad Pictures (US). Alternatively, you could intern with m:idea, where you will pitch for business and deliver editorial, design, photography, public relations, advertising, digital media, TV and radio production services to clients.

LEVEL 1.1

Advertising

This module introduces the principles and concepts of advertising. Topics such as agency models, consumer behaviour and insights, advertising strategy, brand communications, creative direction and digital marketing will be covered. Students will learn how brands and advertising are part of a new attention-economy, driven by consumer engagement and content creation. Students will be required to demonstrate their understanding by developing an integrated advertising campaign for a retail consumer product, with a special emphasis on digital platforms.

Fundamentals of Media Writing

This module introduces basic professional writing formats. Students will learn research skills and how to develop clear writing objectives and flesh these out into coherent and cohesive written pieces suited for advertising, corporate communications and the media. Areas covered include email/memos, proposals, concept and problem statements, copywriting, company profiles and various corporate literatures. In addition, the module will focus and enhance fundamental grammar principles.

Persuasive Communication

This module introduces students to concepts and structures of persuasive communication for the media industry, such as analysis of target audience, pitching and presenting to audiences for broadcast. Students will apply these skills in various professional scenarios to build their confidence, with the aim of becoming composed, credible and articulate speakers in the media industry.

Public Relations

Students are introduced to the fundamental principles and practices of public relations. They are taught strategic planning skills to apply both traditional and online tools and techniques to develop and run PR campaigns in the various specialist areas of public relations. They are also introduced to different PR strategies for various types of media, including conducting market, social media, and consumer research, as well as managing and optimising relations with the mass media.

Visual Communication

This module aims to develop an awareness of design principles for the purpose of visual communication. Students will be introduced to graphic design concepts, colour theory, typography

and layout techniques for print mediums such as pamphlets and posters. The skills and knowledge acquired provides the support and practical applications to subsequent modules in the course.

LEVEL 1.2

Contemporary Media Issues 1

This module engages students in examining media issues and practices in society, focusing on media literacy in contemporary issues and understanding the evolving media landscape and regulations.

Digital Media Fundamentals

This module will introduce students to computer graphics and animation for the Internet. Topics will include basic photography techniques to produce images for computer graphics and animation for online content. Students will learn to produce digital material such as animated web banners and graphics for social networks or websites. This module serves as a foundation for User Experience Design.

Fundamentals of Reporting

This module is an introduction to journalistic writing. It will focus on key concepts such as generating story ideas, news angles and story structures. Students will learn interviewing techniques for various scenarios and the importance of research and fact-checking.

Radio Production 1

Students will develop fundamental listening, writing and audio production skills. They will gain hands-on experience in the audio production studio, and be introduced to the recording and editing process, and the use of portable digital recorders. Students will also learn up-to-date digital audio editing techniques in line with industry standards.

Video Production

The module covers the core practical and theoretical components of digital video production. It equips students with basic skills to explore the use of the video medium on various digital platforms. Students will form production teams to create content by writing, directing, filming and editing short videos.

COURSE CURRICULUM

| Module Name | Credit Units |
|---|--------------|
| YEAR 1 | |
| Level 1 . 1 (24 hours per week) | |
| Advertising | 4 |
| Fundamentals of Media Writing | 4 |
| Persuasive Communication | 4 |
| Public Relations | 4 |
| Visual Communication | 4 |
| Sports & Wellness ^ | 2 |
| Career & Professional Preparation I | 2 |
| Level 1 . 2 (24 hours per week) | |
| Contemporary Media Issues 1 | 4 |
| Digital Media Fundamentals | 4 |
| Fundamentals of Reporting | 4 |
| Radio Production 1 | 4 |
| Video Production | 4 |
| Exploring Contemporary Issues ^ | 4 |

Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to www.np.edu.sg/is/

IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.