

CHINESE MEDIA & COMMUNICATION COURSE MODULES

Ever dreamt of working in the Chinese language media industry? Or thought about carving a career in the exciting world of radio and TV presenting? If bilingualism is your forte, harness your potential with the Diploma in Chinese Media & Communication (CMC) where you will be developed to become a creative professional capable of producing Chinese content for different media platforms.

In the first year of study, you will be trained in writing and presentation skills in both Chinese and English, thus laying a strong foundation for a future career as a bilingual content producer. You will also be exposed to mass media and its role in modern society. Additionally, you will gain practical skills in web and print design, video production, journalism and translation.

In the second year, hone your skills in advertising, public relations and media research. You will learn TV studio production skills and sharpen your media presentation skills. There will also be opportunities for you to participate in collaborative projects with industry partners.

In the final year, you will spend a semester working on a final-year project in your area of interest, and another semester interning at top local media companies such as Singapore Press Holdings and Mediacorp.

LEVEL 1.1

Fundamentals of Translation

This module introduces students to fundamental strategies and techniques of English/Chinese (EC) and Chinese/English (CE) translation. Students will learn the basic principles of written translation and apply these principles to the translation of a variety of text genres. Students will also understand and experience how a translator makes decisions in actual translation practices by considering a host of factors, including the author's intention, the desired function of the translated text as well as the needs of target language readers.

Introduction to Mass Communication

This module provides an introduction to the basic theories and concepts of mass communication. Besides exploring the historical development, organisation and functions of the media, students will also examine the production processes of the media industries, as well as a broad range of issues such as globalisation, identities and representation.

Publication Design & Production

This module introduces students to typography and page composition, including grid layout, and the principles of alignment, contrast, proximity and repetition. Through lectures, hands-on projects and classroom critiques, students learn the process of designing magazines, brochures, periodicals, books and collateral pieces. This module also covers writing design specifications, copy-fitting, copy-editing and newspaper production layout.

Visual Communication

This module focuses on the use of images in the media and examines the theories and concepts of visual literacy. It provides an introduction to communicating visually through conceptual thinking with the use of digital photography and imaging software. Students will also think critically about the issues of visual images in communication, and learn the basic principles of visual design.

Writing for Chinese Media

This module aims to foster a love of writing in Chinese, and build a strong foundation in the Chinese language. It teaches students how to write effectively, and covers creative writing, storytelling and other forms of writing. Students will also learn different elements of style, construction and syntax in essay writing.

Academic Writing & Presentation

This module focuses on critical thinking, academic writing as well as presentation and listening skills. The module aims to equip students with the skills necessary to undertake academic writing and presentation. Finding and evaluating

academic sources, reading, annotation, essay planning and writing and presentation skills will be developed in this module.

Career & Professional Preparation I

This module helps to give students a foundational introduction to their three-year diploma course curriculum and how it prepares them for industry. It will help them to embark on their three-year course with the end in mind, through guided reflection of their personal characteristics, producing an overall game plan for their future education and career goals. The module aims to deepen students' commitment to the sector that the course prepares them for.

LEVEL 1.2

Chinese History & Culture

This module provides an introduction to Chinese history and culture. Students will be taught to think critically about social, cultural, economic and political issues in Chinese societies.

News Reporting & Feature Writing

This module equips the students with the basic skills in writing news and feature stories for the print and online media. Students will learn to gather information from different sources and to critically assess the information they obtain. They will also examine the social responsibility and ethical framework of print journalists, and learn to write with accuracy, clarity and credibility.

Speech Communication in Chinese

This module teaches students the basics of Chinese phonetics as well as speech communication styles in different social settings. It trains students to be effective, articulate, confident, composed and credible Mandarin speakers in a variety of professional situations. The module also explores how communication affects human behaviour and social developments.

Video Production

This module provides a theoretical and practical introduction to video production and post-production techniques. It covers single and multi-camera operation, and basic concepts of television broadcast and programming.

Web Design & Applications

This module gives students an appreciation of web design process, content development and new media skills. Through this module, students will familiarise themselves with the basic principles of using the computer software to design and create websites and interactive multimedia content.

Business Communication

This module prepares students to communicate effectively in business settings. Students will learn both oral and written communication skills that demonstrate concepts of business communication principles, interpersonal skills and intercultural skills. Topics such as business proposal and report writing, elevator pitch and professional presentation will be covered.

Sports & Wellness[^]

This module helps students learn a sport as a recreational activity to keep fit and healthy, and is conducted in English. Team building and collaboration skills are developed as students interact with each other. There are a total of 19 sports electives to choose from: Aerobics, Badminton, Basketball, Cheerleading, Dance Movement, Dancesport, Flag Football, Hip Hop, Life Saving / Swimming, Netball, Orienteering, Street Soccer, Soccer, Softball, Tennis, Touch Rugby, Volleyball, Wellness Programme and Yoga. Outstanding students are awarded a Pass with Merit.

COURSE CURRICULUM

YEAR 1

Level 1.1 (26 hours per week)

Introduction to Mass Communication	4
Fundamentals of Translation	4
Publication Design & Production	4
Visual Communication	4
Writing for Chinese Media	4
Academic Writing & Presentation	4
Career & Professional Preparation I	2

Level 1.2 (26 hours per week)

Chinese History & Culture	4
News Reporting & Feature Writing	4
Speech Communication in Chinese	4
Video Production	4
Web Design & Applications	4
Business Communication	4
Sports & Wellness ^	2

Notes:

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