

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 2.1

Copywriting & Advertising

This module provides an introduction to the creative process of advertising and covers basic principles and concepts of copywriting. Students will learn to write and edit Chinese-language advertising and commercial copy for different media. They will also learn about media planning, and get to produce advertising materials and develop advertising campaigns.

Introduction to Chinese Literature

This module surveys the development of classical Chinese literature from ancient times to contemporary period. It introduces students to representative literary works of each period, ranging from legends to modern and contemporary literature. The module explores the historical background of literary works, the lives and experiences of major writers, as well as the structural and formal characteristics of different literary genres.

News & Documentary Production

This module covers the practical skills required in the production of video news stories, and documentary filmmaking. Students are introduced to the production process of a broadcast newsroom. They will produce news videos and documentaries.

Public Relations

This module equips students with the necessary strategic skills and various tools and techniques to organise and implement public relations activities. Students are involved in planning, coordinating, staging, and managing events. They will also learn to write persuasively for various audiences.

Radio Production

This module teaches students audio production skills and on-air presentation skills for professional radio broadcasting. The hands-on training covers industry-standard digital editing software, as well as research and script writing techniques for radio commercials and other types of radio content. The module also aims to develop students' understanding of the radio industry and the job of a radio presenter.

Career & Professional Preparation II

This module prepares students to write effective cover letters and resumes. Preparation and enhancement of portfolio to meet professional standards as well as development of presentation skills, and improvement of job-seeking techniques will also be covered in the module.

Interdisciplinary Studies Elective^

Any one Interdisciplinary Studies (IS) elective.

LEVEL 2.2

Digital Filmmaking

This module develops skills in writing, directing, cinematography, lighting, sound and editing. Students will learn the art and technique of shooting a scripted, dramatic short film. The module covers the creative and technical aspects of telling a story with moving images, as well as advanced post-production skills. At the end of the module, students will complete a short narrative project.

Media Ethics, Law & Policies

This module examines the legal, regulatory and ethical issues that media practitioners face in the course of their work, with emphasis placed on Singapore. Students will learn the fundamental concepts and doctrines in law, and explore the different theoretical approaches to media ethics. Using real-life and hypothetical case studies, they will develop analytical skills to make ethical judgments in complex situations. Areas of interests include contract, censorship, defamation and intellectual property.

Media Presentation Skills

This module provides insights into the media world and the communication skills and techniques. Students will hone their radio and TV presentation skills and learn how to handle media interviews.

Media Research

This module provides an introduction to the different types of mass media research methodologies, and examines the role of research in media management and planning of media strategies. Students will be equipped with the practical skills in conducting quantitative and qualitative research. They will learn to craft questionnaires, analyse data, and present their research findings.

Project Development

This module guides the students in the creative process of generating, developing, and communicating new ideas. It provides an introduction of different techniques and approaches to idea generation, and equips the students with the basic knowledge and skills of proposal writing, pitching and project management. Upon completion of this bilingual module, students will enhance their problem solving skills, and develop creative and feasible proposals for their final-year projects.

World Issues: A Singapore Perspective^

This module develops a student's ability to think critically on world issues. Students will discuss a wide range of social, political and cultural issues from the Singapore perspective. It also looks at how the city-state of Singapore defied the odds to achieve more than half a century of rapid economic growth, political stability and social harmony.

COURSE CURRICULUM

YEAR 2

Level 2.1 (24 hours per week)

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|------------------------------------|---|
| Copywriting & Advertising | 4 |
| Introduction to Chinese Literature | 4 |
| News & Documentary Production | 4 |
| Public Relations | 4 |

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| Radio Production | 4 |
| Career & Professional Preparation II | 2 |
| Interdisciplinary Studies Elective^ | 2 |

Level 2.2 (22 hours per week)

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| Digital Filmmaking | 4 |
| Media Ethics, Law & Policies | 4 |
| Media Presentation Skills | 4 |
| Media Research | 4 |
| Project Development | 4 |
| World Issues: A Singapore Perspective^ | 2 |

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.