

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 3.1

Final-Year Project

This module requires students to work on a capstone project that allows them to integrate and apply what they have learnt in their three years of study. In small teams, they will undertake an industry-related project. The module will also include seminars, workshops and industry visits.

Career & Professional Preparation III

This module will equip students with personal grooming skills required in a professional settings. Students will be taught grooming and social etiquette as well as appropriate dressing. Other topics include making small talk and handling difficult conversations.

Project ID: Connecting the Dots[^]

This module aims to prepare students for an increasingly globalized and interconnected world where problems are multi-faceted and require interdisciplinary research and collaboration to solve. Using a project-based learning approach, students will have the opportunity to work in a multi-disciplinary team to investigate and propose comprehensive recommendations for a pressing real-world problem affecting Singapore. They will be guided to step out of their disciplinary silos and effectively communicate and collaborate with peers from different backgrounds. Ultimately, the module seeks to develop independent learning skills and the ability to synthesize diverse strands of knowledge to solve a complex problem, while impressing on students the importance of being a responsible global citizen.

LEVEL 3.2

6-Month Internship

This module provides the opportunity for students to be assigned to industry attachments at reputable organisations. The attachment, which will be for the entire internship semester, will match students' abilities and interests to relevant organisations.

COURSE CURRICULUM

YEAR 3	
Level 3.1 (22 hours per week)	
Final Year Project	16
Career & Professional Preparation III	2
Project ID: Connecting the Dots	4
Level 3.2	
6-Month Internship	22

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.