

DIPLOMA IN CHINESE MEDIA & COMMUNICATION

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, put your skills to good use with the Diploma in Chinese Media & Communication (CMC), where you will be trained to become a creative professional capable of producing creative content for different platforms, from traditional to digital media.

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, and video production.

In the second year, you get to hone your skills in advertising, marketing and publicity, as well as project development. You will also learn radio production skills and sharpen your journalism and translation 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, Mediacorp, Wawa Pictures and August Pictures.

YEAR 1 COURSE MODULES

LEVEL 1.1

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 for academic writing and presentation. Finding and evaluating academic sources, reading, note-taking, essay planning and writing, and presentation skills will be developed in this module.

Career & Professional Preparation 1

This module gives 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 course with the end in mind, through guided reflection of their personal characteristics and 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.

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.

LEVEL 1.2**Audience Research**

This module introduces different types of mass media research methodologies, with a focus on survey research and focus group study. Students will learn how to conduct the two types of studies to understand the needs of the audience. They will also learn how to analyse the data and present the findings in both oral and written formats. The module is conducted in English.

Professional Communication 1

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. The module is conducted in English.

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.

UI & UX Design

This module introduces the process of user interface (UI) design, digital content development and new media skills. Students will also gain understanding in the usability and usefulness of a digital product in the area of user experience (UX). The module is conducted in Chinese.

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.

YEAR 1 COURSE CURRICULUM

Module Name	Credit Units
Level 1.1 (21 hours per week)	
Academic Writing & Presentation	4
Career & Professional Preparation 1	1
Introduction to Mass Communication	4
Publication Design & Production	4
Visual Communication	4
Writing for Chinese Media	4
Level 1.2 (20 hours per week)	
Audience Research	4
Health & Wellness^	1
Professional Communication 1	3
Speech Communication in Chinese	4
UI & UX Design	4
Video Production	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.

YEAR 2 COURSE MODULES

LEVEL 2.1

Marketing & Publicity

This module equips students with the necessary strategic skills, as well as tools and techniques to organise and implement marketing and publicity activities. Students are involved in planning, coordinating, staging and managing events. They will also learn to write persuasively for various audiences, with a focus on the Chinese-language audience. The module is conducted in Chinese.

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.

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.

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.

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.

Professional Communication 2

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.

LEVEL 2.2

Digital Advertising

This module provides an introduction to the creative process of advertising. Through basic principles of copywriting, students will learn to write and edit advertising and commercial copy for different media platforms. They will also learn about media planning and get to produce advertising materials and develop advertising campaigns in both languages. The module is conducted in Chinese.

Feature Production

This module equips students with practical skills to produce video news stories, feature stories and mini documentaries. Students will learn about the video production process, from research and filming to funding and distribution. The module is conducted in Chinese.

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.

Media Ethics & Regulation

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. The module is conducted in English.

Project Development

This module guides the students in the creative process of generating, developing, and communicating new ideas. It provides an introduction to different techniques, approaches to idea generation, equips 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.

YEAR 2 COURSE CURRICULUM

Module Name	Credit Units
Level 2.1 (20 hours per week)	
Chinese History & Culture	3
Fundamentals of Translation	3
Marketing & Publicity	4
News Reporting & Feature Writing	4
Professional Communication 2	2
Radio Production	4
Level 2.2 (21 hours per week)	
Digital Advertising	4
Feature Production	4
Introduction to Chinese Literature	3
Media Ethics & Regulation	4
Project Development	4
World Issues: A Singapore Perspective [^]	2

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YEAR 3 COURSE MODULES

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.

Professional Communication 3

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

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.

YEAR 3 COURSE CURRICULUM

Module Name	Credit Units
Level 3.1 (18 hours per week)	
Final Year Project	12
Professional Communication 3	2
Project ID: Connecting the Dots [^]	4
Level 3.2 (20 hours per week)	
6-Month Internship	20

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