

Certificate in Media and Communications

Module Outlines

Academic Reading and Writing 1

This module helps students to develop their reading and writing skills that will allow them to comprehend academic texts and topics. The lessons will focus on building up their academic, language and writing abilities with a series of writing and reading assignments.

Effective Communication Skills

This module aims to impart essential communication skills to students. Students will attempt exercises on the use of correct grammar and structure, correct punctuation, and build on their vocabulary. Task-based assessments, interactive activities, and worksheets will be used to reinforce learning and test students on the skills acquired as they progress in the module.

Foundations of Communication Studies

This module aims to equip students with a foundation in sub-disciplines within communication studies such as broadcast, public relations, advertising, and journalism. Students will learn how the various media industries function in the new media world.

Introduction to Media Production

This module aims to equip students with a basic understanding of the theory and developmental process of communication through visual-based media. Students will develop an understanding of technical terminology used in basic photography and engage with the technical aspects of video production applicable across various industries from advertising to film production.

Study Skills Strategies

This module covers essential academic skills in research, independent study, writing, note taking, the interpretation of data and charts, and analysis of case studies.