

Diploma in Media and Communications (E-Learning)

Module Outlines

Academic Reading and Writing 2

There is a need to continually improve the English quality of our students and provide them constant support at their diploma levels. This course is designed for students who are enrolled in diploma programmes to work intensively on their reading and writing skills.

This is a more intensive programme that will develop better reading and writing skills as they are the keys to understanding their subjects and effectively engage in class activities. These classes will address a variety of key demands of writing and reading assignments on their courses, focusing on both academic and language skills and to ability to write.

Leadership and Management

It is clear that the world is undergoing a tremendous upheaval. Organisations around the world are affected by technology advancements, economic integration, ethical turmoil and economic crises. Managing organisations has become more challenging (and exciting) than before. This module is designed to develop students' understanding of key management theories/concepts and issues affecting managers.

It begins by explaining the term 'management' and the value of studying management before turning to key functions of a manager. The four key management functions – planning, organising, leading and controlling – are discussed in detail to provide students an overview of the activities performed by a typical manager. Managers exist in all organisations regardless of their size, kind and location. By studying management, students would gain insights into the way managers behave, how organisations function, and what concepts one could adopt and adapt to be an effective manager in practice.

Responsible Business

This module takes the view that ethical behaviour is the best long-term business strategy for a company - a view that is increasingly accepted by organisations around the world. This simply means that over the long run and for the most part, ethical behaviour can give a company significant competitive advantages over companies that are not ethical. On this basis, the module will provide students with a deep knowledge of the ethical principles and concepts along with an understanding of how students can use this knowledge to deal with the ethical choices that they may encounter in the business world. Through a combination of exercises, case studies and video clips, this module encourages students to think through some concrete moral problems and allow themselves to be challenged by others who resolve the issues on the basis of different moral standards.

Mass Communication

Students will be introduced to communication theories, history, development and process of mass communication. They will receive a broad overview of the key mass media industries, their operators and the forms of their content in both traditional and new media.

Mass Communication is the process of creating shared meaning between the mass media and their audiences. The study of mass communication is aimed at helping students increase their understanding and knowledge of the communication process and the mass media industries. It is also aimed at equipping them with the skills to become savvy media consumers, critical and analytical in their thinking and assessment of the media content.

Marketing Communications

The field of advertising and promotion continues to change the role of marketing communications in developing the company's marketing strategy. Marketers must look beyond the traditional forms of media in order to achieve success. In order to communicate with consumers and customers, advertisers must utilise the myriad of media outlets - print, radio, cable, satellite TV and the Internet. The goal of an MC programme is to deliver a clear, consistent, and compelling message to the organization's target consumers. This module aims to introduce concepts/theories/perspectives that are widely considered in the MC literature.

Principles of Journalism

Students will be exposed to the history and development of journalism. Aspects covered will be the multi-lingual press and the press system, broadcast and electronic journalism, media as the Fourth Estate, ethics of journalism, and the journalism profession. Practical aspects will include the news gathering process, fundamentals of news writing, interviewing, news sources, copy editing, headline writing and layout.

This module aims to make students a critical consumer of the mass media. help them understand how news is produced and delivered, provide them with information about how news organisations work, give them an understanding about how audiences react to and interact with the news media, equip them with basic news writing skills and design and layout knowledge. Students are expected to build a working knowledge of structured, balanced, accurate and effective news reporting, and to develop the necessary professional attitudes and skills.

Written and Speech Communication

This module aims to equip students with the skills to write effectively in both academic and professional settings. In addition to acquiring the basics of structure and style, students will learn how to formulate and develop clear writing objectives, flesh these out into coherent and cohesive written pieces, and support and sustain inquiry through research. There is a strong focus on citation skills and grammar. Students will also deconstruct texts, construct arguments, and sustain inquiry through research. Through reading, students will engage in a conversation with other writers, confront different views, negotiate meaning and re-evaluate their own ideas.

Students will also learn how to become composed, credible and articulate speakers in a variety of professional situations. They will be taught to organise their ideas logically and to use appropriate visuals to lend impact to vocal delivery.

The Art of Storytelling

This module teaches the concepts of storytelling via social media, using the techniques that have made Nas Daily famous globally, for both social and business applications.

In this module students will learn the powerful techniques of storytelling and script writing to deliver complex messages in a simple manner. They will then learn to shoot videos for maximum effect on social media, including on-camera presence techniques where they will learn to sound confident and present with power.

Mobile Content Creation

This module teaches advanced scriptwriting, how to edit videos for maximum impact on social media, adding sound effects and music to bring extra emotion. The module also teaches where and how to post videos for maximum impact and why audience is one of the most important parts of publishing the video. We will also teach monetisation and winning against the algorithms and how to grow a loyal audience.