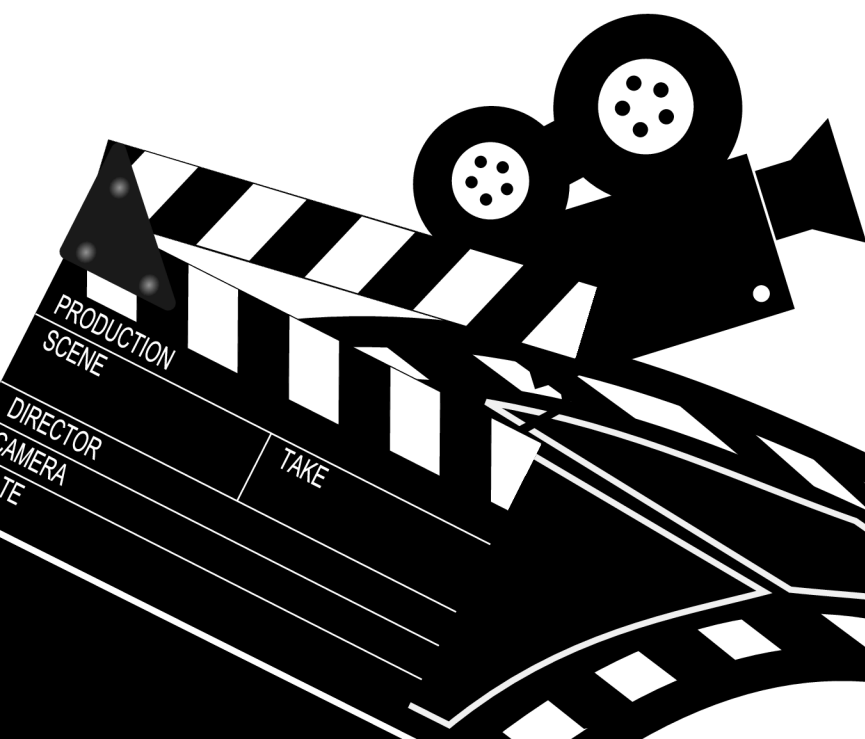


# Diploma In Communication

MQA/FA4419

## Programme Specifications (Module Descriptors)



**HELP University Subang 2 Campus**

Persiaran Cakerawala, Subang Bestari,  
Section U4, 40150 Shah Alam,  
Selangor, Malaysia  
Tel: 603-7849 3000



## Our Vision

- To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvements, and the talent development of students and staff.
- To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment.
- To be a university with a strong research focus in our key areas of excellence.
- To be a university that shares our success with the stakeholders and communities we serve.

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## Our Mission

- To help people succeed in life and to live a life of significance through education

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## Our Values

- Pride of Achievement.
- Sharing Success.
- The Courage to Be.
- To be Compassionate.
- To be Significant.

## Aim

The art of communication includes mass communication, which now crosses borders instantly through media channels. HELP University's communication programs prepare students for success in media and beyond, building skills that drive both personal and professional growth. These programs provide a foundation for further study or careers across various fields.

Mass communication, in particular, equips students with persuasive abilities and critical thinking skills needed in today's complex social, cultural, and ethical landscapes. HELP university offers three specialised majors -Public relations, Marketing Communication, and Media Studies- to boost graduates' marketability. At the diploma level, students can choose from pathways in Communication Analytics, Filmmaking and Media, and Social and Digital Media Marketing.

## Programme Educational Objective

Diploma in Communication will produce creative professional who are:

Programme Education Objective (PEO) for Diploma in Communication	
PEO 1	Graduates who demonstrate advanced disciplinary knowledge and intellectual curiosity, applying critical and innovative thinking to function effectively in diverse media, communication, and creative industries.
PEO 2	Graduates who possess strong interpersonal, communication, and leadership skills, enabling them to collaborate effectively and contribute positively within multicultural and multidisciplinary media and communication settings.
PEO 3	Graduates who apply entrepreneurial acumen, creativity, and adaptability to achieve strategic and innovative goals, contributing to industry advancement and societal development.

## Programme Learning Outcome

At the end of the programme, graduates will be able to:

Programme Learning Objective (PLO) for Diploma in Communication	
<b>PLO 1</b>	Discuss systematically fundamental knowledge in media and communication fields.
<b>PLO 2</b>	Apply communication concepts for effective solutions and decisions in media and communication fields.
<b>PLO 3</b>	Demonstrate industry-related projects in media and communication fields
<b>PLO 4</b>	Commit to effective teamwork and anticipatory thinking in media and communication fields
<b>PLO 5</b>	Perform various normative forms of communication skills to diverse audiences in media and communication fields
<b>PLO 6</b>	Adopt digital and media information literacy through various contexts in media and communication fields
<b>PLO 7</b>	Use data analysis and critical thinking in media and communication fields
<b>PLO 8</b>	Differentiate leadership styles and integrated problem solving within diversified environments in media and communication fields
<b>PLO 9</b>	Practice self-improvement skills and strategic thinking for sustainable initiatives in media and communication fields
<b>PLO 10</b>	Assume responsibility for entrepreneurial skills and collaboration in media and communication fields
<b>PLO 11</b>	Conform to the ethical standards, professionalism, and self-awareness in media and communication fields





	Demonstrate the basic process of public relations – research, planning, communication, evaluation (P4, PLO3)			√								
DMCH1264 Multimedia Design	Describe the fundamentals of multimedia and multimedia's basic principles. (C2, PLO1)	√										
	Display the ability of applying multimedia basic principles to create visually effective design. (P4, PLO3)			√								
	Demonstrate the ability to utilize designated softwares effectively to create cohesive multimedia content (A3, PLO6)						√					
DMCH1274 Introduction to Marketing Communication	Explain the fundamentals of marketing theories and concepts that are used in the communications field. (C2, PLO1)	√										
	Apply the understanding of brand identity and create brand equity through brand synergy. (C3, PLO2)		√									
	Demonstrate the use of main promotional marketing tools to create effective industry-related projects. (P4, PLO3)			√								
DMCH1284 Writing for Mass Media	Explains the correct grammatical rules and appropriate style such as the Associated Press stylebook. (C2, PLO1)	√										
	Apply fundamental writing skills for various formats such as print, broadcast and electronic platforms. (C3, PLO2)		√									
	Construct content for specific media formats such as news, public relations, marketing and advertising. (P4, PLO3)			√								
DMCH1294 Principles of Journalism	Demonstrate a systematic understanding of fundamental journalistic principles and the role of journalism in contemporary society. (C2, PLO1)	√										
	Apply essential journalistic skills and utilising fundamental digital media tools to create and present journalistic content across different platforms. (C3, PLO2)		√									
	Demonstrate professional awareness by recognising the importance of accuracy, objectivity, and social responsibility in media communication. (P4, PLO3)			√								
DMCH1314 Entrepreneurship	Apply understanding of the role of entrepreneurship within society, at the level of the organization, and in own life. (C3, PLO2)		√									
	Explain how entrepreneurship reveals itself, including start-up contexts, corporate contexts, social contexts, and public sector contexts. (A3, PLO5)					√						
	Develop a business concept to determine its feasibility (A3, PLO10)										√	
DMCH1324 Acting for Film and Camera	<b>Explain</b> the theories, concepts and ideas needed for audio visual content production in the broadcast media and public spheres. (C2, PLO2)		√									
	<b>Display</b> conventional film and theatrical production techniques for acting performances. (P4, PLO3)			√								
	<b>Demonstrate</b> practical and creative acting performances for film and theatre setting (C4A, PLO9)								√			
DMCH2013 Introduction to Entrepreneurship	Apply understanding of the role of entrepreneurship within society, at the level of the organization, and in own life. (C3, PLO2)		√									
	Explain how entrepreneurship reveals itself, including start-up contexts, corporate contexts, social contexts, and public sector contexts. (A3, PLO5)					√						
	Develop a business concept to determine its feasibility (A3, PLO10)										√	
DMCH2034 Communication in the Global Workplace	Explain various theories and concepts of organizational communication. (C2, PLO1)	√										
	Relate concepts and issues of effective communication and relationships management in the contemporary workplace (C3, PLO2)		√									
	Practices an understanding of the processes in global workplace contexts such as decision-making, conflict management, managing emotions, using technology and diversity. (A2, PLO4)				√							
	Apply classroom practical skills and techniques in an actual workplace. (C2, PLO11)				√							

DMCH2098 Internship	Demonstrate relevant competencies and follow through with commitment in a professional setting. (A3, PLO4)						√					
	Display time management skills to deliver quality output in a timely fashion. (P4, PLO6)											√
DMCH2123 Graphic and Publication Design	Comprehend the understanding of graphic design elements and its principles in media publication. (C2, PLO1)	√										
	Assemble a compelling visual and functional publication design using graphic design techniques. (P4, PLO3)			√								
	Demonstrate the ability to do graphic design and publication layout by using designated software. (A3, PLO6)						√					
DMCH2133 Introduction to Research	Explain the advantages and disadvantages of qualitative and quantitative methods to analyse published research. (PLO1, C2)	√										
	Apply research knowledge on quantitative and qualitative techniques in various methods. (PLO2, C3)		√									
	Construct a research proposal using research knowledge and skills effectively. (PLO3, P4)			√								
DMCH2143 Introduction to Digital Marketing	Demonstrate understanding of the importance of digital marketing in a rapidly changing business landscape. (PLO2, C3)		√									
	Display the ability to manipulate key elements of a effective digital marketing strategy. (PLO3, P4)			√								
	Demonstrate practical skills in creating an integrated digital marketing plan. (PLO6, A3)						√					
DMCH2173 Visualizing and Communicating Data	Explain the role of data graphics in decision making, sharing information and sparking discussion. (C1, PLO1)	√										
	Choose appropriate data visualizing technique to enhance audience comprehension of findings and insights (C2,PLO4)				√							
	Integrate insights of data in various formats, such as reports and oral presentation. (C2,PLO4)				√							
DMCH2194 Creative Media Production	<b>Explain</b> the type of creative media production, personnel involved and the standard production workflow and creative approach in various formats. (C2, PLO1).	√										
	<b>Prepare</b> media production workflow and creative approach used for various formats. (C3, PLO2).		√									
	<b>Demonstrate</b> application of learned technology uses and approaches in the creation of creative media content. (A3, PLO6).						√					
DMCH2223 Advertising	Explain the role and functions of advertising and how it integrates with other form of communication. (C2, PLO1)	√										
	Discuss advertising effects and its impact on individual, society and consumer behaviour. (A2, PLO2)		√									
	Apply the fundamentals of advertising and promotion to create advertising campaign (C3, PLO4)				√							
DMCH2234 Digital Photography Techniques	Identify different types of digital camera, light, lenses, aperture-shutter speed-ISO settings, composition techniques and various digital image-editing methods. (C1, PLO1)	√										
	Manipulate lighting techniques, lens selection, aperture settings and/or exposure length to produce desired still imagery result. (C3A, PLO7)							√				
	Produce photographs and still imagery using photographic techniques and current digital manipulation methods. (C3A, PLO7)							√				
DMCH2244 Media, Technology & Society	Explain how media evolves and influences society through its roles and contributions to public interest (C2, PLO1)	√										
	Apply knowledge of technology and mass media practices to analyze their influence on communication, society and professional practices. (C3, PLO 2)		√									
	Demonstrate the influence of media and digital technologies on society, culture, ethics and global implications.(A3, PLO5)					√						

## Grading Scheme - Diploma (Starting August 2024)

FROM AUG 2024 INTAKE AND ONWARDS FOR UNDERGRADUATE, FOUNDATION STUDIES AND DIPLOMA PROGRAMMES			
MARK RANGE	GRADE	GRADE POINT	DESCRIPTION
85-100	A+	4.00	High Distinction
80-84	A	3.75	High Distinction
75-79	A-	3.5	Distinction
70-74	B+	3.25	Distinction
65-69	B	3.00	Credit
60-64	B-	2.75	Credit
55-59	C+	2.5	Pass
50-54	C	2.00	Pass
0-49	FL	0	FAIL

Year	Course Code	Course Name	Core/Elective/Discipline	Credit Hours	
1	DMCH1214	Mass Communication	CC	4	50
	DMCH1284	Writing for Mass Media	CC	4	
	DMCH1224	Human Communication	CC	4	
	DMCH1234	English for Academic Purposes	CC	4	
	DMCH1244	Public Speaking and Presentatiuon Skills	CC	4	
	DMCH1324	Acting for Film and Theatre	CC	4	
	DMCH1254	Public Relations	CC	4	
	DMCH1264	Multimediia Design	CC	4	
	DMCH1274	Marketing Communication	CC	4	
	DMCH1294	Principles of Journalism	CC	4	
	DMCH1314	Entrepreneurship	CC	4	
2	DMCH2234	Digital Photography Techniques	E	4	40
	DMCH2223	Advertising	DC	3	
	DMCH2143	Introduction to Digital Marketing	CC	3	
	DMCH2173	Visual Communication	DC	3	
	DMCH2244	Media, Technology & Society	E	4	
	DMCH2194	Creative Media Production	DC	4	
	DMCH2133	Introduction to Research	CC	3	
	DMCH22123	Graphics and Publication Design	CC	3	
	DMCH2268	Industrial Training	CC	8	

## Classsification of Honours - Diploma

The degree awarded to a student shall be based on the final Honours CGPA (Cumulative Grade Point Average) achieved based on the computation for an honours classification is as follow:

CGPA	Honours Classification
3.75 - 4.00	First Class
3.25 - 3.74	Second Upper Class
2.75 - 3.24	Second Lower Class
2.50 - 2.75	Third Class
2.00 - 2.49	General Award

*Cumulative Grade Point (CGPA). The CGPA is calculated to 2 decimal points. The maximum value is 4.00 & the minimum is 2.00. All courses forming part of the programme will be included in CGPA. This includes courses (a) for which graded credit has been approved; (b) courses which received a failed grade but was subsequently passed; © Non-academic courses (MPW & MPU courses) For more details in the CGPA calculation, please refer to the FCMCI Student Handbook.*

## DMCH1214 Mass Communication

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This course provides a basic knowledge on communication and media industries to students. It is designed to provide a comprehensive foundation for the understanding and further studies in communication. Besides presenting new approaches in media development, it helps the students to discover new changes in the media environment. It equips the students with the various knowledge of primary printed, electronic and new media.

### LEARNING OUTCOMES

- Explain their understanding about mass communication, convergence and public opinion. (C2, PLO1)
- Discover various issues and influences of communication and mass media within the evolving landscape. (C3, PLO2)
- Demonstrate communication skills across diverse professional industries within the field of communication and media studies. (A3, PLO5)

### TOPICS

TOPIC	TITLE
1	<b>Mass Communication, Culture, and Media Literacy</b> <ul style="list-style-type: none"><li>• What is Communication, What is Culture, Mass Communication &amp; Culture, Media Literacy</li></ul>
2	<b>Convergence and the Reshaping of Mass Communication</b> <ul style="list-style-type: none"><li>• Traditional Media Industries in Transition</li><li>• The Good News for Media Industries</li><li>• The New Mass Communication Process</li></ul>
3	<b>Mass Communication, Media &amp; Public Opinion</b> <ul style="list-style-type: none"><li>• The Role of Media in Shaping Public Opinion</li><li>• Media Bias and Its Effects on Public Perception</li><li>• Social Media and Public Opinion Dynamics</li><li>• The Influence of Media on Political Polarization</li></ul>
4	<b>Theories and Effects of Mass Communication</b> <ul style="list-style-type: none"><li>• Defining Mass Communication Theory, History, The Effects of Mass Communication, Audience Research</li></ul>

TOPIC	TITLE
5	<b>Media Freedom, Regulation, Ethics</b> <ul style="list-style-type: none"> <li>First Amendment, Social Responsibility Theory, Media Industry Ethics, Media Ownership</li> </ul>
6	<b>Globalization &amp; Mass Communication</b> <ul style="list-style-type: none"> <li>History, Global Media Today, Global Village, Cultural Imperialism</li> </ul>
7	<b>The Future of Mass Communication</b> <ul style="list-style-type: none"> <li>Advancement &amp; Evolution in Media technologies, The Rise of Personalized and Interactive Media, Ethical and Privacy Considerations in Future Media.</li> </ul>
8	<b>Strategic Communication Industries: Public Relations &amp; Advertising</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence</li> </ul>
9	<b>Understanding Media Industries: Book &amp; Magazine</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence</li> </ul>
10	<b>Understanding Media Industries: Newspaper</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence</li> </ul>
11	<b>Understanding Media Industries: Radio, Recording &amp; Popular Music</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence</li> </ul>
12	<b>Understanding Media Industries: Television, Cable, &amp; Mobile Video</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence</li> </ul>
13	<b>Understanding Media Industries: Film</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence</li> </ul>
14	<b>Understanding Media Industries: Video Games, Internet &amp; Social Media</b> <ul style="list-style-type: none"> <li>History, Audiences, Scope &amp; Structure, Trends &amp; Convergence, User Generated Content</li> </ul>

#### ASSESSMENT DETAILS

Coursework 100%

#### PRESCRIBED TEXT

- Baran, S.J. (2023). Introduction to Mass Communication (12th ed). McGraw Hill Education

#### ADDITIONAL REFERENCE

- Hanson, R.R. (2021). Mass Communication: Living in a Media World (8th ed). SAGE.
- Journalism & Mass Communication Quarterly
- Pavlik, J.V. & McIntosh, S. (2019). Converging Media: a new introduction to mass communication (6th ed). Oxford University Press.



## DMCH1224 Human Communication

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

In the world where human communication is the center point or the human life. The skill and knowledge to it is utmost important. This course introduces students to understand the principles of communication theory and to begin to put them into practice. Students will learn skills and techniques essential to effective communication to cope with their daily needs. The course has practical, hands-on approach where students are to organise into groups and analyse cases and prepare written report on an issue related to human communication.

### LEARNING OUTCOMES

- Explain their understanding about mass communication, convergence and public opinion. (C2, PLO1)
- Discover various issues and influences of communication and mass media within the evolving landscape. (C3, PLO2)
- Demonstrate communication skills across diverse professional industries within the field of communication and media studies. (A3, PLO5)

### TOPICS

TOPIC	TITLE
1	<b>Introduction to the course and course requirements</b> <ul style="list-style-type: none"><li>• Course description &amp; objectives</li><li>• Course policy and assignments</li><li>• Use of e-learning for this course</li><li>• Q &amp; A session</li></ul>
2	<b>Perception, Self, and Communication</b> <ul style="list-style-type: none"><li>• Understanding intra and inter personal communication. Self-Image and communicating to others</li></ul>
3	<b>Language and Meaning, Nonverbal Communication</b> <ul style="list-style-type: none"><li>• Sign and meaning Gestures in communication</li></ul>

TOPIC	TITLE
4	<b>Listening and Critical Thinking</b> <ul style="list-style-type: none"> <li>• Listening vs. Hearing Types of thinking</li> </ul>
5	<b>Culture and Communication</b> <ul style="list-style-type: none"> <li>• What is culture and cultural differences</li> <li>• Forms Intercultural Communication</li> </ul>
6	<b>Workplace Communication</b> <ul style="list-style-type: none"> <li>• Organisational Climate and message</li> <li>• Communicating with superiors, co-workers and subordinates.</li> </ul>
7	<b>Workplace Communication</b> <ul style="list-style-type: none"> <li>• Organisational Climate and message</li> <li>• Communicating with superiors, co-workers and subordinates.</li> </ul>
8	<b>Small-Group Communication</b> <ul style="list-style-type: none"> <li>• Developing group members' idea generation</li> </ul>
9	<b>The Art of Conversation</b> <ul style="list-style-type: none"> <li>• Principle of Conversation - everyday conversation</li> </ul>
10	<b>Realm of Relationship</b> <ul style="list-style-type: none"> <li>• Friendship, Romantic relationship and Families.</li> </ul>
11	<b>Dealing with Conflict</b> <ul style="list-style-type: none"> <li>• Principle of conflicts</li> <li>• Conflict management conflict handling strategies.</li> </ul>
12	<b>Dealing with Conflict</b> <ul style="list-style-type: none"> <li>• Principle of conflicts</li> <li>• Conflict management conflict handling strategies.</li> </ul>
13	<b>Presenting Messages</b> <ul style="list-style-type: none"> <li>• Being Credible and Using Evidence</li> <li>• Organising Your Presentation.</li> </ul>
14	<b>Presenting Messages</b> <ul style="list-style-type: none"> <li>• Being Credible and Using Evidence</li> <li>• Organising Your Presentation.</li> </ul>

## **ASSESSMENT DETAILS**

Coursework 100%

## **PRESCRIBED TEXT**

- Devito, J. (2015). Human Communication. (13thed.). New York: Pearson
- Griffin, M. A. (2016). A Survey of Human Communication. Maryland: University Press, Inc.

## **ADDITIONAL REFERENCE**

- Hanson, R.R. (2021). Mass Communication: Living in a Media World (8th ed). SAGE.
- Journalism & Mass Communication Quarterly
- Pavlik, J.V. & McIntosh, S. (2019). Converging Media: a new introduction to mass communication (6th ed). Oxford University Press.

## DMCH1234 English for Academic Purposes

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

The subject is designed to enable students to use English effectively in the academic contexts they will encounter in their studies. The main emphasis is improving students' confidence and competence in English in these contexts. As far as possible, the subject will address grammatical aspects of the English language, and introduce students to the fundamentals of APA formatting and referencing before exploring the various essay writing styles such as the descriptive essay, the cause and effect essay, the compare and contrast essay and the argumentative essay, among others.

### LEARNING OUTCOMES

- Explain the correct usage of grammatical rules and APA referencing style (C2, PLO1).
- Prepare credible materials and illustrations to be incorporated into essays (C3, PLO2).
- Construct various types of academic essays through clearly written thesis statements and well-supported topic sentences (P4, PLO3).

### TOPICS

TOPIC	TITLE
1	<b>Writing Foundations</b> <ul style="list-style-type: none"><li>• Accuracy in Writing</li><li>• Avoiding Plagiarism</li><li>• From Titles to Outlines</li></ul>
2	<b>Grammar for Academic Writing</b> <ul style="list-style-type: none"><li>• Importance of Grammar</li><li>• Sentence skills, Grammar rules, Word Use, Parts of Speech</li></ul>
3	<b>Punctuation for Academic Writing</b> <ul style="list-style-type: none"><li>• Importance of punctuation</li><li>• Mechanics and principles</li></ul>
4	<b>The Writing Process (1)</b> <ul style="list-style-type: none"><li>• Purpose, Audience, Tone, and Content</li><li>• Developing a Strong, Clear Thesis Statement</li><li>• Organising Body, Introductory and Concluding Paragraphs</li></ul>

TOPIC	TITLE
5	<b>The Writing Process (2)</b> <ul style="list-style-type: none"> <li>• Four Steps in Essay Writing</li> <li>• Four Bases for Revising Essays</li> <li>• Editing and Proof-reading</li> </ul>
6	<b>Researching, Writing and Documenting</b> <ul style="list-style-type: none"> <li>• Information Literacy</li> <li>• Summarising, Paraphrasing and Referencing</li> <li>• Reading and Note-making</li> </ul>
7	<b>Essay Writing</b> <ul style="list-style-type: none"> <li>• Writing a Source-Based Essay</li> <li>• Writing a Research Essay</li> </ul>
8	<b>Patterns of Essay Development</b> <ul style="list-style-type: none"> <li>• Cause and/or Effect</li> <li>• Compare and/or Contrast</li> </ul>
9	<b>Patterns of Essay Development</b> <ul style="list-style-type: none"> <li>• Discussion</li> <li>• Argument</li> </ul>
10	<b>Patterns of Essay Development</b> <ul style="list-style-type: none"> <li>• Description</li> <li>• Narration</li> </ul>
11	<b>Patterns of Essay Development</b> <ul style="list-style-type: none"> <li>• Process and Classification</li> <li>• Definitions</li> </ul>
12	<b>Visual Information</b> <ul style="list-style-type: none"> <li>• Graphs, Charts, Tables</li> <li>• Incorporating Effective Visuals in Writing</li> <li>• Organising and giving a Visual Presentation</li> </ul>

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Langan, J. & Albright, Z. (2023). College Writing Skills with Readings (11th ed.). McGraw Hill.

## ADDITIONAL REFERENCE

- Bailey, S. (2022). Academic Writing for University Students (1st ed.). Routledge.

## DMCH1244 Public Speaking and Presentation Skills

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This course prepares students for a variety of situations in which formal presentations are required. Topics will include cultural conventions and speech, perceptions of others, verbal and nonverbal messages, and techniques of oral presentation and persuasion. Students will learn how to research, outline, and deliver short, informal presentations as well as longer speeches.

### LEARNING OUTCOMES

- Explain the various types and purposes of speeches, namely impromptu, informative, persuasive and commemorative speech. (PLO1, C2)
- Demonstrate the ability to prepare a well thought and researched speech outline appropriate for audience. (PLO3, P4)
- Demonstrates effective vocal qualities, language, delivery techniques, non-verbal communication, and visual aids for various speech. (PLO5, A3)

### TOPICS

TOPIC	TITLE
1	<ul style="list-style-type: none"><li>• Introduction to the Course</li><li>• Speaking to Public</li></ul>
2	Ethics & Public Speaking Listening
3	Listening to Feedback and the Communication Loop
4	Speech Writing: Introduction to writing formulas
5	Speech Writing: Appropriateness of Language
6	Speech Writing: Length for Clarity and Brevity
7	<ul style="list-style-type: none"><li>• Analyzing the Audience</li><li>• Organizing and Outlining the Speech</li></ul>
8	Delivering the Speech and Using Visual Aids Supporting Your Ideas Using Materials

TOPIC	TITLE
9	<ul style="list-style-type: none"> <li>• Speaking to Inform</li> <li>• Choosing Topics and Purposes</li> </ul>
10	Information and Information Building
11	<ul style="list-style-type: none"> <li>• Introduction to Persuasive Speaking</li> <li>• Using Language</li> </ul>
12	<ul style="list-style-type: none"> <li>• Beginning and Ending the Speech</li> <li>• Methods of Persuasion</li> </ul>
13	Storytelling in Speeches
14	<ul style="list-style-type: none"> <li>• Speaking on Special Occasions</li> <li>• Speaking in Small Groups</li> </ul>

### ASSESSMENT DETAILS

Coursework 100%

### PRESCRIBED TEXT

- German, K. M., Gronbeck, B. E., Ehninger, D., Monroe, A., H. (2016). Principles of Public Speaking. (18th ed.). New York: Routledge
- Patil S. L. (2020). Handbook on Public Speaking ,Presentation & Communication Skills: Principles. Chennai: Notion Press

### ADDITIONAL REFERENCE

- Carnegie, D. (2020). Public Speaking: How to Rapidly Lose Fear & Excite Your Audience as a Confident Charismatic Speaker Without Anxiety (Communicate With Ease and Survive in Any Situation). Rob Miles

## **DMCH1254 Public Relations**

### **PRE-REQUISITE(s)**

No pre-requisite is required.

### **CREDIT HOURS**

4

### **SYNOPSIS**

The course is designed to introduce students to some of the basic elements of contemporary public relations. The course provides information about its history, principles, practices and the fundamental responsibilities of public relations practitioners. This course has a practical hands-on approach that exposes students to various practices in identifying and solving problems within the public relations industry. They are expected to write a proposal to overcome a related public relations issue or phenomenon

### **LEARNING OUTCOMES**

- Explain the role and function of contemporary public relations in today's society in a global context (C2, PLO1)
- Apply contemporary practices and effective solutions for public relations situations and crises (C3, PLO2)
- Demonstrate the basic process of public relations – research, planning, communication, evaluation (P4, PLO3)

### **TOPICS**

<b>TOPIC</b>	<b>TITLE</b>
1	<ul style="list-style-type: none"><li>• THE PROFESSION</li><li>• Defining PR</li><li>• PR as a process</li><li>• A career in PR</li></ul>
2	<ul style="list-style-type: none"><li>• Evolution &amp; History of PR</li><li>• Early Beginnings</li><li>• Press Agency</li><li>• The Age of Pioneers</li><li>• Digital Age</li><li>• Ethical Considerations</li><li>• The Practice of PR</li></ul>
3	<ul style="list-style-type: none"><li>• THE PROCESS</li><li>• Research Role &amp; Scope in PR</li><li>• The Value of Research</li><li>• Measuring Public Opinion</li></ul>



TOPIC	TITLE
4	<ul style="list-style-type: none"> <li>• Communication Concepts in PR</li> <li>• The role of effective Communication</li> <li>• Communication Objectives of a PR Campaign</li> </ul>
5	<ul style="list-style-type: none"> <li>• THE PUBLIC</li> <li>• Public Opinions</li> <li>• Implications for PR</li> <li>• The Mass Media</li> <li>• Role of Persuasion in PR</li> </ul>
6	<ul style="list-style-type: none"> <li>• Employee / Internal Relations</li> <li>• The Roles of Internal Communicators in Organisation</li> </ul>
7	<ul style="list-style-type: none"> <li>• Internet and Social Media</li> </ul>
8	<ul style="list-style-type: none"> <li>• Community Relations</li> <li>• Conflict Management</li> <li>• Crisis Communication</li> </ul>
9	<ul style="list-style-type: none"> <li>• Marketing &amp; Investor Relations</li> <li>• Audiences in Marketing</li> <li>• Media Relations Management in Print &amp; Electronic Media</li> </ul>
10	<ul style="list-style-type: none"> <li>• PR in Government</li> <li>• Defining public affairs, government relations, and lobbying</li> <li>• The role of PR in election campaigns</li> </ul>
11	<ul style="list-style-type: none"> <li>• PR in Corporate Affairs</li> <li>• The roles of PR in Corporations</li> </ul>
12	<ul style="list-style-type: none"> <li>• The role of PR in corporate communication &amp; marketing programs</li> </ul>
13	<ul style="list-style-type: none"> <li>• PR in Global Economy</li> <li>• Global PR in Non-Profit sector</li> </ul>
14	<ul style="list-style-type: none"> <li>• The roles of PR in Global Economy</li> </ul>

## **ASSESSMENT DETAILS**

Coursework 100%

## **PRESCRIBED TEXT**

- Gunning, E. (2019). Public Relations: A Practical Approach. USA: Red Globe Press.
- Wilcox, D.L., Cameron, G.T., & Reber, B.H. (2015). Public Relations: Strategies & Tactics, (11th Ed.) England: Pearson Education Limited.

## **ADDITIONAL REFERENCE**

- Jefkins, F. (2016). Public Relations: Made Simple. London: William Heinemann Ltd.
- Lymer, L. and Carney, W. W. (eds.). (2015). Fundamentals of Public Relations and Marketing Communications in Canada. Canada: University of Alberta Press.

## DMCH1264 Multimedia Design

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This subject introduces students to the fundamental principles of multimedia design, blending both theoretical knowledge and practical skills. Students will explore how to create visually compelling materials tailored for various multimedia platforms. Emphasizing the integration of design principles, user experience, and multimedia technologies, the course prepares students to develop professional-quality digital creations.

### LEARNING OUTCOMES

- Describe the fundamentals of multimedia and multimedia's basic principles. (C2, PLO1)
- Display the ability of applying multimedia basic principles to create visually effective design. (P4, PLO3)
- Demonstrate the ability to utilise designated softwares effectively to create cohesive multimedia content (A3, PLO6)

### TOPICS

TOPIC	TITLE
1	<b>Introduction to Creative Multimedia</b> <ul style="list-style-type: none"><li>• Definition of Multimedia</li><li>• Key components of multimedia: text, images, audio, video, and animation.</li><li>• Role and significance of multimedia in modern communication.</li><li>• Basic concepts in multimedia design and production.</li><li>• Multimedia systems and their components (hardware and software).</li><li>• Types of multimedia systems: interactive, non-interactive, and virtual.</li></ul>
2	<b>Digital Media Platforms</b> <ul style="list-style-type: none"><li>• Overview of various digital platforms: web, mobile, social media.</li><li>• The role of multimedia in enhancing content delivery across platforms.</li><li>• Key considerations for multimedia design on different platforms.</li></ul>

TOPIC	TITLE
3	<b>Basic Design Principles</b> <ul style="list-style-type: none"> <li>• Introduction to design principles: Balance, contrast, emphasis, and unity.</li> <li>• Elements of design: Line, shape, color, texture, and space.</li> <li>• The role of design principles in creating effective multimedia.</li> <li>• The importance of visual hierarchy and layout in multimedia communication</li> </ul>
4	<b>Text and Typography in Multimedia</b> <ul style="list-style-type: none"> <li>• Importance of text in multimedia design.</li> <li>• Basic typography principles: font types, size, spacing, and alignment.</li> <li>• Using text creatively in multimedia projects.</li> </ul>
5	<b>Understanding Color Theory in Multimedia</b> <ul style="list-style-type: none"> <li>• The fundamentals of colour theory: primary, secondary, and tertiary colours.</li> <li>• Colour psychology: emotional and cultural impact of colours in multimedia.</li> <li>• • Principles of colour harmony, contrast, and colour balance in design.</li> <li>• • The role of colour in branding, storytelling, and enhancing user experience.</li> <li>• The use of grids can to support a publication's content, goal, and format.</li> </ul>
6	<b>The Role of Visual / Imagery</b> <ul style="list-style-type: none"> <li>• The importance of imagery in visual communication.</li> <li>• Types of imagery: illustrations, photographs, icons, and digital art.</li> <li>• Image selection, composition, and storytelling with visuals.</li> <li>• Basics of image resolution, formats, and optimizing images for different platforms.</li> </ul>
7	<b>Principles of Page Layout and Composition</b> <ul style="list-style-type: none"> <li>• Understanding layout: grids, alignment, and spacing.</li> <li>• The rule of thirds, visual hierarchy, and balance in design.</li> <li>• Effective use of white space and margins for clarity.</li> <li>• Page layout techniques for print and digital platforms: e-books, presentations, and websites.</li> </ul>

TOPIC	TITLE
8	<b>Visual Storytelling and Narrative Design</b> <ul style="list-style-type: none"> <li>• The Power of Storytelling in Multimedia: Developing narrative through multimedia.</li> <li>• Creating Storyboards and Scripts: Visualizing and planning content flow.</li> <li>• Interactive Storytelling: Developing nonlinear stories and branching narratives.</li> </ul>
9	<b>Audio and Sound Design</b> <ul style="list-style-type: none"> <li>• The role of audio and sound in multimedia communication.</li> <li>• Types of audio: music, voice-over, sound effects.</li> <li>• Basics of sound design: audio effects, mixing, and synchronization.</li> </ul>
10	<b>Video Production Basics</b> <ul style="list-style-type: none"> <li>• Key principles of video production: shot composition, framing, and timing.</li> <li>• Introduction to video formats, resolution, and editing.</li> <li>• How video enhances storytelling and communication.</li> </ul>
11	<b>Animation and Motion Graphics</b> <ul style="list-style-type: none"> <li>• The role of animation in multimedia design.</li> <li>• Basic principles of animation: timing, movement, and pacing.</li> <li>• Introduction to motion graphics and its applications in multimedia.</li> </ul>
12	<b>Interactive Media and User Experience</b> <ul style="list-style-type: none"> <li>• Understanding interactive media: websites, apps, and games.</li> <li>• Principles of user experience (UX) design.</li> <li>• The importance of user interfaces (UI) and usability in interactive multimedia.</li> </ul>
13	<b>Ethical and Legal Issues in Multimedia Design</b> <ul style="list-style-type: none"> <li>• Ethical considerations in multimedia design and content creation.</li> <li>• Copyright, intellectual property, and fair use in multimedia.</li> <li>• The responsibility of designers in creating inclusive and non-biased content.</li> </ul>
14	<b>The Future of Creative Multimedia</b> <ul style="list-style-type: none"> <li>• Emerging trends in multimedia: VR, AR, AI, and interactive technologies.</li> <li>• The future of multimedia design and its impact on various industries.</li> <li>• Career opportunities in multimedia design and related fields.</li> </ul>

## **ASSESSMENT DETAILS**

Coursework 100%

## **PRESCRIBED TEXT**

- Costello, V. (2023). Multimedia Foundations. New York: Routledge.

## **ADDITIONAL REFERENCE**

- Nian Li, Z., Drew, M., & Liu, J. (2021). Fundamentals of Multimedia (Third Edition). Switzerland: Springer.
- Dabner, D., Stewart, S., and Vickress, A. (2020). Graphic Design School : A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media. London: Thames & Hudson Ltd.
- Heller, S. and Vienne, V. (2018). Becoming a Graphic and Digital Designer: A Guide to Careers in Design. New Jersey: John Wiley & Sons Inc.

## DMCH 1274 Introduction to Marketing Communication

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This course is an introduction to the wide scope of marketing communication. Students need the basic understanding to develop further in understanding in the marketing communication field. Marketing communication will help students to understand the management process that all organisations go through to engage with its various audiences. By understanding an audience's communications environment, organisations are able to develop and present marketing strategies for its identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioural responses.

### LEARNING OUTCOMES

- Explain the fundamentals of marketing theories and concepts that are used in the communications field. (C2, PLO1)
- Apply the understanding of brand identity and create brand equity through brand synergy. (C3, PLO2)
- Demonstrate the use of main promotional marketing tools to create effective industry-related projects. (P4, PLO3)

### TOPICS

TOPIC	TITLE
1	<b>Overview of the Marketing Communication Process</b> <ul style="list-style-type: none"><li>• How Marketing Communication (Marcom) takes place in B2C and B2B setting</li></ul>
2	<b>Focus on Implementation of Marcom process</b> <ul style="list-style-type: none"><li>• A Glimpse of Current Issues in Marketing Communication</li></ul>
3	<b>Marcom Challenges</b> <ul style="list-style-type: none"><li>• Looking for Insights in Marcom</li><li>• How Branding can help achieve success</li></ul>
4	<b>Marcom Targeting Approaches</b> <ul style="list-style-type: none"><li>• Demographic</li><li>• Geo- Demographic</li><li>• Behaviourgraphic</li><li>• Psychographic</li></ul>

TOPIC	TITLE
5	<b>Marcom Objectives and Budget Setting</b> <ul style="list-style-type: none"> <li>Setting Budget Objectives and Implementation of Marcom process</li> </ul>
6	<b>Advertising Management</b> <ul style="list-style-type: none"> <li>Identifying the Magnitude of advertising and Its management process</li> </ul>
7	<b>Marcom Positioning</b> <ul style="list-style-type: none"> <li>Creating a meaning through objects and signage</li> <li>How to get through in the consumers mind</li> </ul>
8	<b>Marcom Objectives and Budget Setting</b> <ul style="list-style-type: none"> <li>Setting Budget Objectives and Implementation of Marcom process</li> </ul>
9	<b>Advertising Management</b> <ul style="list-style-type: none"> <li>Identifying the Magnitude of advertising and Its management process</li> </ul>
10	<b>On- and Off-Premise Signage and POP Communications</b> <ul style="list-style-type: none"> <li>Understanding signage, POP, Outdoor and others</li> <li>Advertising Messages, Media and Measurement</li> </ul>
11	<ul style="list-style-type: none"> <li>Type of Measurement, Approach in analyzing advertising Messages and measuring effectiveness of the media</li> </ul>
12	<b>Planning and Analyzing Advertising Media</b> <ul style="list-style-type: none"> <li>Setting up Media Plan and Media Buying strategies</li> <li>Internet Advertising</li> <li>Type of Internet Advertising and Its approaches</li> </ul>
13	<b>Event and Cause Sponsorship</b> <ul style="list-style-type: none"> <li>Sponsorship Approaches and Issues</li> </ul>
14	<b>Marketing Oriented Public Relations and Sponsorships</b> <ul style="list-style-type: none"> <li>MPR Issues and Implementation</li> <li>Creating Buzz for advertisement</li> </ul>



## **ASSESSMENT DETAILS**

Coursework 100%

## **PRESCRIBED TEXT**

- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). Marketing communications: Objectives, strategy, tactics. Sage.
- Juska, J. M. (2017). Integrated marketing communication: advertising and promotion in a digital world. Routledge.

## **ADDITIONAL REFERENCE**

- Camilleri, M. A. (2018). Integrated marketing communications. In Travel marketing, tourism economics and the airline product (pp. 85-103). Springer, Cham.

## DMCH1284 Writing for Mass Media

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This course provides students with the fundamentals of writing for various types media platform, such as newspaper, radio, TV, magazine and the Web.

### LEARNING OUTCOMES

- Explains the correct grammatical rules and appropriate style such as the Associated Press stylebook. (C2, PLO1)
- Apply fundamental writing skills for various formats such as print, broadcast and electronic platforms. (C3, PLO 2)
- Construct content for specific media formats such as news, public relations, marketing and advertising. (P4, PLO3)

### TOPICS

TOPIC	TITLE
1	<b>What is Good Writing?</b> <ul style="list-style-type: none"><li>• Basic principles of good writing</li></ul>
2	<b>Basic tools of writing</b> <ul style="list-style-type: none"><li>• Grammar, punctuation, word precision, Importance of rules of writing</li><li>• Style and the Stylebook</li><li>• Associated Press stylebook</li></ul>
3	<b>Writing in the Media Environment:</b> <ul style="list-style-type: none"><li>• Conventions and practices, Writing for an audience, Development, transitions</li></ul>
4	<b>Writing for Print (Part 1)</b> <ul style="list-style-type: none"><li>• Inverted pyramid, types of news reporting</li></ul>
5	<b>Writing for Print (Part 2)</b> <ul style="list-style-type: none"><li>• Sources: interviewing; on-the-scene reporting; recording</li></ul>
6	<b>Writing for Broadcast (Part 1)</b> <ul style="list-style-type: none"><li>• Characteristics of broadcast news, Dramatic unity</li></ul>

TOPIC	TITLE
7	<b>Writing for Broadcast (Part 2)</b> <ul style="list-style-type: none"> <li>Criticisms of broadcast writing, Use of the present tense</li> </ul>
8	<b>Writing for the Web</b> <ul style="list-style-type: none"> <li>General principle, Demands of writing for the Web, Writing styles and techniques, Content and format</li> </ul>
9	<b>Writing and Images</b> <ul style="list-style-type: none"> <li>Basic Concepts of Photojournalism, The Threes of Photojournalism, Writing Cut-lines, A Word About Accuracy</li> </ul>
10	<b>Writing for PR</b> <ul style="list-style-type: none"> <li>Internal, external public, News releases,</li> <li>Speeches and statements, writing letters, e-mails, memorandum</li> </ul>
11	<b>Writing for Marketing</b> <ul style="list-style-type: none"> <li>AIDA model, Creativity and Tone of Voice, Digital Tips and Techniques</li> <li>Writing for Advertising Copy</li> <li>Purpose of advertising writing, Product, audience, purpose, medium, Advertising objectives, and appeals</li> </ul>
12	<b>The Law and Ethics</b> <ul style="list-style-type: none"> <li>Legal and ethical issues and considerations in the mass media environment</li> </ul>
13	<b>What is Good Writing?</b> <ul style="list-style-type: none"> <li>Basic principles of good writing</li> </ul>
14	<b>Basic tools of writing</b> <ul style="list-style-type: none"> <li>Grammar, punctuation, word precision, Importance of rules of writing</li> <li>Style and the Stylebook</li> <li>Associated Press stylebook</li> </ul>

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Filak, V.F. (2021). Dynamics of Media Writing: Adapt and Connect (3rd ed.). Sage.

## ADDITIONAL REFERENCE

- AP Stylebook. (2024 - 2026). Associated Press Stylebook (57th ed). The Associated Press.

## **DMCH1294 Principles of Journalism**

### **PRE-REQUISITE(s)**

No pre-requisite is required.

### **CREDIT HOURS**

4

### **SYNOPSIS**

This course is designed to expose students to the various types of journalistic writings such as straight news, features and investigative news. Students will also be exposed to the fundamentals on journalistic writing and ethical reporting.

### **LEARNING OUTCOMES**

- Demonstrate a systematic understanding of fundamental journalistic principles and the role of journalism in contemporary society. (C2, PLO1)
- Apply essential journalistic skills and utilising fundamental digital media tools to create and present journalistic content across different platforms. (C3, PLO2)
- Demonstrate professional awareness by recognising the importance of accuracy, objectivity, and social responsibility in media communication. (P4, PLO3)

### **TOPICS**

<b>TOPIC</b>	<b>TITLE</b>
1	Introduction to Journalism: Defining news
2	The Basic News Story: News anatomy, types of news
3	Finding focus, 5Ws & 1 H, lead
4	Inverted Pyramid & AP style
5	<ul style="list-style-type: none"><li>• The Journalist as Investigator</li><li>• Learning to be curious and sceptical, media interviews &amp; attribution</li></ul>
6	News headlines
7	Source of news
8	<ul style="list-style-type: none"><li>• Photojournalism:</li><li>• Telling news stories through pictures</li></ul>

TOPIC	TITLE
9	Writing Features (part 1) - types
10	Writing Features (Part 2) - lead & structure
11	Online Journalism: Story planning, Writing techniques, Headlines, blurbs and brief
12	<ul style="list-style-type: none"> <li>• Challenges for Journalism</li> <li>• Grasp the rights and wrongs of Journalism on ethics and regulations</li> </ul>
13	News selection process
14	Globalisation of News and the Rise of Citizen Journalism

### ASSESSMENT DETAILS

Coursework 100%

### PRESCRIBED TEXT

- Rich, C. (2016). Writing and Reporting News: A Coaching Method. 8th Ed. Cengage Learning. USA. (last edition)
- Harcup. T. (2015). Journalism: Principles and Practice (3rd Ed). Sage. New York.

### ADDITIONAL REFERENCE

- McBride, K. & Rosenstiel, T. (2014). The New Ethics of Journalism: Principles for the 21st Century. 10th Ed. CQ Press, Sage Publication.UK.
- The Associated Press (2015). Associated Press Stylebook 2015 and Briefing on Media Law. 46th Ed. The Associated Press, NJ.

## DMCH1314 Entrepreneurship

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

Entrepreneurship involves founding, running, selling, buying, managing, and investing in technology in a company. It is different from traditional employment as the owner creates time and pursue income to determine the business success. This course proposes the start-up of a small business, where an owner commits time or money, and wait to take the real plunge when he or she is sure of its success. This course offers essential knowledge and advice on navigating a business. Students learn how to strengthen the six key components of business: finance, product development, management, marketing, creating values and customer satisfaction.

### LEARNING OUTCOMES

- Apply understanding of the role of entrepreneurship within society, at the level of the organisation, and in own life. (C3, PLO2)
- Explain how entrepreneurship reveals itself, including start-up contexts, corporate contexts, social contexts, and public sector contexts. (A3, PLO5)
- Develop a business concept to determine its feasibility (A3, PLO10)

### TOPICS

TOPIC	TITLE
1	<b>Practicing Entrepreneurship</b> <ul style="list-style-type: none"><li>• Defining entrepreneurship.</li><li>• Entrepreneurial Processes.</li><li>• Entrepreneurship Methods.</li></ul>
2	<b>Activating an Entrepreneurial Mindset</b> <ul style="list-style-type: none"><li>• Defining entrepreneurial mindset</li><li>• The Why Statement</li><li>• Five habits to develop an entrepreneurial mindset.</li></ul>
3	<b>Different Types of Entrepreneurship</b> <ul style="list-style-type: none"><li>• Models of Revenue Generation</li><li>• Attributes of stakeholders</li><li>• Measuring Impact and Return on Investment (ROI)</li></ul>
4	<b>Creating and Developing Opportunities</b> <ul style="list-style-type: none"><li>• Strategies for generating new ideas</li><li>• Pathways to opportunity identification</li><li>• Challenges from idea to opportunity</li></ul>

TOPIC	TITLE
5	<b>Building Business Models</b> <ul style="list-style-type: none"> <li>• Popular business models</li> <li>• Components of a business model</li> <li>• Importance of the customer value proposition</li> </ul>
6	<b>Design Thinking</b> <ul style="list-style-type: none"> <li>• Differentiate between design and design thinking</li> <li>• Five phases of the design-thinking process</li> <li>• Design thinking for services</li> </ul>
7	<b>Developing Customers</b> <ul style="list-style-type: none"> <li>• Define customers and market</li> <li>• Identify customers through segmentation</li> <li>• Importance of market research</li> </ul>
8	<b>Testing and Experimenting With New Ideas</b> <ul style="list-style-type: none"> <li>• Define experiments and why use them</li> <li>• Types of experiments most used</li> <li>• Methods and value of collecting data</li> </ul>
9	<b>Creating Revenue Models</b> <ul style="list-style-type: none"> <li>• Distinguish a revenue model from a business model</li> <li>• Pricing strategies and methods</li> <li>• Writing a business plan</li> </ul>
10	<b>Pitching to Launch</b> <ul style="list-style-type: none"> <li>• Planning for Pitching</li> <li>• Different types of pitches</li> <li>• Delivering compelling pitches</li> </ul>
11	<b>Financing for Startups</b> <ul style="list-style-type: none"> <li>• Define equity financing and its main stages</li> <li>• Basics of business valuation</li> <li>• Types of investors and their diligence processes</li> </ul>

TOPIC	TITLE
12	<b>Developing Networks and Building Teams</b> <ul style="list-style-type: none"> <li>• The value of networks for entrepreneurs.</li> <li>• Ways to build networks.</li> <li>• Characteristics of a Great Founding Team</li> </ul>
13	<b>Engaging Customers Through Marketing</b> <ul style="list-style-type: none"> <li>• Define entrepreneurial marketing</li> <li>• Importance of branding and building a brand</li> <li>• Elements in digital marketing for entrepreneurs</li> </ul>
14	<b>Sustainability and Entrepreneurs</b> <ul style="list-style-type: none"> <li>• Bootstrapping and Crowdfunding for Resources</li> <li>• Navigating Legal and IP Issues</li> <li>• Anticipating failure</li> </ul>

#### ASSESSMENT DETAILS

Coursework 100%

#### PRESCRIBED TEXT

- Neck, H.M., Neck, C.P. and Murray, E.L. (2025). Entrepreneurship: The practice and mindset (3rd ed.). Sage. ISBN: 9781071884874 (Main textbook).
- Deakins, D. & Scott, J.M. (2024). Entrepreneurship: A Contemporary & Global Approach (2nd ed.). Sage. ISBN: 9781529621884

#### ADDITIONAL REFERENCE

No pre-requisite is required.



## DMCH1324 Acting for Film and Camera

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

The world of film and theatre has drastically changed over the past decade due to the proliferation of media channels and transmission of theatrical performances on the big screen. There is a huge need for a solid, comprehensive resource to teach people how to get into dramatic arts, acting and hosting. The purpose of this course is to provide creative activities to learn the essential skills and abilities needed to become a successful artist or performer in today's multimedia world.

### LEARNING OUTCOMES

- Explain the theories, concepts and ideas needed for audio visual content production in the broadcast media and public spheres. (C2, PLO2)
- Display conventional film and theatrical production techniques for acting performances. (P4, PLO3)
- Demonstrate practical and creative acting performances for film and theatre setting (C4A, PLO9)

### TOPICS

TOPIC	TITLE
1	<b>Brief on the course requirements</b> Introduction to acting styles. What is a character?
2	<b>What acting is all about</b> The energy, emotions & spontaneity.
3	<b>Role Playing</b> Preparation, imagination, doing.
4	<b>Acting and Presenting</b> Tools of acting: dynamics, rhythm & change, movement, personalization. Script reading & auditions. Working with the Director.
5	<b>Body Gestures and Body Language</b> Facial expression, vocal delivery, eye contact, movement & posture.
6	<b>Know Your Audience</b> Analysing audience information, establish common ground & adapting to your audience.

TOPIC	TITLE
7	<b>Film and digital recordings</b> <ul style="list-style-type: none"> <li>• TV set, motion picture studio &amp; soundstage. Shooting the scene &amp; multiple camera show.</li> <li>• MIDTERM TEST"</li> </ul>
8	Working with your Director.
9	Rehearsing and rehearsal techniques
10	Things to Avoid on Camera and On-Air. Ensure facial, body & voice don't display discomfort, displeasure & bias
11	Ethical Behaviour and Language Culture & criticism. Language, bias view, manipulating emotions, fears & facts "
12	The arts of storytelling
13	Devising a performance piece
14	Performing devised piece. Review of lessons learned

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Swain, J.H. (2017). The Science and Art of Acting for the Camera: A Practical Approach to Film Television, and Commercial Acting, 1st Kindle ed. New York: Routledge.

## ADDITIONAL REFERENCE

- Brook, P (1995). The Empty Space. Prentice Hall & IBD (Old but essential text),
- Cohen, L. (2017). The Method Acting Exercises Handbook. London: Taylor & Francis Ltd.

## DMCH2043 Communication In The Global Workplace

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

3

### SYNOPSIS

This course will help students to understand the increasingly global and mediated nature of communication in organisations. The students will be able to apply theory in diverse real-world contexts to improve communication in the global workplace. The knowledge acquired from this course will increase students' awareness of professional relationships and learn how to participate in such relationships as a responsible organizational citizen. Through effective communication, the students would be able to address organizational issues in productive, ethical, inclusive, and respectful ways.

### LEARNING OUTCOMES

- Explain various theories and concepts of organizational communication. (C2, PLO1)
- Relate concepts and issues of effective communication and relationships management in the contemporary workplace (C3, PLO2)
- Practices an understanding of the processes in global workplace contexts such as decision-making, conflict management, managing emotions, using technology and diversity. (A2, PLO4)

### TOPICS

TOPIC	TITLE
1	<b>Introduction to the Course</b> <ul style="list-style-type: none"><li>• Concepts of Organisational Communication</li><li>• Challenges for Individuals and Organisations</li><li>• Communication Competency and Professional Excellence in the Workplace</li></ul>
2	Major Organizational Communication Theories: Classical Approaches and Organizational Structure
3	Major Organizational Communication Theories: Human Resource Approaches and Human Relations
4	Major Organizational Communication Theories: Systems, Critical and Cultural Approaches
5	<b>Interpersonal Communication</b> <ul style="list-style-type: none"><li>• Communicating, Listening, and Interpreting Skills</li><li>• Building Relationships Through Interpersonal Communication</li><li>• Effects of Values, Ethics, Attitudes, and Self-Esteem in Communication Behaviours</li></ul>

TOPIC	TITLE
6	<b>Team Communication</b> <ul style="list-style-type: none"> <li>• Problem-Solving</li> <li>• Groupthink</li> <li>• Team Communication and Decision Making</li> </ul>
7	<b>Organizational Leadership</b> <ul style="list-style-type: none"> <li>• Group Work and Leadership Excellence</li> <li>• Leadership Models</li> <li>• Dealing With Difficult People</li> </ul>
8	<b>Socialization Processes in the Workplace</b> <ul style="list-style-type: none"> <li>• Models of Organizational Socialization</li> <li>• Communication Processes during Socialization</li> </ul>
9	<b>Decision-Making Processes</b> <ul style="list-style-type: none"> <li>• Models of Decision-Making</li> <li>• Small Group Decision-Making</li> <li>• Participation and Workplace Democracy</li> </ul>
10	<b>Conflict Management Processes</b> <ul style="list-style-type: none"> <li>• Conceptualizing Conflict Process</li> <li>• Managing Organizational Conflict</li> <li>• Factors influencing the conflict management process</li> </ul>
11	<b>Emotional Processes in the Workplace</b> <ul style="list-style-type: none"> <li>• Emotional Intelligence and Anger Management</li> <li>• Stress, Burnout, and Social Support</li> <li>• Communicative Coping Strategies</li> </ul>
12	<b>Organizational Culture</b> <ul style="list-style-type: none"> <li>• Learning Workplace Culture</li> <li>• Organizational Culture Theories</li> <li>• Cultural Diversity Awareness and Cultural Competence</li> </ul>
13	<b>Technology in the Workplace</b> <ul style="list-style-type: none"> <li>• Technology and Time Management</li> <li>• Communicating Your Identity Through Technology</li> <li>• Communicating Excellence With Technology</li> </ul>
14	<b>Balancing Work and Life Through Communication</b> <ul style="list-style-type: none"> <li>• Developing Time Management Skills</li> <li>• Work-Life Balance</li> </ul>

## **ASSESSMENT DETAILS**

Coursework 100%

## **PRESCRIBED TEXT**

- 4Miller, K. Q. & Wahl, S. T. (2023). Business and Professional Communication: KEYS for Workplace Excellence (5th ed.). SAGE.

## **ADDITIONAL REFERENCE**

- Miller, K. & Barbour, J. (2025). Organizational Communication: Approaches and Processes |(8th ed.). Cengage.
- Crossman, J. (2023). Workplace Communication: Promoting Workplace Wellbeing and Interpersonal Relationships in Multicultural Contexts (1st ed.). Routledge.
- Dainton, M. & Zelle, E.D. (2022). Applying Communication Theory for Professional Life: A Practical Introduction (5th ed.). Sage.

## **DMCH 2098 Internship**

### **PRE-REQUISITE(s)**

No pre-requisite is required.

### **CREDIT HOURS**

8

### **SYNOPSIS**

This industrial training allows students the opportunity to integrate class room theory into the world of work, as well as providing career option exploration, practical experiences, new skills development, realistic perceptions of the work environment and professional contact.

### **LEARNING OUTCOMES**

- Apply classroom practical skills and techniques in an actual workplace. (C2 , PLO11)
- Demonstrate relevant competencies and follow through with commitment in a professional setting. (A3, PLO4)
- Display time management skills to deliver quality output in a timely fashion. (P4, PLO6)

### **TOPICS**

<b>TOPIC</b>	<b>TITLE</b>
1	Pre-Internship seminar. Internship module briefing.
2	Internship for 16 weeks x 5 days x 8 hours
3	Compiling materials for the Practical Report 2.0 hours x 16 weeks
4	Writing the Daily Journal 0.5 hr daily x 5 days x 16 weeks

### **ASSESSMENT DETAILS**

Coursework 100%

### **PRESCRIBED TEXT**

- Baird, B. N. (2023). Internship, Practicum, and Field Placement Handbook (9th Ed) Pearson

### **ADDITIONAL REFERENCE**

No pre-requisite is required.

## DMCH2123 Graphics and Publication Design

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

3

### SYNOPSIS

This course introduces students with the application of graphic design to design media publication. Students will learn how to use graphic elements, apply the principles of design, use specialized computer software, and apply those techniques to design their own publication enhance their skills.

### LEARNING OUTCOMES

- Comprehend the understanding of graphic design elements and its principles in media publication. (C2, PLO1)
- Assemble a compelling visual and functional publication design using graphic design techniques. (P4, PLO3)
- Demonstrate the ability to do graphic design and publication layout by using designated software. (A3, PLO6)

### TOPICS

TOPIC	TITLE
1	<b>Introduction Graphic Design.</b> <ul style="list-style-type: none"><li>• The evolution of visual communication</li></ul>
2	<b>The Element of Graphic Design</b> <ul style="list-style-type: none"><li>• Point, Line, Space, Shape/Form, Tonal Value, Colour, Texture and Pattern.</li></ul>
3	<b>The Principles of Graphic Design</b> <ul style="list-style-type: none"><li>• Emphasis, Hierarchy, Balance, Harmony, Alignment, Repetition.</li></ul>
4	<b>Introduction to Type and Typeface</b> <ul style="list-style-type: none"><li>• Type Classifications, Type Families, Type Styles, Type Settings.</li></ul>
5	<b>Introduction to Colours</b> <ul style="list-style-type: none"><li>• Colours and psychological meanings, Using colours effectively in page design.</li></ul>
6	<b>Graphics and Illustrations</b> <ul style="list-style-type: none"><li>• Types of graphics and illustration for page design.</li></ul>

TOPIC	TITLE
7	<b>Photographic Images</b> <ul style="list-style-type: none"> <li>Selecting photographic images for page design, cropping and resizing.</li> </ul>
8	<b>Types of Page Layout</b> <ul style="list-style-type: none"> <li>Mondrian layout, Circus layout, Multi-panel layout, Silhouette Layout, Big-Type Layout, Alphabet-Inspired Layout.</li> </ul>
9	<b>Establishing Page Layout with Grid; Parts of a Grid</b> <ul style="list-style-type: none"> <li>Format, Margin, Flow lines, Module, Spatial Zones and Regions, Columns, Rows, Gutters, Markers.</li> </ul>
10	<b>Establishing Page Layout with Grid; Types of Grid</b> <ul style="list-style-type: none"> <li>Manuscript Grids, Column Grids, Baseline Grids, Modular grids, Hierarchical grids.</li> </ul>
11	<b>Principles of Page Layout and Composition</b> <ul style="list-style-type: none"> <li>Proximity, White Space, Alignment, Contrast, Repetition</li> </ul>
12	<b>Online and Offline Publishing</b> <ul style="list-style-type: none"> <li>Settings for online publishing and offline publishing (printing)</li> </ul>
13	<b>Types of Bindings</b> <ul style="list-style-type: none"> <li>Saddle Stitching, Loop Stitched, Stab Stitched or Side Stitched, Sewn Bound, Perfect Bound, Tape Bound, Screw Bound, Hardcover or Case Bound, Spiral Bound or Coil Bound.</li> </ul>
14	<b>Design Principles at Work</b> <ul style="list-style-type: none"> <li>Learn about similarities and differences among different types of publications.</li> </ul>

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Miller, K.T. (2022). Graphic Design Fundamentals: An Introduction & Workbook for Beginners. United States. KT Publishing.



## ADDITIONAL REFERENCE

- Cohen, S. & Burns, D. (2015). Digital publishing with Adobe InDesign CC: Moving Beyond Print to Digital. United States: Adobe Press.
- Bierut, M. (2015). How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world. New York, NY: Harper Design, an imprint of HarperCollinsPublishers.
- Samara, T. (2017). Making and breaking the grid: a graphic design layout workshop. Beverly, Massachusetts: Rockport Publishers, an imprint of the Quarto Group.
- Heller, S. & Vienne, V. (2015). Becoming a graphic and digital designer : a guide to careers in design. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Sachant, P., Blood, P., LeMieux, J. & Tekippe, R. (2016). Introduction to art : design, context, and meaning. Dahlonega, GA Minneapolis: University of North Georgia Press,Open Textbook Library.

## DMCH2133 Introduction to Research

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

3

### SYNOPSIS

This course provides an opportunity for students the basic concepts and principles of research method. The main purpose of this course is to prepare students with research knowledge and skills especially in research method as well as quantitative and qualitative research design.

### LEARNING OUTCOMES

- Explain the advantages and disadvantages of qualitative and quantitative methods to analyse published research. (PLO1, C2)
- Apply research knowledge on quantitative and qualitative techniques in various methods. (PLO2, C3)
- Construct a research proposal using research knowledge and skills effectively. (PLO3, P4)

### TOPICS

TOPIC	TITLE
1	<b>Brief on the course requirement</b> Review of syllabus & class policies. Information literacy concepts
2	<b>Research process</b> Selecting a topic & formulating a thesis statement.
3	<b>Organization of Knowledge</b> Metadata and searching for information from secondary data sources. Secondary data types
4	<b>Subject Search and Electronic databases</b> Keyword vs subject searching, classification systems & library searches. Introduction to databases & indexes. Search strategies, recording & citing sources
5	<b>Evaluating Library Materials</b> Critical thinking, reference works, popular vs scholarly sources. Primary vs secondary sources, evaluate books, subjects & disciplines
6	<b>Government Documents</b> Government information resources: Department of Statistics, AC Nielsen & Media Planning Guide

TOPIC	TITLE
7	<b>Evaluating Periodicals, Newspaper Articles &amp; Reports</b> Identifying authoritative materials & writing the citation.
8	<b>Research Ethics and Integrity</b> Basic principles of ethical research. Ensuring high ethical standards.
9	<b>Introduction to Quantitative Research</b> Study designs, methods, analysis and interpretation of quantitative data, & critical appraisal
10	<b>Introduction to Qualitative Research</b> Study designs, methods, analysis & interpretation of quantitative data, & critical appraisal
11	<b>Determining Research Design, Model, Sample Size &amp; Sampling Procedures</b> Population & samples. Determining sample size, its calculation & generalizability. Probability & non-probability sampling techniques.
12	<b>Fieldwork activities</b> Data collection process, descriptive statistics, measures of variability & distributions
13	Testing Hypothesis and Writing the Research Report
14	Introduction to Inferential Statistics. Idea of Statistical Significance. Report Format & Organisation

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Berger, A. A. (2020). Media and communication research methods: An introduction to qualitative and quantitative approaches. Los Angeles: SAGE.

## ADDITIONAL REFERENCE

- Jensen, K. B. (Ed.). (2020). A handbook of media and communication research: Qualitative and quantitative methodologies. routledge.
- Byrd, R. (2020). Qualitative research methods.
- Croucher, S. M., & Cronn-Mills, D. (2019). Understanding communication research methods a theoretical and practical approach. New York, NY: Routledge, Taylor & Francis Group.
- O'Leart, Z. (2017). The Essential Guide to Doing Your Research Project, (3rd ed.). London: SAGE
- Publications Ltd.
- Selva, J. (2017). Media Planning Guide Malaysia 2016. Kuala Lumpur: Perception Media Sdn. Bhd.

## DMCH2143 Introduction to Digital Marketing

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

3

### SYNOPSIS

This course examines and explores the role and importance of digital marketing in today's rapidly changing business environment. It also focusses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.

### LEARNING OUTCOMES

- Demonstrate understanding of the importance of digital marketing in a rapidly changing business landscape. (PLO2, C3)
- Display the ability to manipulate key elements of an effective digital marketing strategy. (PLO3, P4)
- Demonstrate practical skills in creating an integrated digital marketing plan. (PLO6, A3)

### TOPICS

TOPIC	TITLE
1	Transformation of Business through Social Media
2	Mastering Social Media in Modern Business
3	Productivity on the Social Web Use of social media & expectation of results.
4	Big Data in Social Media Environment A business perspective.
5	Social Media in Knowledge Management
6	<b>Reasons for Social Media Monitoring &amp; Its Tools</b> To monitor Brand Mentions. Media channel analysis, tracking, monitoring the competition, & industry.
7	<b>Social Media Monitoring Tool 1</b> YouScan
8	<b>Social Media Monitoring Tool 2</b> Digimind

TOPIC	TITLE
9	<b>Social media Monitoring Tool 3</b> Hootsuite
10	<b>Social Media Monitoring Tool 4</b> Talkwalker
11	Social Media Monitoring Tool 5 Mentionlytics
12	Usage of Monitoring Data
13	Monitoring tools for campaign strategy & measure results'effectiveness.
14	Bringing form and function together with visuals and copywriting

#### ASSESSMENT DETAILS

Coursework 100%

#### PRESCRIBED TEXT

- Rao, N. R. (2016). Social Media Listening and Monitoring for Business Applications. 1st ed. USA: IGI Global.
- Blokdyk, Gerardus. (2018). Social Media Monitoring: The Ultimate Step-By-Step Guide.

#### ADDITIONAL REFERENCE

- Barysevich, A. How to Use Social Media Monitoring as More Than a Listening Tool, paper published September 28, 2018, in Content Marketing Institute.

## DMCH2173 Visualising and Communicating Data

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

3

### SYNOPSIS

In today's information-rich world, data visualisation – the presentation of original research statistics, big data, and learning analytics – in graphics to make it easier for the audience to understand, remember, and use the data is an essential skill. This course offers students a practical guide to the fundamentals, strategies, and real-world cases for data visualization. They will learn the guiding principles of presenting data in evidence-based ways so that researchers are better understood and audiences are effectively engaged. Students examine and scrutinize data graphics for use in decision-making, sharing information and deliberations on the messages.

### LEARNING OUTCOMES

- Explain the role of data graphics in decision making, sharing information and sparking discussion. (C1, PLO 1)
- Choose appropriate data visualizing technique to enhance audience comprehension of findings and insights (C2,PLO4)
- Integrate insights of data in various formats, such as reports and oral presentation. (C2,PLO4)

### TOPICS

TOPIC	TITLE
1	<b>Data Presentation</b> Reports, slideshows, handouts & posters. Pictorial superiority effect. Early attention. Working memory & long term memory.
2	Creating Effective Data Display Disciplinary positioning. Necessary software. Key guidelines.
3	<b>Graphics</b> Basic guidelines. Using images – evoking presence, emotional & impactful placement. Stock photos & self-design.
4	<b>Graphs</b> Applying ideas onto graphs. Data & conversion to graphs. Key guidelines.
5	<b>Text</b> Typefaces, point sizes, line spaces. Headlines, sub-headlines, quotes & bullets. Key guidelines.

TOPIC	TITLE
6	<b>Colour</b> Colour & memory. Colour combination & emphasis. Colour for decoration, navigating & spotlighting.
7	<b>Arrangements</b> Theories on layout – Gutenberg Diagram arrangement model & Rule of Thirds model.
8	<b>Optimizing White Space</b> Proportion & balance. Optimizing size and position. Using data groups.
9	<b>Data Visualization &amp; Interactivity</b> A new norm – more engaging & enticing. Simplicity of interfaces.
10	<b>Storytelling in Data Graphics</b> Data graphics for storytelling. How to use questions & line of enquiry, reveal differences & similarities, & display location.
11	<b>Present to Persuade</b> Preparation. Getting the good charts to the audience eyes & into their minds.
12	<b>Practice &amp; Use of Supports</b> Rehearsals for perfection. Anticipation for confidence. Cue cards & helpers.
13	Assignment Submission
14	Revision

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Kavitha Ranganathan(2023). Impactful Data Visualization: Hide and Seek with Graphs. Penguin Business
- Jonathan Schwabish. (2023). Data Visualization in Excel: A Guide for Beginners, Intermediates, and Wonks. Maryland: A K Peters/CRC Press.

## ADDITIONAL REFERENCE

- Sosulski, K. (2019). Data Visualization Made Simple: Insights into becoming Visual. New York: Routledge.
- Berinato, S. (2016). Good Charts: HBR Guide to Making Smarter, More Persuasive Data Visualizations. Boston: Harvard Business School Publishing Corporations.

## DMCH2194 Creative Media Production

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This course introduces to students towards the changing trends in creative media production by adapting to the dynamic situation of visual media industry. By identifying the proper production workflow for creating a visual message, students would be able to produce content with due consideration to the medium whether for television, video, film or internet.

### LEARNING OUTCOMES

- Identify the type of creative media production, personnel involved and the standard production workflow and creative approach in various formats. (C1, PLO1).
- Select media production workflow and creative approach used for various formats. (C2, PLO2).
- Produce creative media content by applying the learned technologies uses and approaches. (C3D, PLO6).

### TOPICS

TOPIC	TITLE
1	<b>INTRODUCTION TO THE COURSE</b> Introduction to the Course syllabus and requirement
2	<b>INTRODUCTION TO MEDIA INDUSTRY</b> Identifying media terminology, the different sector of the media and methods of delivery.  <b>BASICS OF VIDEOGRAPHY</b> Origin, history and innovations in visual media
3	<b>PRODUCTION TEAM IN VIDEO, FILM &amp; MULTIMEDIA PRODUCTION</b> Creative i.e. Producer, Director, Scriptwriter etc. Technical i.e Production Designer, DIT, Art Director, Floor Manager, Editor etc  <b>MEDIA AUDIENCE</b> How media industry identifies its audience. How audiences respond to media products.



TOPIC	TITLE
4	<b>AUDIO</b> Basic functions of microphones, types of microphones, Cables and connectivity, Audio Console, Digital Audio Work station, Voice command procedures
5	<b>LIGHTING</b> Types of lighting. Base Lighting, Model Lighting: key, fill and back light and Effect Lighting
6	<b>VISUAL SPECIFICATION</b> For broadcast TV or the web, High Dynamic Range settings, dpi resolution, fps definition, Lenses and types.
7	<b>BASIC VISUAL TECHNIQUES</b> Camera angles, movements ad shots, field of view and point of view, SOS, trolley, track and dolly, picture composition and single and multi camera productions <b>INTRODUCTION TO VISUAL EFFECTS</b> Computer Graphic Imagery (CGI), Green screen compositing, rotoscoping, motion graphics and titling.
8	<b>DEVELOPING STORIES</b> Looking at issues, short stories, original ideas, adaptations. Experiments: Realism, Modernism and Post-modernism  <b>SCRIPTING</b> One line, general script, property and costume script, shooting script and story board.  <b>Mid Term Exam</b>
9	<b>STAGES OF PRODUCTION</b> Pre production, production and post production, professional involvement, Budgeting, paper work and synopsis. Preproduction for Final Group Project
10	<b>VIDEO EDITING</b> Non linear editing, aesthetics, virtual and traditional editing suits, transition and effects, titling and subtitling, overlay and merging. Production for Final Group Project

TOPIC	TITLE
11	<b>SOUND EDITING</b> Overlay, split sound, merge sound, sound track, adding music, Background Music and effects, synchronous and non synchronous sound Production for Final Group Project II
12	<b>POST PRODUCTION I</b> Analysing editing techniques, applying effects and colour grading techniques for Final Group Project. Post Production for Final Group Project I
13	<b>POST PRODUCTION II</b> Reviewing editing techniques, rendering and exporting Final Group Project for broadcast and social media. Post Production for Final Group Project II
14	<b>POST PRODUCTION II</b> Reviewing editing techniques, rendering and exporting Final Group Project for broadcast and social media. Post Production for Final Group Project II

### ASSESSMENT DETAILS

Coursework 100%

### PRESCRIBED TEXT

- Independent Filmmaking 101: A 60 Minute Crash Course On The Basics Of No To Low Budget Filmmaking (Independent Filmmaking Series by Michael Szymczyk) (2023)

### ADDITIONAL REFERENCE

- Rebel Without a Crew, or How a 23-Year-Old Filmmaker with \$7,000 Became a Hollywood Player, Robert Rodríguez (1995)
- Save The Cat! The Last Book on Screenwriting You'll Ever Need (2005)

## DMCH2223 Advertising

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

3

### SYNOPSIS

This course will enable the student to identify the role of advertising in today's world and its relationship to the field of marketing. The student will discuss the effectiveness and impacts of advertising towards individual, society and consumer behaviour based on existing and current trends in advertisement. Students also will be challenged to apply the fundamentals of advertising, critical and creative skills in developing their advertising campaign.

### LEARNING OUTCOMES

- Explain the role and functions of advertising and how it integrates with other form of communication. (C2, PLO1)
- Discuss advertising effects and its impact on individual, society and consumer behaviour. (A2, PLO2)
- Apply the fundamentals of advertising and promotion to create advertising campaign (C3, PLO4)

### TOPICS

TOPIC	TITLE
1	<b>Introduction to the Course and Advertising</b> <ul style="list-style-type: none"><li>• Definitions</li><li>• The 5 basic components</li><li>• The 4 advertising concepts</li><li>• The roles of advertising</li></ul>
2	<b>Advertising Roles in Marketing</b> Key concepts in marketing. Branding. Key players and markets. Marketing process. Marketing Mix.
3	<b>Advertising Roles in Society</b> Advertising laws and regulations. Advertising ethics.
4	<b>The Consumer Audience</b> Consumer Behavior. Consumer Decision Making. Social & Cultural Influences. Psychological Influences.
5	<b>Strategic Research &amp; Strategic Planning</b> Types of Research. Consumer Research. Uses of Research.

TOPIC	TITLE
6	<b>Different types of Media</b> <ul style="list-style-type: none"> <li>• Understanding Media Audiences</li> <li>• Media Objectives</li> <li>• Media Strategies</li> </ul>
7	<b>Audiences and Media Planning</b> Types of media. Understanding media audiences. Media audience measurements. Media planning
8	<b>The Creative Side and Message strategy</b> <ul style="list-style-type: none"> <li>• Creative Advertising</li> <li>• Creative Thinking and Strategy</li> <li>• Messages</li> <li>• Style</li> </ul>
9	<b>Creative Execution</b> The creative functions. Copywriting. Art direction and production. How advertisement is developed and produced.
10	<b>Direct Response</b> <ul style="list-style-type: none"> <li>• Sales Promotion, Events</li> <li>• Sponsorships, Public Relation</li> </ul>
11	<b>Evaluating Advertising Effects and Effectiveness</b> Measuring and evaluating advertising campaign effectiveness.
12	<b>Evaluating Advertising Effects and Effectiveness</b> Measuring and evaluating advertising campaign effectiveness.
13	<b>Evaluating Advertising Effects and Effectiveness</b> Measuring and evaluating advertising campaign effectiveness.
14	<b>Evaluating Advertising Effects and Effectiveness</b> Measuring and evaluating advertising campaign effectiveness.

## **ASSESSMENT DETAILS**

Coursework 100%

## **PRESCRIBED TEXT**

- Sabharwal, D. (2018). Fundamentals of Advertising & Public Relation. India: Evincepub Publishing.
- Cluley, R. (2017). Essentials of Advertising. London: Kogan Page Ltd.
- Fennis, B. M. and Stroebe, W. (2016). The Psychology of Advertising. Oxon: Routledge.

## **ADDITIONAL REFERENCE**

- Hardy, J., Macrury, I. and Powell, H. (2018). The Advertising Handbook. Oxon: Routledge.

## DMCH2234 Digital Photography Techniques

### PRE-REQUISITE(s)

No pre-requisite is required.

### CREDIT HOURS

4

### SYNOPSIS

This course provides the students not only an understanding on the art of photography, but also the ability to evaluate still imagery from technical and aesthetic point of view. Using references to photographs taken by professional's photographers and historical facts, this course will expose the students to the evolution and scope of photography techniques from the early days providing an insight on the importance of its evolution reflects the methods used today.

### LEARNING OUTCOMES

- Identify different types of digital camera, light, lenses, aperture-shutter speed-ISO settings, composition techniques and various digital
- image-editing methods. (C1, PLO1)
- Manipulate lighting techniques, lens selection, aperture settings and/or exposure length to produce desired still imagery result. (C3A, PLO7)
- Produce photographs and still imagery using photographic techniques and current digital manipulation methods. (C3A, PLO7)

### TOPICS

TOPIC	TITLE
1	<b>Introduction to the Course Digital Photography Techniques</b> Course Outlines, Course Requirement, Assessment Methods
2	<b>Introduction to Photography</b> What is Photography, History of Photography, Types of Photography, Career in Photography
3	<b>Getting to Know DSLR Cameras</b> How camera works, Types of cameras, Other equipment
4	<b>Photographic Composition &amp; Impact to Human eyes</b> How human eyes see, How Photography works, Rules of Composition, Slow & Fast Shutter, Depth of Field
5	<b>Composition &amp; Framing</b> Types of Camera shots, Types of Camera angles
6	<b>Working with Lights</b> Lighting types, Direction of Lights, Lighting tips, Golden spirals, Magic hours

TOPIC	TITLE
7	<b>Impact of Colours in Photography</b> The Power of Colour, Colour, Mood & Meaning, Contrast & Dimension
8	<b>The Darkroom</b> Traditional Darkroom, Digital Darkroom, Understanding the difference of old and present darkroom techniques
9	<b>Photo Editing Techniques – Part 1</b> The process of importing images from JPEG, RAW-CR2 or NEF format, Basic Image manipulation – White Balance, Temperature, Tint, Exposure, Contrast, Highlights, Vibrance & Saturation
10	<b>Photo Editing Techniques – Part 2</b> Compositing Images, Layers & Blend Mode, Colour Manipulation, Removing artifacts
11	<b>Photo Editing Techniques – Part 3</b> Preparing images for print and electronic media
12	<b>Professional Practices</b> Copyrights, Ethical issues (do's and don'ts)
13	<b>Photography Portfolio</b> Preparing a photography portfolio, Compiling and printing photograph for submission
14	<b>Portfolio Presentation &amp; Assessment</b>

## ASSESSMENT DETAILS

Coursework 100%

## PRESCRIBED TEXT

- Scott Kelby . (2020). The Digital Photography Book: The step-by-step secrets for how to make your photos look like the pros. Rocky Nook

## ADDITIONAL REFERENCE

- Rocky Nook (2022). Photography 101: Pocket Guide. Rocky Nook

## **DMCH2244 Media, Technology & Society**

### **PRE-REQUISITE(s)**

No pre-requisite is required.

### **CREDIT HOURS**

4

### **SYNOPSIS**

This course examines the evolving relationship between media, society, and technology, focusing on how media influences societal values, cultural representation, and public discourse. They will apply knowledge of mass media practices and digital technologies to evaluate their impact on communication, societal norms, and professional practices. The course also explores the ethical, cultural, and global implications of media content, including the influence of emerging technologies like social media and AI. By the end of the course, students will develop a critical understanding of media's role in shaping contemporary society and global culture.

### **LEARNING OUTCOMES**

- Explain how media evolves and influences society through its roles and contributions to public interest (C2, PLO1)
- Apply knowledge of technology and mass media practices to analyse their influence on communication, society and professional practices. (C3, PLO 2)
- Demonstrate the influence of media and digital technologies on society, culture, ethics and global implications.(A3, PLO5)

### **TOPICS**

TOPIC	TITLE
1	<b>Media/Society in a Digital World</b> <ul style="list-style-type: none"><li>• Importance of Media</li><li>• Models of Communication Media</li><li>• A Sociology of Media</li><li>• A Model of Media and The Social World</li><li>• Applying the Model: Civil Rights In Two Media Eras</li></ul>
2	<b>The Evolution of Media Technology</b> <ul style="list-style-type: none"><li>• The History of Media Technology</li><li>• Technological Determinism</li><li>• Social Constructionism</li><li>• From Print to Television</li><li>• The Internet</li></ul>



TOPIC	TITLE
3	<b>Mass Media &amp; Public Interest</b> <ul style="list-style-type: none"> <li>• Analysis of Media Content</li> <li>• Media's Roles in Serving Public &amp; Marginal Groups</li> <li>• Role of Media in Social Movement</li> <li>• Role of Media in Political-Cultural Movement</li> <li>• Role of Media in National Integrity</li> <li>• Role of Media in Communal Harmony</li> </ul>
4	<b>Social Media and Communication</b> <ul style="list-style-type: none"> <li>• Overview of social media platforms (Facebook, Twitter, Instagram, TikTok, etc.)</li> <li>• Impact on interpersonal and mass communication</li> <li>• Social media and identity formation</li> <li>• Issues of online behaviour and etiquette</li> </ul>
5	<b>Information Technology and Society</b> <ul style="list-style-type: none"> <li>• Role of IT in modern society</li> <li>• Impact of IT on various sectors (healthcare, education, business, etc.)</li> <li>• Digital divide: causes, consequences, and solutions</li> <li>• Case studies on IT-driven social change</li> </ul>
6	<b>The Economics of the Media Industry</b> <ul style="list-style-type: none"> <li>• Media Companies in the Internet Era</li> <li>• Changing Patterns of Ownership</li> <li>• Consequences of Conglomeration and Integration</li> <li>• The Effects of Concentration</li> <li>• Mass Media for Profit</li> <li>• The Impacts of Advertising</li> <li>• The Organization of Media Work</li> <li>• Occupational Roles and Professional Socialization</li> <li>• Norms of the Internet, New Media and New Organization</li> </ul>
7	<b>Media Organizations and Professionals</b> <ul style="list-style-type: none"> <li>• The Limits of Economic and Political Constraints</li> <li>• Decision Making for Profit</li> <li>• The Organization of Media Work</li> <li>• Occupational Roles and Professional Socialization</li> <li>• Norms of the Internet, New Media and New Organization</li> </ul>

TOPIC	TITLE
8	<b>Media and Ideology</b> <ul style="list-style-type: none"> <li>• What is Ideology</li> <li>• Theoretical Roots of Ideological Analysis</li> <li>• News Media and the Limit of Debate</li> <li>• Movies, the Military and Masculinity</li> <li>• Television, Popularity and Ideology</li> <li>• Advertising and Consumer / Globalization Culture</li> <li>• Internet Ideology</li> </ul>
9	<b>Social Inequality and Media Representation</b> <ul style="list-style-type: none"> <li>• Comparing Media Content and the “Real World”</li> <li>• The Significance of Content</li> <li>• Race, Ethnicity &amp; Media Content</li> <li>• Gender &amp; Media Content</li> <li>• Class &amp; Media Content</li> <li>• Sexual Orientation: Out of the Closet &amp; into the Media</li> </ul>
10	<b>Audiences and Creators</b> <ul style="list-style-type: none"> <li>• The Active Audience</li> <li>• Decoding Meanings &amp; Social Position</li> <li>• The Social Context of Media Use</li> <li>• The Limits of Interpretation</li> <li>• Content Creation and Distribution</li> </ul>
11	<b>Media Influence</b> <ul style="list-style-type: none"> <li>• Learning from Media Effects Research</li> <li>• Mitigating Media Effects</li> <li>• Highlighting Media Influence</li> <li>• Mediatization</li> <li>• Digital Dilemmas</li> </ul>
12	<b>Digital Entertainment and Culture</b> <ul style="list-style-type: none"> <li>• Digital entertainment industries (streaming, gaming, virtual reality)</li> <li>• Cultural impact of digital media (globalization, cultural homogenization)</li> <li>• The role of IT in shaping contemporary culture and entertainment</li> <li>• Case studies on digital entertainment platforms</li> </ul>
13	<b>Technological Innovations and Their Societal Impact</b> <ul style="list-style-type: none"> <li>• Overview of emerging technologies (AI, VR, AR, oT, blockchain)</li> <li>• Potential societal impacts of these technologies</li> <li>• Ethical and social considerations of technological advancements</li> <li>• Future trends and scenarios</li> </ul>

TOPIC	TITLE
14	<b>Globalization &amp; the Future of Media</b> <ul style="list-style-type: none"> <li>• What is Globalization</li> <li>• The Global Media Industry</li> <li>• Interpreting Global Media Content</li> <li>• Regulating Global Media</li> <li>• Global Media Users</li> <li>• The Ubiquity of Change and the Future of Media</li> </ul>

### ASSESSMENT DETAILS

Coursework 100%

### PRESCRIBED TEXT

- Croteau, D., Hoynes, W., & Childress, C. (2022). Media/Society: Technology, Industries, Content, and Users (7th ed.). Sage.

### ADDITIONAL REFERENCE

- Hodgkinson, P. (2024). Media, Culture, and Society: An Introduction (3rd ed.). Sage.
- Carah, N. (2021). Media and Society: Power, Platforms, and Participation (2nd ed.). Sage.