

# Diploma in Mass Communication

(R/321/4/0057)(MQA/FA2008)11/2022

To equip students with the pedagogical and technical abilities needed to concentrate on the use of electronic media in mass communication while also incorporating the core theories of the area.

Students who receive a diploma in journalism and mass communication often increase their communication and organisational abilities, as well as their ability to write for a wide audience. They can use these skills to present themselves as prospective employment applicants.

## BENEFITS

- ▶ Good writing skills.
- ▶ Communication skills and a knack for storytelling.
- ▶ Creativity and Thinking Out of the Box.
- ▶ Research ability and Critical Analysis.
- ▶ Flexible approach to work.
- ▶ Inter-personal and Networking skills.
- ▶ Commitment to work against deadlines.

## CAREER PROSPECTS

- Journalist
- Advertising Executive
- Public Relations Officer
- Event Management Specialist
- Producer

## ENTRY REQUIREMENTS

SPM: Minimum 3 credits (Including English) OR  
 STPM: Minimum C (GPA of 2.00) credits in English OR  
 STAM: Minimum Maqbul grade credits in English OR  
 SKM: Level 3 and Pass SPM with a credit in English OR  
 CERTIFICATE: Credit in English at SPM or its equivalent OR  
 Media and Communication or its equivalent

For International Students  
 IELTS: Minimum 5.0

Duration of study  
 Full-time: 3 years  
 Part-time: 4 years

Credit Hours  
 94

## SUBJECTS OFFERED

### YEAR 1

- Introduction to Mass Communication
- Academic English 1
- Computer Software Application
- Professional Communication
- Academic English 2
- Mass Media and Society
- Co Curriculum\*\*
- Introduction to Advertising
- Meeting Skills
- Basic Entrepreneurship / Bahasa Kebangsaan A
- Human Communication
- Pengajian Malaysia 2/ Bahasa Melayu Komunikasi 1
- Introduction to Film & Cinema
- Academic English 3

### YEAR 2

- Introduction to Advertising
- Introduction to Journalism
- Basic Entrepreneurship / Bahasa Kebangsaan A
- Photo Communication
- Ethics and Media
- Integrated Marketing Communication
- Introduction to Broadcasting
- Intercultural Communication
- Writing for Mass Media
- Computer Software Applications
- Public Relations

### YEAR 3

- Critical Thinking
- Communication Research
- Electronic Media Management
- Theories of Communication
- Public Speaking
- 2D animation
- Contemporary Issues in Media
- Industrial Training / Professional Project