



## BACHELOR OF COMMUNICATION (MEDIA PRODUCTION) (HONOURS)

(N/321/6/0235)(MQA/PA8323)(01/23)

### ENTRY REQUIREMENT

Diploma in Mass Communication or equivalent  
Foundation/STPM/UEC/A-Levels or equivalent

### DURATION

Full Time – 3 Years  
Part Time – 6 Years  
Diploma in related fields– 2 Years

### INTERNSHIP

4 months

## CAREER OPPORTUNITIES

Assistant Producer / Producer, Assistant Director / Director, Editor, Radio Station DJ, Cameraman / Videographer, Newscaster, TV Program Host, Youtuber, Filmmaker



## THE PROGRAMME

The Bachelor of Communication (Media Production) (Hons) offers students a Media Production degree that combines theoretical and industry knowledge with practical professional skills in Radio Production, Audio Visual Literacy, Scriptwriting, Multimedia Design and TV Production. Students will develop an in-depth understanding of film language, storytelling, cinematography, film theory and film aesthetic.

The programme provides students with knowledge and skills relevant to career pathways in a wide range of media production and communication industries that rely on both traditional and digital media. At the end of the course, students will be able to independently develop media production content and adapt to changes in the practices of media production.

Embedded within the degree is an essential work placement which takes place in year three, which helps students to develop the abilities and understanding of the media industry. It also provides the opportunity to develop relationships and build important contacts within the profession, and can serve as a platform for successful entry into a career following graduation.

## COURSES\*

### YEAR 1

Human Communication  
Introduction to Digital Media  
Introduction to Broadcasting  
Design Fundamentals  
English for Communication  
Introduction to Mass Communication  
Presentation Skills  
Broadcast Programming & Management  
Radio Production I  
Basic TV Production  
Introduction to Screen Studies  
Academic Writing  
Electives

### YEAR 2

Audio Visual Literacy  
Scriptwriting  
Multimedia Design  
Radio Production II  
Editing  
Tamadun Islam dan Tamadun Asia (TITAS)/ BM Komunikasi 2  
Hubungan Etnik / Pengajian Malaysia 3  
Negotiation Skills / Bahasa Kebangsaan A  
Film Theory  
Non-Fiction Production  
Research Methodology  
Animation  
Religious Philosophy

### YEAR 3

Dissertation I  
Dissertation II  
Motion Graphics  
Advanced TV Production  
Media Law and Ethics  
Digital Film & Media Production  
Film Aesthetics & Criticism  
Self-development  
Industrial Training

\*Subject to changes

## CONTACT US

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