



DIPLOMA IN MASS COMMUNICATION

(R2/321/4/0002)(MQA/FA1735)(03/21)

THE PROGRAMME

The Diploma in Mass Communication programme provides students with knowledge and hands-on skills necessary for a challenging career in the mass media and communications industries. Apart from the core modules in communication and media studies, students pursuing the Diploma in Mass Communication can opt for any of the three areas of mass communication – broadcasting, journalism and public relations & advertising.

Students of this programme learn through interactive lectures, tutorials, workshops, role plays, case studies and real-life projects such as broadcasting productions, news productions and public relations and advertising campaigns.

They are also required to undergo a 10-week industrial training in the communications and media industries, thus enhancing their employability.

ENTRY REQUIREMENT

Pass SPM with minimum 3 Credits (Including English)

Pass UEC with minimum 3 Credits (Including English)

Equivalent qualification

DURATION

2 ½ years

INTAKE

January, April, August

INTERNSHIP

Year 2 (Duration – 10 weeks)

PATHWAY

Han Chiang University College of Communication homegrown degree programmes in Communication and related fields

To further degree with credit transfer to our partner universities locally or overseas such as Taiwan, China, United Kingdom, Australia etc.



CAREER OPPORTUNITIES

News Reporter, Newscaster/Anchor, Editor, Public Relations Officer, Public Relations Consultant, Publicist, Corporate Event Planner, Advertising Manager, Television/Radio Presenters, Broadcast, Journalist, Desktop Publisher, Camera Crew, Technical Directors, Graphic Designer, Producer

CONTACT US

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COURSES*

YEAR 1

Human Communication
Visual Communication
Microeconomics
Computer Software Application
Communicative English
Introduction to Mass Communication
Graphic Design
Basic News Reporting & Writing
Introduction to Sociology
Spoken English I
Advanced News Reporting & Writing
Bahasa Kebangsaan A/Time Management
The Morality of Ethics
Pengajian Malaysia 2
Co-Curriculum

YEAR 2

Mass Media & Malaysian Society
Communication Theories
Introduction to International Politics
Basic Writing & Study Skills
Spoken English II
English for Mass Communication
Industrial Training
Electives

OPTIONS

Broadcasting

Basic Radio Production
Basic TV Production
English Pronunciation / Mandarin Pronunciation
Film Aesthetic & Production
Advanced TV Production

Journalism

News Editing & Production
Desktop Publishing
Urban Reporting
Photojournalism
News Translation

Public Relations & Advertising

PR: Principles & Practice
Advertising: Principles & Practice
Desktop Publishing
Writing for Public Relations
Advertising: Media Planning

YEAR 3

Communication Research Methods
Mass Media Law & Policy in Malaysia
Public Speaking
Electives

OPTIONS

Broadcasting

Broadcasting Programming & Management
Broadcasting Production

Journalism

Feature Writing
Online News

Public Relations & Advertising

Advertising Campaign
Public Relations: Management & Practice

*Subject to changes