

Mass Communication

- Diploma in Mass Communication
- Bachelor of Communication (Media Studies) Hons



In collaboration with



Up to
RM9,000
Special Rebate



Study Pathway



SPM/ O-Level/ Equivalent

- STPM/ A-Level/ UEC/ Equivalent
- Foundation In Arts (Year 1)

- Diploma (On Credit Transfer Up To Year 2)

Bachelor In Communication (Media Studies) Hons

Diploma in Mass Communication

Programme Overview

This programme provides students with solid theoretical framework and practical skills in the areas of mass communication and towards degree studies in communication. Students will be exposed to broad areas of practices and a blend of theories such as planning, creating, shaping, building and measuring successful usage of mass media and its impact on globalized society. At the end of this programme, students will gain experience in developing skills and talents in a real world setting through practical training in their final year.

Entry Requirement

- Pass SPM - Minimum 3 Credits (Including English)
- Pass UEC - Minimum 3 Credits (Including English)
- O Level - 3 Grade C in the relevant subjects including English Language

Intakes

Jan, April, May, August, October

Duration

2 years 2.5 months

Programme Structure & Courses

Year 1

- Introduction to Film Studies
- Introduction to Mass Communication
- Writing and Referencing Skills
- Principles of Public Relations
- Introduction to Photo Communication
- Principles of Advertising
- Introduction to Sociology
- Desktop Publishing
- News Writing & Reporting
- Organisational Communication
- Introduction to Radio Production

2 Electives

Year 2

- Public Speaking
- Personal Development and Leadership Skills
- Creative Strategy
- Media Planning
- Media Research Methods
- Media, Culture and Society
- Pengajian Malaysia 2
- Customer Service Excellence
- Khidmat Masyarakat dan Ko Kurikulum
- Media Law and Ethics
- Etika Perbandingan
- Principles of Copywriting
- Introduction to Marketing
- Introduction to Multimedia
- Multimedia and Web Development
- Consumer Behaviour
- Practical Training

*Courses are subject to change

Career Opportunities

- News Reporter
- Editor
- Public Relations Officer
- Publicist
- Advertising Manager
- Television/Radio Presenters
- Journalist
- Desktop Publisher
- Camera Crew

Bachelor of Communication (Media Studies) Hons.

Programme Overview

Bachelor of Communication (Media Studies) Hons is a three years' degree programme which has uniquely designed modules with a blend of theories and covers broad areas of practices in journalism, broadcasting, advertising, multimedia and public relations. This programme prepare students to be more literate, thoughtful, critical consumers and producers of media. Upon completion of this program, students will be equipped to be strategic, creative and critical leaders who will be able to examine and understand the current and rapid changing global trends in the media and ethically navigate complex communication landscapes.

Entry Requirement

- **STPM** - min. grade C, and credit in English in SPM ; or
- **A-Level** - min. grade D, any two subjects with a credit in English in SPM; or
- **Diploma in Media/Communication** with min. CGPA 2.00 and a credit in SPM English or its equivalent; or
- **Matriculation/Foundation** or its equivalent, min. CGPA of 2.00 and credit in English at SPM or its equivalent; or
- **Unified Examination Certificate (UEC)** - min. of Grade B in any three subjects (including English); or
- **SACE International** - ATAR 50.0 (least 50% in English)

Intakes

January, May, August

Duration

3 years (Full time)

Programme Structure & Courses

Year 1

- Public Speaking
- Introduction to Mass Communication
- Human Communication
- Introduction to Media Writing
- Information, Technology and Media Industry
- Introduction to Design
- Introduction to Film
- Digital Photography Techniques
- Theories of Media
- Video Production Techniques
- Marketing Communication Issues in the Digital Age

✓ Year 1 Free Elective

Year 2

- Intercultural Communication
- Communication Theory
- Social Research Methods
- Media Planning
- Writing for Broadcast and New Media
- Documentary Production Techniques
- Media Relations and Management
- News Writing and Reporting
- Publication Design
- Communication Law and Ethics

✓ Year 2 Free Elective

Year 3

- Dissertation
- Industrial Training
- Communication Law and Ethics
- News Editing
- Feature Writing
- Media Relations and Management

✓ Year 3 Free Elective

General Studies

- Tamadun Islam dan Tamadun Asia (TITAS) & Hubungan Etnik (Local student)
- Malaysian Studies 3 / Pengajian Malaysia 3 & Bahasa Melayu Komunikasi 3 (International student)
- Public Speaking or Bahasa Kebangsaan A (no credit in SPM BM)
- Youth Development
- Community Service

*Courses are subject to change

Career Opportunities

- Journalism
- Media Management
- Filmmaking
- TV Commercials
- Publishing
- Broadcasting
- Cinematography
- Public Affairs
- Scriptwriting
- Photojournalism
- Public Relations
- Corporate Communications

Academic Partners



Awards & Accreditations



DISTED YCE Heritage Campus

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 www.disted.edu.my

School Of Hospitality Management

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