David University

Media and Communication Department

Bachelor Degree Admission Application
Course Details

This major is designed for students who want to pursue an academic rather than professional program of media studies. Students are exposed first to the breadth of approaches to understanding the mass media (e.g., aesthetic, cultural, humanistic, socialbehavioral) and then, by selecting one of four options, go into depth in a specialized area of media studies. The art, history, and criticism of film and television, the study of mass media systems of the world and their role in international affairs and the social and psychological effects of media messages and technologies are emphasized. All options within the major are closely intertwined with the liberal arts and sciences. People who enjoy researching different news forms, studying where news comes from and finding out how news is compiled and reported should consider earning a bachelor's degree in media and communications. Related undergraduate degree fields include journalism, communication and creative media.

Entry Qualifications

1. Senior High School completion or higher
2. Proof of work experience, used for evaluation and approval by the school authorities for entry qualification.

School Hours That Meet Your Time Schedule

In accordance with regulations governing classroom attendance, classes can be planned and scheduled on weekends and National Holidays as not to interfere with student regular working hours.

Further Education application requirements and procedures:

1. Completion of application form
2. Presentation of documents of previous educational achievement (transcripts)
3. After completion of formal school registration, student identity card will be issued

Future prospects:

Upon graduation, students are prepared to work in media, advertising, public relations, human resources, non-profit management and higher education. Students who've earned bachelor's degrees in media and communications may be able to obtain one of the following positions: News reporters, Program directors, News analysts, Marketing and advertising assistants, or Radio announcers.

Curriculum:

BACHELOR IN MEDIA AND COMMUNICATIONS

PART 1				
Semester	Code	Course	Type *	Credits
1	BMC03001	Introduction to Media, Culture and Soc	Basic	3
1	BMC03002	Introduction to Media Production	Basic	3
1	BMC03003	Analyzing Media and Communication	Basic	3
1	BMC03004	Theorizing the Media	Basic	3
1	BMC03005	Audio Production 1	Basic	3
2	BMC03006	Network Media	Basic	3
2	BMC03007	Screen Production 1	Basic	3
2	BMC03008	2D Computer Animation 1	Basic	3
2	BMC03009	3D Computer Animation 1	Basic	3
2	BMC03010	Audio Production 2	Basic	3
		Total credits to be completed:		30
PART 2				
Semester	Code	Course	Type *	Credits
3	BMC03011	Photography and Video II	Core	3
3	BMC03012	Television Studies	Core	3
3	BMC03013	Interpersonal Communication	Core	3
3	BMC03014	New Media Communication	Core	3
3	BMC03015	Journalism I	Core	3
4	BMC03016	Design and Production I	Core	3
4	BMC03017	Understanding Self and Society	Core	3
4	BMC03018	Journalism II	Core	3
4	BMC03019	Writing the News	Core	3
4	BMC03020	Communication Ethics I	Core	3
		Total credits to be completed:		30
PART 3				
Semester	Code	Course	Type *	Credits
5	BMC03021	Photography and Video II	Core	3
5	BMC03022	Television Studies	Core	3
5	BMC03023	Interpersonal Communication	Core	3
5	BMC03024	New Media Communication	Core	3
5	BMC03025	Journalism I	Core	3
6	BMC03026	Design and Production I	Core	3
6	BMC03027	Understanding Self and Society	Core	3
6	BMC03028	Journalism II	Core	3
6	BMC03029	Writing the News	Core	3
6	BMC03030	Communication Ethics I	Core	3
		Total credits to be completed:		30
PART 4				
Semester	Code	Course	Type *	Credits
7	BMC03031	Journalism III	Core	3
7	BMC03032	Design and Production II	Core	3
7	BMC03033	Media Production for Social Justice	Core	3
7	BMC03034	Communication Ethics II	Core	3
7	BMC03035	Community and Vulnerability	Core	3
8	BMC03036	Convergent Media Journalism	Core	3
8	BMC03037	Media Discourse	Core	3
8	BMC03038	Engaging and Participatory Media	Core	3
8	BMC03039	Audiences and Fandom	Core	3
8	BMC03040	Communication Ethics III	Core	3
		Total credits to be completed:		30
ELECTIVES COURSES				
Semester	Code	Course	Type *	Credits
---	BMC03041	Negotiated Practice – Photography or	Elective	3
---	BMC03042	Political Economy of Digital Media	Elective	3
---	BMC03043	Forms and Practices of Radio	Elective	3
---	BMC03044	Advertising and Consumption	Elective	3
---	BMC03045	Cinematography	Elective	3
---	BMC03046	Computer Animation	Elective	3
---	BMC03047	Interactive Devices	Elective	3
		Total credits to be completed:		21
TOTAL CREDITS TO BE COMPLETED				
Semester		Part	Type *	Credits
1 & 2		Part 1	Basic	30
3 & 4		Part 2	Core	30
5 & 6		Part 3	Core	30
7 & 8		Part 4	Core	30
		Total credits to be completed:		120

NOTE: (The above information is for reference only is a general description of the degree courses. These may change once the course is in session and reset.)