

MODULE OUTLINES

COMM2286 MASS MEDIA IN ASIA

In this course you will explore key concepts and issues in Asian media studies through a range of case studies. You will examine mass media systems and industries in the Asian region. In particular, you will explore the relationship between Asian media systems and the broader political, economic, and social/cultural institutions of the region.

COMM2282 MODERN ASIA

In this course you will explore a range of questions and issues around the cultural, political, economic and media development of Asia. Some of the major questions this course asks are: What is modernity? Is there an Asian variety of modernity with an identity of its own? How are politics, economy and culture in Asia modernised?

The course will encourage you to reflect on the diversity of Asian cultures. You will be encouraged to examine these issues as they relate to issues of communication.

COMM2283 FOUNDATIONS OF PUBLIC RELATIONS

This course introduces you to the history, principles and practice of public relations in a global context. You will look at prominent areas of PR practice and specialisation, and consider environments in which PR practitioners work, relating them to ethical dimensions for the practitioner, the PR industry and society. In this course you will also examine major issues facing the PR industry, including current/recent international trends and developments.

MKTG1315 INTRODUCTION TO ADVERTISING

The purpose of this course is to give you an overview of the advertising industry, its functions and practices, and an appreciation of its place within the broader communications context.

In the course you will analyse and discuss examples of advertising, discovering best practice in the advertising industry, and exploring the processes involved in creating campaigns.

You will examine advertising practice and processes: advertising agencies, advertising professional roles, advertising clients, target audiences, media, and strategic and creative thinking. An historical analysis sheds light on the important role social forces have played in the evolution of advertising.

COMM2732 MAKING MEDIA

In this course you will learn to create media, individually and collaboratively, and to situate and evaluate your work in relation to contemporary industry and academic contexts. You will also be introduced to the practices and values that inform a studio-based learning model.

COMM2729 FEATURES AND STORYTELLING

This course will introduce you to the planning, research, writing and story telling skills necessary to produce effective long-form, feature and feature-style journalism. You will develop your knowledge of feature-writing styles, including news features and profiles, and techniques used by journalists to produce features suitable for a range of print and online publications.

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COMM2733 PROFESSIONAL COMMUNICATION: CONTEMPORARY APPROACHES TO MEDIA AND COMMUNICATION

This course is a foundation to the media and communication industries covered in the Professional Communication programme with a focus on interdisciplinarity and collaboration. Through a series of case studies and workshops you will learn about compatibilities and tensions between different disciplines within professional communication such as media, journalism, advertising and public relations. Through individual and group work you will explore and develop skills in professional communication processes and practices as well as a critical understanding of the way they operate within social and industrial contexts.

GRAP2504 CREATIVE ADVERTISING

Here is your chance to look into the world of advertising and discover what it is that art directors and copywriters really do. You will also explore the question of whether advertising really needs to be creative in order to be effective?

In this course, you will investigate creativity theory and the processes used by advertising creatives as well as generating your own creative solutions (both written and visual) to communication problems. You'll follow the formation of an advertising campaign from the preparation of the creative brief to the development of a creative strategy and end up with a folio of creative ideas that work across a variety of media, for a range of target audiences.

COMM2279 MANAGING A COMMUNICATION BUSINESS

This course provides a theoretical and practical framework for managing a communication business, whether you're in a small enterprise or a large organisation. This can apply to communication management in diverse fields of practice, including advertising, media, journalism or public relations. In this course you will look at management from the point of the initial research and planning for a business, to legal and financial issues, and to marketing and dealing with clients. You will consider communication business in market contexts, considering broader industry, economic and social trends.

COMM2731 INTERDISCIPLINARY COMMUNICATION PROJECT

In this course you will explore the interdisciplinary environment of the contemporary communications professional through project work, often with community partners.

Upon successful completion of this course, you will be able to:

- Compare and contrast different professional perspectives and approaches across the communication disciplines.
- Identify and apply principles and strategies for working in interdisciplinary teams.
- Apply knowledge and skills in communication, collaboration and project management within an interdisciplinary team.
- Critically reflect on your role in projects, the collaborative process of working in interdisciplinary teams and areas for improvement for your future professional practice.

COMM2287 ASIAN CINEMAS

This course will introduce you to a broad spectrum of Asian cinemas reflecting various aspects of film culture. The focus of the course is on film history, genre, national cinema and authorship studies, to contrast styles and themes found within and between different Asian cinemas.

The course will address the following questions, amongst others: What, if anything, constitutes a national or regional cinema? Is there something distinctive that defines Asian cinema? How do Asian cinemas respond to the aesthetics and economics of 'Hollywood' cinema?

COMM2294 COMMUNICATION STRATEGY AND PLANNING

This course will introduce you to best practice in strategic communication management, including strategic planning theory, concepts and practices. Using a case study approach, you will analyse how strategic planning is implemented across the various specialisations within the PR industry and gain insights into the efficacy of a range of strategic approaches. It will give you insight into how PR planning sits within broader organisational, situational planning and some aspects of interdisciplinary planning, such as management or marketing strategies. You will examine a variety of frameworks and concepts used in strategic planning, including situation analysis techniques and agile planning tools which respond to the current dynamic PR environment.

COMM2278 NEW MEDIA, NEW ASIA

In this course you will be introduced to digital media cultures and how these play out in Asian contexts. The theoretical approaches are drawn from a technosocial approach to digital culture, which may include convergence, participatory media, networks, co-presence, and communities. You will explore relationships between social media and mainstream mass media, and the emergent socialities and visualities associated with internet practices in Asia.

COMM2728 CONTEMPORARY PR RESEARCH

This course provides you with an introduction to the conduct, evaluation and interpretation of market and audience research as relevant to the field of public relations. It includes an overview of the research process, methods of data collection, and data analysis in the context of strategic public relations. You will develop your research skills in both qualitative and quantitative research methods, which will give you the ability to devise informed strategic goals and objectives. You will be introduced to contemporary issues and applications relating to research in globalised public relations practice.

GRAP2693 ART DIRECTION

The role of the art director in advertising is to add aesthetic value and clarity to an advertising idea. Good art direction creates a look and feel that makes one advertisement stand out from another. This practical course integrates three aspects: conceptualisation, art direction and computer applications. The emphasis in this course is on the successful translation of concepts into visual executions across a variety of advertising media. You will develop an understanding of art direction as a practice and craft, the issues that surround the practice, and the currency of art direction in contemporary global advertising.

GRAP2694 COPYWRITING

In this course you will explore how the spoken and written word is used in advertising across the globe to effectively communicate and persuade. From this theoretical base, you will develop your own skills in writing and crafting compelling headlines, persuasive body copy and engaging scripts and scenarios. The course will develop your copywriting and communication skills across diverse media platforms.

COMM2444 EXPLORING ASIAN POPULAR CULTURE

In this course you will examine a range of critical approaches within media and cultural studies frameworks to examine contemporary Asian popular culture. You will consider how popular cultures are constructed, marketed and then consumed by their audiences. You will explore the ways in which popular culture is used within Asian contexts both by individuals and in public discourses, through the examination of artefacts, media and practices.

COMM2490 CLIENT MANAGEMENT

In this course you will develop the knowledge and skills to manage professional relationships in advertising between agencies and their clients and within advertising agencies. You will investigate the advertising industry, advertising roles and alternative organisation structures within the context of commercial business practice. You will learn the basic principles of account management and how to develop an environment of trust, respect and partnership with clients.

In the advertising industry, leadership, teamwork and effective negotiation skills are essential to be able to manage the needs and expectations of multiple stakeholders. These areas will be explored within this course.

COMM2730 INFLUENCE AND IMPACT IN PUBLIC RELATIONS

You will build the knowledge and skills necessary to practise in contemporary media relations and other areas of modern communication and engagement. You will look at the role of message creator, channels and contexts of communication, message reception and feedback mechanisms. Producing outputs is no longer sufficient in contemporary PR for having influence, so this course focuses on the development of knowledge and skills in public relations strategic planning and implementation that will enhance your impact on key stakeholders. You will investigate the trends in contemporary message design and dissemination, including digital media strategies. You will also engage with debates about accountability and evaluation in the context of the professionalisation of the public relations industry.

COMM2727 PROFESSIONAL COMMUNICATION STUDIO

In this course you work individually and collaboratively in interdisciplinary contexts to research, develop and produce a professional communication project within a studio-based model. You will expand and enhance your creative, critical, technical and reflective skills in professional communication according to your areas of specialisation. Your learning is enabled through engaging in problem-based tasks which reflect current debates within the media and communication industries globally.

This course includes a work integrated learning experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/ or community is integral to your experience.

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