This programme prepares students for the field of Mass Communication. It is designed to enhance communication skills and media literacy skills, helping students become future media practitioners and active media consumers. Students will also gain insights into the creative and critical side of writing, preparing them for a career that requires using words and images to creatively and effectively communicate ideas via media such as television, radio, newspapers and the Internet.

Academic subjects include English Language Skills 1 and 2 and Creative Writing, where the complexities and dynamics of the written language are taught.

Assessment
Assessment of individual courses in this programme consists of two components:
- Continuous coursework (50%)
- Final examination (50%)

The continuous coursework component comprises different assessment tasks such as projects, assignments, laboratory work, presentations, tests, and others as assigned throughout each semester. The final examination is conducted at the end of each semester. The assessments are subject to quality assurance procedures to maintain high standards and ensure fair assessment.

Offered at
INTI International University

INTAKES: JAN, MAY & AUG

Duration
1 Year

Progression
Students who have successfully completed the Foundation in Arts can progress to Mass Communication:
- 3+0 BA (Hons) Mass Communications, University of Hertfordshire, UK
- Bachelor of Mass Communication (Hons)

Courses offered
- Basic Computing
- English Language Skills 1
- English Language Skills 2
- Fundamentals of Business Management
- General Studies
- Introduction to Business Studies
- Introduction to Creative Writing
- Introduction to Intercultural Communication
- Introduction to Mass Media
- Self-Development Skills
- Skills for Creative Thinking

Electives (Choose One Combination)
- Basic Sociology (P3)
- Digital Communication (P1)
- Fundamentals of Psychology (P3)
- Macroeconomics (P2)
- Microeconomics (P2)
- Psychology of Personal Adjustment (P3)
- Visual Communication (P1)

Combination 1
- P1
- P1

Combination 2
- P2
- P2

Combination 3
- P3
- P3
- P3