

## **BA (Hons) Communication and Mass Media**

The BA (Hons) Communication and Mass Media is a four-year undergraduate degree designed to develop adaptable, creative, and industry-ready graduates. The programme begins with a Preparatory Year, followed by Levels 4, 5, and 6. During the first two years, students build a robust foundation in media theory, storytelling, visual communication, digital production, and research methods.

From Level 5, students specialise in one of five pathways aligned with contemporary media industries. Each specialisation combines core and optional modules, enabling learners to tailor their experience to emerging trends and career interests.

In the final year, all students undertake two compulsory modules:

- A Professional Practice and Portfolio module that incorporates a media industry internship.
- A Final Year Project, enabling each student to develop a substantial, industry-oriented output that may be interdisciplinary in nature and aligned with their individual interests or creative passions.

The programme is guided by an industry advisory board comprising experienced professionals from across the media, communication, and creative sectors.

### **Key Modules in the Preparatory Year (Level P):**

- Foundations of Journalism
- Foundations of Photography
- Foundations of Broadcasting
- Foundations of Integrated Marketing Communication
- English and Arabic Language

### **Key Modules in Degree Year 1 (Level 4):**

- Media and Communication (Theories & Research Methods)
- Critical Perspectives on Data Analysis
- Essentials of Video Production for Filmmaking
- Regulations, Ethics, and Politics in Media
- Interactive Media for Game Design

### **Specialisations (commence at Level 5)**

## **1. Content Creation and Social Media**

This specialisation is designed for students aiming to lead in the digital content ecosystem. Positioned at the intersection of creativity, technology, and cultural insight, the specialisation prepares students to develop and manage engaging multimedia content across platforms including TikTok, Instagram, YouTube, X (formerly Twitter), and podcasting networks.

The curriculum balances hands-on production with critical analysis, exploring storytelling techniques, platform algorithms, audience behaviour, and ethical communication. Students also gain fluency in emerging media formats such as gamification, immersive environments (VR/AR), and AI-enhanced narratives.

Key Modules:

- Creative Digital Narratives
- Digital Media Uses and Effects
- Visual Storytelling
- Immersive Media and AI
- Integrated New Processes
- Data Journalism
- Investigative Journalism and News Verification
- Content Planning for Social Media
- Strategic Content Partnerships

## **2. Advertising and Brand Communication**

This specialisation focuses on the creation, management, and analysis of brand messages and advertising strategies. Students explore audience engagement, creative concept development, brand identity, and persuasive communication.

The curriculum nurtures both strategic and visual thinking, enabling students to respond to global consumer trends, emotional branding, and the shifting ethics of commercial media.

Key Modules:

- Principles of Advertising and Brand Communication
- Market Research
- Advertising and Brand Creativity
- Marketing Media Planning
- Narrative and Visual Branding
- Dynamic Advertising: From Concept to Campaign
- Brand Strategy and Identity Development
- Consumer Behaviour and Emotional Branding
- Brand Crises and Reputation Management

### **3. PR and Digital Marketing**

This pathway equips students with the tools to lead dynamic public relations and digital marketing campaigns. Students explore influencer engagement, media relations, content marketing, digital platforms, SEO, and analytics.

Informed by global trends, the curriculum also addresses strategic communication, sustainability, online reputation, and crisis management, preparing graduates for agency and in-house roles in a fast-changing communication landscape.

Key Modules:

- Marketing Communications
- Digital PR and Influencer Marketing
- Persuasion and Negotiation Skills
- Online Reputation Management
- PR Planning and Campaign
- Creative Industry & Event Management
- Media Relations and Crisis Management
- Location & Search Engine Marketing
- Digital Marketing Strategy and Innovation

### **4. Creative Broadcast Production**

This specialisation prepares students for professional careers in radio, television, and broadcast journalism. It provides a hands-on introduction to all aspects of production—including scripting, directing, studio lighting, live editing, and sound design.

Students also explore audience analysis, regulatory frameworks, and the impact of digital platforms on contemporary broadcast practices, ensuring they graduate with both creative and contextual competence.

Key Modules:

- Reporting for Integrated Newsroom
- Broadcast Production and Directing
- Documentary Production for Radio and TV
- The Art of Interviewing
- Radio Performance and Production
- Podcast Production and Editing
- Reporting and TV Performance
- Investigative Reporting for TV

- Studio and Lighting Techniques

## **5. Filmmaking and Media Narratives**

This pathway offers an in-depth exploration of narrative media and cinematic storytelling. Students develop as filmmakers, writers, editors, and analysts, producing both fiction and non-fiction work.

The curriculum includes screenwriting, directing, cinematography, editing, sound, VFX, and theoretical studies of genre, identity, adaptation, and representation. It supports the development of an auteur voice while cultivating professional production and post-production capabilities.

Key Modules:

- Screenwriting
- Film Directing and Production Management
- Cinematography
- Film Genres and Screen Studies
- Film Editing
- Sound Design and Film Scoring
- Visual Effects (VFX)
- Cinematic Dialogue and Script Editing
- Film Analysis

## **Employability and Career Routes for Graduates**

Graduates of the BA (Hons) Communication and Mass Media programme are equipped to pursue a wide variety of careers across the media, communication, and creative industries. With a blend of specialist skills, interdisciplinary learning, and practical experience, graduates are prepared to work globally, independently or collaboratively.

Examples of Specialist Roles (not limited to):

- Filmmaker
- Radio, TV and Podcast Presenter
- Advertising Campaign Specialist
- Social Media Manager
- Branding Specialist
- Media Relations Manager
- PR and Media Planning Executive
- Digital Marketing Specialist
- Media Storyteller
- Digital Journalist
- Studio Producer and Manager

Examples of Interdisciplinary Careers (not limited to):

- Content Creator
- Media Analyst
- Visual Media Editor
- Market Researcher
- Creative Event Manager
- Multimedia Production Specialist

The final-year internship and individual project ensure all students graduate with industry insight, a refined portfolio, and the confidence to enter competitive media sectors or continue into postgraduate study.