

# COMMUNICATIONS & NEW MEDIA

Asian Perspectives With  
Global Relevance

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# ABOUT CNM

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The **Department of Communications and New Media** was established as a full programme in 2004. It is currently ranked #1 in Asia (THE2019) and #13 in the world (QS2018). It has one of the largest student enrolments in the Faculty of Arts and Social Sciences. It offers undergraduate, honours and PhD programmes in communications and new media studies, with an innovative curriculum that introduces students to key debates in the areas of media studies, communication management, interactive media design and cultural studies. Its curriculum provides students with practical skills in social media management, user experience and user interface design, and digital marketing. Its students undertake industry immersion through its compulsory internship programme. The Department also offers an undergraduate double degree with the School of Business; undergraduate minors in Interactive Media Design and Cultural Studies, and the Cultural Studies in Asia PhD programme. Its world-class researchers are experts on media effects and psychology, health communication and cultural studies.

## COMMUNICATIONS AND NEW MEDIA

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The **Department of Communications and New Media** (CNM) is amongst the top three communications and media studies programmes in Asia. We offer the only single degree programme in the region that covers interactive media design, communication management, media studies and cultural studies, with a focus on new media.

At the heart of CNM's curriculum are core modules that anchor communication and media theories, concepts and practice. Students can combine this with a wide range of elective modules that span four broad areas of interest:

- 01 | Communication Management:** Offers a course of study in public relations with emphasis on the use of new media in organisations' strategic communications.
- 02 | Media Studies:** Analyses the social, cultural, political and economic dimensions of media, using a broad range of theoretical frameworks, with a focus on new media.
- 03 | Interactive Media Design:** Emphasises production and theory, with a focus on interactive media and a strong studio/project component that leads to a design portfolio.
- 04 | Cultural Studies:** Focuses on the study of contemporary culture with in-depth analysis of cultural policies and creative industries.

Extensive consultation and collaboration with strategic partners like the CNM Industry Advisory Council has helped shape a curriculum responsive to changing scholarship and sector trends.

# STUDY PATHWAYS

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## CORE MODULES

Communications, New Media and Society  
Theories of Communications and New Media  
Quantitative Research Methods  
Qualitative Research Methods  
Advanced Communications and New Media Research (for Honours Programme)

## ELECTIVES

Choose from a broad and diverse range of electives that cover topics in communication management, media studies, interactive media design and cultural studies.



## BACHELOR OF ARTS IN COMMUNICATIONS AND NEW MEDIA

The 3-year programme allows students to major in Communications and New Media. Students who have a CAP of 3.20 or higher qualify for the honours programme.

## BACHELOR OF SOCIAL SCIENCES (HONOURS) IN COMMUNICATIONS AND NEW MEDIA

The 4-year programme gives students the opportunity to perform research in an area of their choice. To complete the programme, students have the option of either reading extra modules, or complete a research thesis.

# MINORS

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## MINOR IN INTERACTIVE MEDIA DEVELOPMENT

The minor is open to all students, though preference is given to students from Communications and New Media (CNM) and Computer Science. With this multidisciplinary Minor, students are given unprecedented access to modules from both CNM and School of Computing.

## MINOR IN CULTURAL STUDIES

Adopting multidisciplinary methods, the minor combines and adapts qualitative research strategies to study contemporary cultural practices. Students will be equipped with a rich theoretical tool-kit and be capable of analysing complex social processes that give rise to contemporary culture.

## MINOR IN COMMUNICATIONS AND NEW MEDIA

The minor in Communications & New Media is open to any student who wishes to gain knowledge in the field of communications and new media, in addition to the student's major.

## OTHER PROGRAMMES

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- Double Degree in CNM and Management (School of Business)
- Double Degree in CNM and Accounting (School of Business)
- Double Major in CNM and English Language and Literature (Faculty of Arts and Social Sciences)
- Double Major in CNM and Psychology (Faculty of Arts and Social Sciences)
- Double Major in CNM and Management (School of Business)
- Major-Minor in CNM and Management (School of Business)
- Second Major in CNM

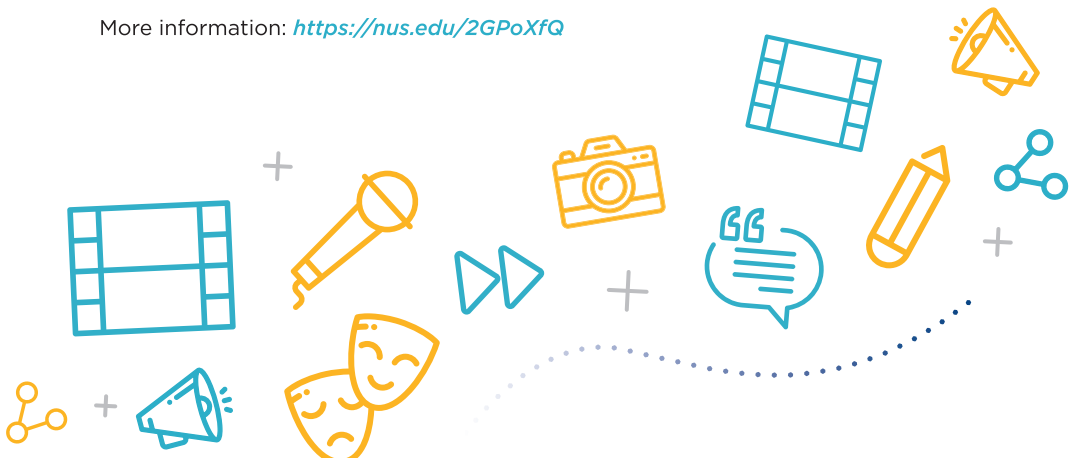
## SPEND A SEMESTER AT A CAREER-BUILDING INTERNSHIP

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CNM is uniquely positioned to prepare students for today's digital environment, where communication professionals are expected to possess a broad range of knowledge and creative abilities. Besides delivering a rigorous curriculum, CNM forges deep partnerships with the industry to enable students to spend a whole semester at internship. Through its **Compulsory Internship Programme** (CIP), students secure an amazing opportunity to work in private corporations, SMEs, public agencies, non-profit organisations, creative firms and media-related industries, with practitioners in the fields of media, communications, game design, journalism, advertising, information management, public policy, public relations and creative industries, to enrich their education, and boost career opportunities immediately after graduating.

CNM's CIP is a 20-week internship that embeds Year 3 students in a local company of choice. Valuable experience is gained, and students apply what they have learnt to real-life projects and scenarios. Students can choose to go for CIP in their third year of study, either in Semester 1 or 2. Besides internship, students will also read special online study modules that have been customised to enrich and enable the internship experience.

More information: <https://nus.edu/2GPoXfQ>



Here is a sampling of the innovative modules that will prepare you for the future economy.

## MODULES

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### **PUBLIC RELATIONS / MARKETING & ADVERTISING**

NM2203 Social Media in Communication Management  
NM2219 Principles of Communication Management  
NM3232 Strategic Communication  
NM3237 Health Communication  
NM4228 Crisis Communication  
NM4883G Financial Communication

### **MEDIA / DIGITAL MEDIA PRODUCTION**

NM2207 Computational Media Literacy  
NM3211 News Reporting and Editing  
NM3216 Game Design  
NM3230 Digital Storytelling  
NM4210 User Experience Design  
NM4211 Online Journalism

### **ANALYTICS**

NM2103 Quantitative Research Methods  
NM2104 Qualitative Communication Research Methods  
NM3239 Retrieving, Exploring and Analysing Data  
NM4102 Advanced Communications & New Media Research  
NM4238 Software Studies  
NM4239 Digital Propaganda and Public Opinion


### **GOVERNANCE / ORGANISATION COMMUNICATION**

NM2303 Fake News, Lies and Spin: How to Sift Fact from Fiction  
NM3210 Cybercrime and Copyright  
NM3234 Leadership, Organisations and New Media  
NM4204 Media Ethics – Principles and Practices  
NM4206 Media Regulation and Governance  
NM4213 Digital Economies

### **CULTURE and CREATIVE INDUSTRIES (GLAM: Galleries, Libraries, Art organisations and Museums)**

GEH1061 Representation and Media  
NM2201 Intercultural Communication  
NM3205 Digital Media Cultures  
NM3241 Cultural Studies: Theory and Practice  
NM4212 Race, Media and Representation  
NM4244 Sex in the Media

Through our degree programmes, students develop academic and technical proficiencies in communications and new media, as well as appreciation of industry practices. This multi-faceted training prepares our graduates for a wide spectrum of careers. These include established industries like marketing, public relations, journalism, advertising, TV and radio, and publishing. Increasingly, career opportunities are also prevalent in emerging sectors – like the arts and film, design, fashion, games, software, animation – where an appreciation of communications and new media is imperative. Other interested sectors are tourism, banking, and multinational corporations, where our graduates are deployed in specialist roles to help firms establish and harness new user markets in today's continually changing media landscape.



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