

COMMUNICATIONS & NEW MEDIA

Asian Perspectives With
Global Relevance



ABOUT CNM

The **Department of Communications and New Media** was established as a full programme in 2004. It is currently ranked #2 in Asia (THE2021) and #21 in the world (QS2021). 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 Development 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

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 Board has helped shape a curriculum responsive to changing scholarship and sector trends.

STUDY PATHWAY

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 (only compulsory if writing an Honours Thesis)

ELECTIVES

CNM offers a wide range of electives modules, allowing maximum flexibility for each student to curate a distinct educational experience based on their own interests and capabilities.



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

The Honours programme allows students to perform independent research in an area of their choice, culminating in an Honours Thesis, or to complete their degree with advanced-level coursework modules.

MINORS

MINOR IN INTERACTIVE MEDIA DEVELOPMENT

The minor is open to all students who are interested in interactive media design and development, enabling them to take a sample of both CNM and Computer Science modules which are chosen to provide insight into the interactive media development process.

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

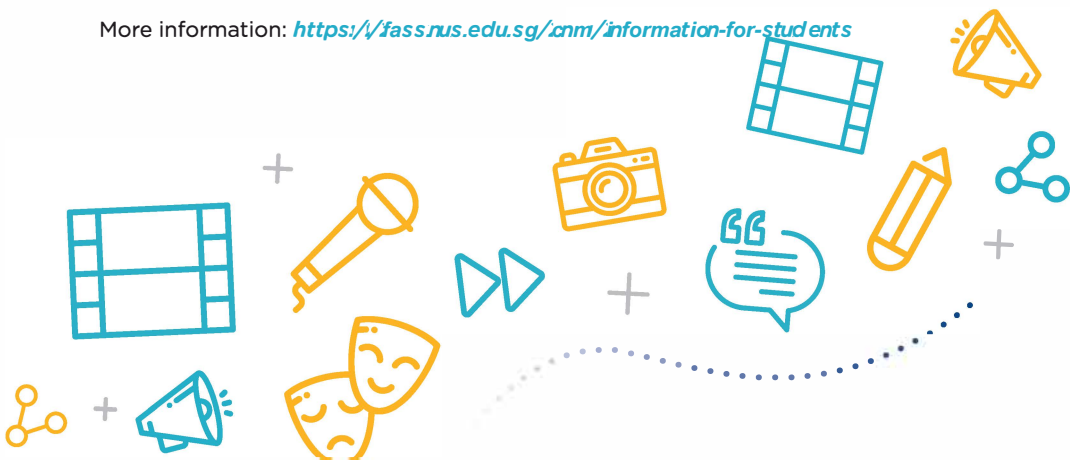
- Double Degree in CNM and Management (School of Business)
- Double Degree in CNM and Accounting (School of Business)
- Double Major in CNM and English Language and Literature (Faculty of Arts and Social Sciences)
- Double Major in CNM and Psychology (Faculty of Arts and Social Sciences)
- Double Major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

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 3 to 4 month 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://fass.nus.edu.sg/cnm/information-for-students>



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

MODULES

CULTURE AND COMMUNICATION / CREATIVE INDUSTRIES

NM2201 Intercultural Communication
NM2224 Creativity, Culture and Media
NM3205 Digital Media Cultures
NM3241 Cultural Studies: Theory and Analysis
NM4212 Race, Media and Representation
NM4244 Sex in the Media

COMPUTATIONAL COMMUNICATION

NM2207 Computational Media Literacy
NM3239Y Retrieving, Exploring and Analysing Data
NM4238 Software Studies
NM4239 Digital Propaganda and Public Opinion
NM4242 Critical Perspective on Technology
NM4255 Computational Perspectives for Social Media

MEDIA PRODUCTION

NM2220 Introduction to Media Writing
NM3217 Principles of Communication Design
NM3230 Digital Storytelling
NM4208 Strategic Communication Design
NM4247 Creative Writing in the Marketplace
NM4883F Financial Journalism

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

NM2219 Principles of Communication Management
NM3215 Advertising Strategies
NM3232 Strategic Communication
NM4207 Managing Communication Campaigns
NM4228 Crisis Communication
NM4230 Communication for Social Change


PUBLIC COMMUNICATION / POLICY AND GOVERNANCE

GET1008 Public Speaking and Critical Reasoning
NM2222 Ethics in Communications and New Media
NM2223 Media Law and Regulation
NM3237 Health Communication
NM4240 Risk Perception and Communication
NM4245 Political Communication and Digital Media

INTERACTIVE MEDIA DESIGN

NM2213 Introduction to User Experience Design
NM3216 Game Design
NM3221 Mobile Interactive Design
NM3222 Interactive Storytelling
NM4227 Game Studies

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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