UNDERGRADUATE COURSE LISTING

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION
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CS0102 MAKING SENSE OF BIG DATA (3 AU)

Course Type: ICC Foundational Core (CoHASS students) – Digital Literacy 2 option
Pre-Requisite: N/A

The aim of this course is to introduce students to the concepts and technologies associated with data analytics. The course will firstly help students understand the information technology infrastructure that is fundamental to data analytics. Thereafter, data analytics concepts will be explained, including big data, machine learning and artificial intelligence. Techniques for conducting data analytics will also be taught. This course would be of interest to students who would like to understand what data analytics is and its applications.

CS0201 FOUNDATIONS OF COMMUNICATION STUDIES (3 AU)

Course Type: Core (CS students) | GER-Core (CS students) | UE | BDE
Pre-Requisite: N/A

This course provides an introduction to the basic theories, concepts, principles, and contexts of human communication. The course is designed as an introduction to the field of communication studies. It offers an overview of fundamental communication principles and practices applicable to many careers. Students will learn how to reflect and think critically about communication in personal and public contexts and explore howcommunication has created and shaped our society, as well as our personal lives.

Topically, the course will focus on some of the key areas of speciality within our School, which include (but are not limited to) mass communication, promotional communication, interpersonal communication, organisational communication, intercultural communication, and communication in the era of new technologies. Ultimately, this course aims to cultivate an enduring interest, curiosity, and enthusiasm for various facets of communication, bothas a discipline (i.e., the "field" of communication) and as a foundation for human life.

CS0204 BASIC MEDIA WRITING (3 AU)

Course Type: ICC Foundational Core (CS students) | GER-Core (CS students) | UE | BDE
Pre-Requisite: N/A
Mutually Exclusive with: CS0205

The course will introduce students to the fundamentals of writing for the media. It will include writing journalistic and promotional copies. It will also introduce students to the theory of communication, putting in place the WHY of writing. What are they hoping to achieve? How can it connect with the audience? It will cover the WHAT of writing for the media, looking at the essentials of accuracy, fairness, balance, brevity and responsibility; and the difference between objective and subjective writing. It will also introduce some principles of HOW media writing isdone, from information gathering to structure and style, to editing and polishing the final text.

CS0205 BASIC MEDIA WRITING (3 AU) *ONLY APPLICABLE TO IEM STUDENTS*

Course Type: GER-Core (IEM students)
Pre-Requisite: N/A
Mutually Exclusive with: CS0204

This hands-on course covers the fundamentals of writing for mass media, with an emphasis on reaching publics that are diverse and demanding. Students will learn how to write news stories for print and broadcast, public relations releases, and advertising copy. While

introducing students to the differing needs of the various media industries, the separate strands of the course collectively reinforce common principles such as accuracy, honesty and integrity in communication, as well as an appreciation of clear, concise and effective writing.

CS0209 MEDIA LAW, ETHICS & POLICY (3 AU)

Course Type: Core (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This course introduces the basics of media law, ethics, and policy, emphasising Singapore's unique approach. You will learn to recognise potential legal trouble, know when you're safe, and be better able to justify your decisions. We'll compare the law (and policy) of the United Kingdom because Singapore law evolved from UK law. More often, we'll contrast the law (and policy) of the United States, whose law evolved from the United Kingdom but diverged substantially. You'll also learn to evaluate Singapore's law and policy, and consider alternatives such aslimiting the reach of the law in some areas so that ethical standards play a larger role.

CS0888 ARTIFICIAL INTELLIGENCE & NEW TECHNOLOGY LAW (3 AU)

Course Type: ICC Foundational Core (CoHASS students) – Digital Literacy 2 option
Pre-Requisite: N/A

We begin with a brief, non-technical, conceptual introduction to artificial intelligence and its applications, suitable for students from any field. Then we focus on preparing you to participate in the global debates about the legal, policy and ethics issues that AI is already creating for humans. Among the questions considered: With AI tracking your every move on social media, what privacy protections do you have? Who is liable if an AI learns human biases and makes a racist hiring recommendation? When our minds can be uploaded to computers, will they havelegal rights? Is a self-driving car liable for killing a pedestrian? Should autonomous weapons be allowed to decide to kill a human? We compare possible answers in Singapore and American law and learn how informed citizens everywhere can shape AI's future.

CS2005 SPEECH & ARGUMENTATION (3 AU)

Course Type: Core (CS students)
Pre-Requisite: N/A

This is a rewarding and challenging course that will introduce you to the fundamentals of oral composition and delivery, focusing on methods for improving your skills as a communicator and public speaker. You will be involvedin a variety of activities designed to enhance your understanding of speech preparation and delivery, including online lectures, reading assignments, in-class presentations (speeches), discussion section activities, and written andoral critiques.

CS2007 COMMUNICATION HISTORY & THEORIES (3 AU)

Course Type: Major-PE (CS students) | UE | BDE
Pre-Requisite: CS0201 FOUNDATIONS OF COMMUNICATION STUDIES

The course will examine the intellectual history of the study of communication (i.e., the evolution of ideas related to the field) and, for the most part, take a biographical approach to understanding the development of the discipline. We will review the life and times, as well as the thinking, of some of the forerunners and founders of the field of communication, highlighting important theoretical developments along the way, and identifying major themes,

concepts, and ideas. The focus will be on the intellectual, institutional, and socio-political influences that helped to foster the emergence and shape the growth of the communication discipline in the twentieth century.

CS2008 FUNDAMENTALS OF RESEARCH (3 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This course introduces basic principles and methods of social scientific research. These skills are required for marketing, public relations, and communication campaigns based on research, and for measuring campaign effectiveness. Regardless of your career path, these skills are increasingly essential for us as citizens and consumers to understand public discourse and policy debates that draw on the findings of research studies.

Conducting research is critical for some career paths in communication, marketing, and public relations, and for those who pursue further graduate study or academic careers in research. Though many of the examples will be of communication research, much of the material is applicable to all social and behavioural sciences, and even physical and mathematical sciences. The lectures will present the critical content for the course, and the tutorials are designed to allow for reflection and application of the key concepts. While there will be opportunities for discussion during the lecture, the tutorials are where most of the in-person dialogue will occur. An online discussion forum is also available for students to pose questions and share ideas related to the course.

CS2021 NEWS REPORTING & WRITING (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS0204 BASIC MEDIA WRITING

The aims of this module are to sharpen students' writing, reporting, and critical thinking skills, as well as to teach news values, ethics, copy editing, interviewing, fact-checking, and how to accurately report and write about a diverse world on deadline. The module will introduce students to the step-by-step process of producing news content, from understanding the concept of news judgment to the research, reporting, writing and dissemination of news in the 21st century. By the end of the course, students will understand what makes an event newsworthy and be able to produce accurate, well-written, well-sourced news stories on deadline.

CS2022 MULTIMEDIA WRITING IN CHINESE (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This introductory course covers the fundamentals of Chinese journalism and advertising. In class, students will learn about 1) multimedia Chinese news reporting and writing, and 2) cross-platform Chinese advertising proposal writing (i.e., print, radio, TV, and web). They will have opportunities to strengthen their skills in Chinese media writing and oral presentations for media analysis and multimedia projects. The curriculum design involves speed Chinese news writing to cope with simulated deadline pressure. In addition to hands-on assignments, students will listen to talks given by Chinese media professionals and Chinese media scholars. They will share insights about real-world Chinese media practices in Singapore and overseas Chinese societies.

CS2023 PRINT & DIGITAL PUBLICATIONS (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS0204 BASIC MEDIA WRITING

This course covers the fundamentals of newspaper/magazine design and provides hands-on training in computerapplications for page layout and image editing. In addition to catering to students interested in specialising in publication design, the course is geared to would-be writers and photographers, who need to appreciate effectivevisual presentation and tap the power of thinking visually in their journalism. Practical exercises are grounded in theories pertaining to typography, colour, space, and other design elements. Students will also be familiarised with design trends in the newspaper and magazine publishing industries, including the impact of technological change.

CS2024 WEB DESIGN & TECHNOLOGIES (3 AU)

Course Type: Major-PE (CS, ECMA, PSMA, IEM) | UE | BDE
Pre-Requisite: N/A

This course aims to provide its students with practical and working knowledge of the World Wide Web and gives a broad overview of technologies used in Web design. Students will be taught how to design, implement and maintain Web-based sites using authoring and scripting languages, content creation, management and digital media tools. Students will learn how to implement the latest strategies to develop third-generation websites, evaluate design tools, discuss future technology standards and explore the incompatibility issues surrounding current.

CS2025 IMAGE & SOUND PRODUCTION (3 AU)

Course Type: Major-PE (CS, IEM) | UE | BDE
Pre-Requisite: N/A

This course introduces the core components of motion picture production: idea, image, sound, and sequence. In the lecture, students will view movies and/or television programmes while considering a variety of questions. What do we want to express? Who is our audience? How do we talk about images? What compositional elements can we control or manipulate? How do we sequence images in order to evoke specific responses? What happens when particular sounds and images are juxtaposed? In related tutorials, students will explore these concepts withdigital video cameras and nonlinear editing.

CS2026 MEDIA PRESENTATION & PERFORMANCE (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This hands-on course aims to equip students with some of the basic skills and knowledge in two areas: one, effective on-air presentation and performance, and two, indirecting presenters and performers. The course will focus mainly on the "factual" genres in television and video productions such as broadcast journalism, documentary talk shows and interview programmes. Students are encouraged to develop their own styles and personae, insofaras it is appropriate for the programmes in question.

CS2027 GENRE & NARRATIVE STRATEGIES (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

The aim of this course is to offer a broad perspective, intellectually and creatively, on the available formal features and structures non-fiction film utilises for exploring short film ideas. This course is most appropriate for students who have completed the intro production pre-requisites and are considering a FYP documentary video project. Based on selected screenings and readings, the course focuses on students developing a set of tools for creatingdocumentary films beyond journalism and preparing students for their FYP videos. This course is most appropriatefor students with some exposure to filmmaking and/or film theory. NOTE: If you've already taken a scriptwriting course, be aware that the first half of the semester is devoted to basic narrative structure and storytelling from a commercial feature industry POV.

CS2028 PRODUCTION MANAGEMENT FOR TV & CINEMA (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE & SOUND PRODUCTION

This course introduces students to the art and business of organising and executing a motion picture. Students will learn how to manage dramatic productions, including script breakdown for budgeting and scheduling, as well as on-set management. The course also covers the management and execution of legal and delivery requirements.

CS2029 BROADCAST JOURNALISM: CONCEPTS & APPLICATIONS (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE & SOUND PRODUCTION

The advent of digital technology has shaped the broadcast journalism landscape tremendously. Broadcast journalists now face the challenges of harnessing emerging technologies, accelerated speed in newsgathering and production, multiskilling, and multi-platform distribution. This course aims to not only equip you with the essential professional skills to become a television journalist and producer but also to prepare you to work with other digital media platforms that will enable you to keep abreast of the rapid changes in our convergent digital world.

CS2030 AUDIO IN MEDIA (3 AU)

Course Type: Major-PE (CS, IEM) | UE | BDE
Pre-Requisite: N/A

This course explores concepts, techniques and equipment involved in producing audio for media (e.g., film and television, the web, video games and music, etc.). You are introduced to the basic skills and knowledge for professional audio production. Activities will include sound design, recording, editing, processing and mixing audio for media projects. It is designed to focus on the essential workflow and methods that the student needs to know once they start on projects in the real-world environment.

It familiarizes you to basic audio concepts, the creative use of sound and music, as well as mixing and digital editing. You will be given opportunities to apply knowledge and skills learnt creatively.

CS2031 CREATIVE STRATEGIES (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course focuses on the development and execution of creative and motivating communication. The emphasis is on providing students with an understanding of creative and strategic message development and applying these underlying principles to the media. Students will learn how to use marketing information to develop practical creative strategies. Both visual and written creativity will be emphasised. Students will also learn the requirements for developing advertising messages in different media. Coursework includes lectures, discussions, creative assignments, critiques and a final project.

CS2033 CORPORATE COMMUNICATIONS MANAGEMENT (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Our objective in this course is to prepare you to be an effective public communicator in an organisational context. We accomplish this goal by gaining a solid understanding of the history, theory, and practice of corporate communication.

CS2034 KOREAN CINEMA IN THE GLOBAL CONTEXT (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

In Korean Cinema in the Global Context, you will explore the history and theory of Korean cinema - both South and North through the framework of national/transnational cinema discourse, auteur/genre theory, globalisation, the North/South division system, and the problem of nation/state, which evokes the question of identity. In this chronologically structured module, you will learn the cinema of Korea through a set of key films, directors, and dominant genres through lectures, screenings, and intensive and engaging discussions throughout the semester. Such critically and historically important films as The Aimless Bullet, The Housemaid, Shiri, Sympathy for Mr. Vengeance, My Sassy Girl, The Host, and Train to Busan will be screened. Through readings, discussions, in-class screenings, and presentations, our goal is to develop a broad understanding of Korean cinema and popular cultures, exploring their wide-ranging impact and asking how they participate in the transnational production and circulation of culture, ideology, modernity, politics, and tradition in both regional and international contexts. It is not necessary for students to have prior knowledge of Korean cinema, and all are welcome.

CS2044 PHOTOJOURNALISM (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Co-Requisite: CS2021 NEWS REPORTING & WRITING

This course introduces the basics of still photography for use in mass communications. The latest digital photographic techniques will be employed throughout, including digital still cameras and digital darkroom software on computers. In this course, we will look at how journalism professionals can take their own photographs, as well as work with professional photographers. The work output should be suitable for publication in newspapers, magazines, company publications, brochures, and digital slide-show presentations. By providing a basic appreciation of photojournalism, this course should be of value to aspiring photojournalists as well as writers and editors seeking a broader visual awareness.

CS2045 ONLINE JOURNALISM (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS0204 BASIC MEDIA WRITING

This course prepares students for working both in online newsrooms and in mainstream newsrooms with an onlineelement. It will combine best practices from traditional journalism with the skills and attitudes required in the next generation of interactive and multimedia online journalism. Digitisation has rules and affordances which change what journalism is and does.

CS2050 PEOPLE, POLITICS & THE MEDIA (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS0201 FOUNDATIONS OF COMMUNICATION STUDIES

The purpose of this course is to introduce a framework for students to think about the intricate relationship between the people, the press, and various political actors. Students will gain an understanding of various theories and concepts about topics such as the role and function of the press in democratic systems, the effects of political content from the media, public opinion formation, and the role of citizens in this complex picture. We will start broadly by considering the institutional practices that form a context for political effects, and later move on to a micro level to examine cognitive processes at the individual level. Ultimately, this course aims to help students understand the relevance of politics in our everyday lives at various levels.

CS2054 INTERPERSONAL COMMUNICATION (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course explores the basic elements of interpersonal communication and provides students with the foundation for effective dyadic communication skills to establish and maintain personal and professional relationships. This course examines major theoretical perspectives and concepts relevant to interpersonal communication in personal relationships. These relationships include the everyday associations we have with others as a result of the positions we occupy in various situations (often called role-relationships), as well as the more intimate relationships we form with select others (friendships, family relationships).

CS2055 ORGANISATIONAL COMMUNICATION (3 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

Information and knowledge constitute key assets of the most successful organisations and communication is the lifeblood. This course is designed for aspiring managers, leaders, and entrepreneurs seeking to understand the core of organisational communication and develop a conceptual framework that allows them to manage the changing workplace. The specific aims are:
- Gain insights into communication in global teamwork, conflict management, digital transformation, competency management, knowledge management, and co-creation, through analysing contemporary examples and living cases.
- Explore how information technology can promote effective organisational communication through e- learning activities,
- Increase confidence in managing organisational communication by prototyping solutions for current or future challenges.

CS2056 PSYCHOLOGY & COMMUNICATION (3 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

Communication is fundamentally a process that takes place between humans, either as individuals, as groups, or as part of a system (for instance, the media). Although a great many communication phenomena can be studied without a thorough understanding of communicators, incorporating findings from a field focused on studying the human mind—namely, psychology—can enrich our understanding of communication. After taking this course, you will be familiar with how psychological processes shape and are shaped by the influence of media. If you plan to go into a career related to communication (journalism, advertising, film, etc), or are curious about the many ways the media exert an influence on audiences, you will find in this course the tools to analyse the reciprocal relationship between the mind and the media.

CS2057 MEDIA EFFECTS (3 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A
Mutually Exclusive with: CS5700

We are all media users, and whether we are conscious about it or not, the media we use affects us. We need to understand what we do with the media as well as what the media can do to us. That's part of media literacy. But as mass communicators, we also need to understand how what we do affects others. That's part of being responsible. Thankfully, "media effects" is a rich and popular area of mass communication research. In this class, we will be studying old and new research on how the media shape our experience and existence.

CS2058 INTEGRATED MARKETING COMMUNICATION (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A
Mutually Exclusive with: BM2504 | BM2512 | BM5502 *(CS students and students taking Second Major/Minor in Communication Studies should take CS2058 to clear the pre-requisite for the CS elective courses or count it towards the second major/minor in Communication Studies.)*

In today's fast-changing marketplace, brands, more than ever, need to optimise their brand communication by using a multitude of tools and technology. Integration is the key to success.

This introductory course aims to equip you with the principles and best practices of Integrated Marketing Communication (IMC), closely relating to real-world perspectives from marketers, agencies, end-users, and consumers, through up-to-date lessons from the industry.

Students are expected to be familiar with the various elements of IMC, including traditional methods like advertising, sales promotion, public relations, and online marketing, as well as contemporary practices such as strategic planning, campaign rationalisation and development, effective use of media vehicles (both online and offline) and channels, and other applications. Both local and international examples will be used for illustration in this course.

CS2059 SOCIAL CONSEQUENCES OF MOBILE COMMUNICATION (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Mobile communication is the fastest-growing and most ubiquitous form of mediated communication in the world. The course will cover basic concepts in terms of mobiles and

their impact on society, covering both commercial and social aspects of mobile communication, primarily focusing on Singapore. The commercial aspect will cover global trends, mobile advertising and business models of the mobile-first ecosystem, while the social aspect will focus on domains of local interest such as gaming, gender, health, immigration, and youth. The course offers students the knowledge necessary to understand and critically assess the transformational impact of mobile communication due to applications, advertising, financial interaction, social networking, streaming, etc. This class will give the student insight into commercial aspects and social consequences to understand why mobile communication has become such a major force in our society.

CS2063 SHORT OVERSEAS JOURNALISM PRACTICUM (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING

This is a travel writing practicum trip. It will introduce students to the skills of observation and description; of considering the needs of a specific audience and specific publication; of understanding local cultures and mores;and of self-reflection on the role and responsibilities of a travel writer as an ambassador of the home country andan observer and commentator on the host country.

CS2064 CS4064 TELEVISION PRACTICUM (3 AU)
CS2164 CS4183 TELEVISION PRACTICUM (4 AU)

Course Type: UE | BDE
Pre-Requisite: N/A

The purpose of this practicum is to give students practical experience in broadcast production work. This practicum serves as a training ground for future broadcast journalists, television producers, and programme makers. Students will work individually and as part of news and studio teams to produce a magazine-style programme called the Nanyang Spectrum, which is broadcast over the campus cable network, Channel NTU.

CS2066 CS4085 FILM FESTIVAL PRACTICUM (3 AU)
CS2166 CS4185 FILM FESTIVAL PRACTICUM (4 AU)

Course Type: UE | BDE
Pre-Requisite: N/A

Film Festival Practicum (Perspectives Film Festival) gives students the skills and hands-on experience of organising a curated film festival. A curated festival is one where the programmers select a group of films that best fit the festival theme. Perspectives' overarching programming theme focuses on cinematic breakthroughs. The concept of breakthroughs is broadly interpreted and can mean films that were cinematic best or first examples, either historically, technically, artistically, conceptually or narratively. Breakthroughs can also be interpreted to mean films that aim to change the status quo in their form and/or content.

Entrance to the course is by application only. It is open to all students at NTU who have demonstrated skill sets either through coursework, relevant CCAs or on-the-job experiences.

CS2068 CS4087 ONLINE MAGAZINE PRACTICUM (3 AU)
CS2168 CS4187 ONLINE MAGAZINE PRACTICUM (4 AU)

Course Type: UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING

This course aims to provide opportunities for students to work together to produce the online WKWSCI Alumni Magazine. You will learn about the different functions of producing a newsletter from conceptualisation to publication.

CS2071 CS4091 NEWS PRACTICUM (3 AU)
CS2171 CS4191 NEWS PRACTICUM (4 AU)

Course Type: UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING

This course aims to provide opportunities for students to work together to produce the online WKWSCI Alumni Magazine. You will learn about the different functions of producing a newsletter from conceptualisation to publication.

CS2075 REGIONAL STRATEGIC COMMUNICATION MANAGEMENT (4 AU)

Course Type: Major-PE (CS) | UE / BDE
Pre-Requisite: N/A
This course is by application only.

Regional Strategic Communication Management (RSCM) is designed to advocate for a social business, non-profit organisation, or other organisation with a focus on sustainability. The primary course objective of this module is to develop communication collaterals within the social marketing and strategic communication frameworks based on the fieldwork in the host community and appreciation of the target audiences. We will learn how to work on a project that involves multiple stakeholders, partner organisations, and cultural contexts.

The course itself is divided into three aspects. The first aspect involves lectures about key issues in public communication and the development of communication collaterals. It also involves discussion sessions with representatives from the client organisation, partner organisations, and communication practitioners who can guide our preparation for the fieldwork. These discussions take place throughout the semester.

The second aspect covers the fieldwork in the host community. With the support of the partner organisation, we will interview, document, and observe members of the host community as part of formative research in developing the communication collaterals. The fieldwork will take place over roughly one week.

The third aspect involves a series of workshops during which the students will produce their collaterals. These workshops will take place throughout the semester. The semester ends with the presentation of the collaterals before a panel composed of the course instructor and representatives from the client organisation and potential partner organisations.

CS2088 THE CONTENT LAB FOR COMMUNITY MANAGEMENT (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Companies that want to engage customers in a digitally powered world with digital, social and other ubiquitous interfaces require mastery of technology, craft and understanding of digital consumer behaviours. This module will introduce you to best practices in content development and community management, give you the know-how to devise a strategic content marketing plan for brands and businesses and prepare you for an internship as a content producer or community manager. The instructor will also introduce you to the ecosystem of tools and technology to augment your creative solutioning with insights.

CS2090 DIGITAL MEDIA ENTREPRENEURSHIP (3 AU)

Course Type: Major-PE (CS, PSMA, ECMA) | UE | BDE
Pre-Requisite: N/A

This course is designed for aspiring entrepreneurs as well as innovation managers seeking to leverage digital media for strategic advantage. Learn how to identify relevant and meaningful digital business ideas, analyse theirpotential and feasibility, turn the best idea into a valuable business, and sustain it through iterative development.

CS2101 PUBLIC RELATIONS WRITING (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course introduces you to the different functions of PR and the essentials of writing for public relations. You can take this course to prepare for your professional internship attachment and a career in the marketing communication industry. Since writing is a prerequisite in the hiring of a PR communication executive, the PR executive who writes for a living – whether the assignment in question is a media monitoring report, press release,an internal memo, an email pitch or a PR plan– must be able to deftly wield the written word with clear goals and objectives, package the information in the most readable format and design the messages to engage the target audience.

CS2102 INTRODUCTION TO ADVERTISING, SOCIETY, & CONSUMER ANALYTICS (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

The course aims to develop your understanding of advertising as a form of social communication in contemporary society, including the meanings and functions of advertising in modern culture, advertising's psychological, ideological, and sociological implications. This course will also inform you of the basics of consumer/audience analytics in relation to advertising. This course will serve as the basis for future advertising courses and advertising/PR practices.

CS2103 PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

So what is Public Relations? Why is media relations important to an organisation? How do you build a win-win relationship with this group of prominent and influential stakeholders? How do you leverage social media and influencers to build awareness and brand recognition for your organisation? And how to develop a communications campaign that rocks?

You simply can't work in Public Relations these days without acknowledging the changing media landscape in theage of the Internet and social media. This course will also arm you with a useful Public Relations toolbox to helpyou leverage the online media and platforms for greater impact. Throughout the course, you will find relevant real-life examples to guide your learning.

This is an ideal course for students who wish to be equipped with the necessary communications and media management knowledge to gain a head start in a career in public relations, consultancy, public administration and marketing communications.

CS2190 CINEMA AND THE ENVIRONMENT (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course provides a grounding in ecocritical theory and the relevant fields of postcolonial studies and ecofeminism. It also introduces film analysis from an ecocritical angle, using a series of films as case studies in ecocriticism and its cognate fields. The course will explore the agenda and rhetorical strategies of more obviously environmentalist filmmaking, as well as examining fiction films that reflect environmentalist concerns in more abstract or allegorical ways. It will thus equip students interested in environmental politics and cinema to recognise and interrogate the assumptions that link popular culture to environmental history and discourse.

CS2300 ACTING & DIRECTING FOR TV & FILM (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE AND SOUND PRODUCTION

This course will explore the theory, practice, and ethics of acting and directing actors in film and television, including other mediums. The intertwining of texts, screenings, production and performance exercises complement each other throughout the semester. The goal of this course is to inspire students to expand their knowledge and skill in the study of performance in directing and acting in Television, Film and other forms of mediated communication. The course will enhance their ability to communicate with confidence by providing an understanding of performance in society and a medium. The course will improve the student's ability to communicate with cast and crew with courage and empathy.

CS2400 FOUNDATION OF INFORMATION ANALYTICS (3 AU)

Course Type: Core (CS, PSMA, ECMA) | UE | BDE
Pre-Requisite: N/A

Today, many organisations generate and collect ("harvest") unimaginable quantities of data of all types. However, merely collecting lots of data is pointless. The critical step is to analyse the data so that it can be transformed intoinformation and action. The key idea is to transform data in such a way that it can be used for business advantage. An important tool that enables this transformation is statistics. This is the subject matter of this course. Statistics will be presented in a mathematically friendly and non-threatening manner. The course emphasises conceptual understanding of the material, and not the exact keystrokes needed to accomplish specific statistical tests.

CS2401 INFORMATION ANALYTICS: TOOLS, TECHNIQUES & TECHNOLOGIES (3 AU)

Course Type: Core (PSMA, ECMA) | Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course serves as an introduction to information analytics. It is divided into two parts. First, critical to understanding information analytics is the larger ecosystem in which the field is interconnected. Thus, related technologies are discussed, including IT infrastructure, databases, the Internet, Web and social media, as well as mobile and ubiquitous computing.

Second, the course examines the various techniques that have been employedin capturing, storing, accessing and analysing large amounts of data, as well as software tools available for thesetasks. As part of this course, examples of how information analytics have been applied to the information, communication, media and related industries will be covered.

CS2403 TELLING STORIES WITH DATA (3 AU)

Course Type: Major-PE (CS, PSMA, ECMA) | UE | BDE
Pre-Requisite: N/A

The aim of this course is to introduce students to the concepts, techniques and technologies associated with information visualisation and presentation. The course will firstly provide the foundation of information visualisation, and visual representations can help in the analysis and understanding of data and information. Thereafter, the course introduces design techniques to provide an understanding of how to design effective visualisations and presentations, focusing on human visual perception and media components. This course would be of interest to students who would like to develop practical and conceptual skills on design principles and techniques for visualising information.

CS2404 INFORMATION REPRESENTATION & ORGANIZATION (3 AU)

Course Type: Major-PE (CS, PSMA, ECMA) | UE | BDE
Pre-Requisite: N/A

In the age of big data, organisations are collecting huge amounts of data/information of different types from a variety of sources. The data/information needs to be organised and represented in appropriate forms to support intelligent applications as well as human decision-making. The course seeks to impart competencies forrepresenting information and knowledge using Internet technologies including RDF (Resource Description Framework), OWL 2 (Web Ontology Language) and metadata schemes; representing datasets in data-interchange formats including XML, JSON and Turtle; organizing information using classification schemes, taxonomies and controlled vocabulary; using appropriate software tools for ontology authoring, data formatting, and graphical visualization. The course is appropriate for students from any background who have an inclination for detailed content analysis, logical reasoning, linguistic analysis, data analytics or text mining.

CS2405 DATA MINING (3 AU)

Course Type: Core (PSMA, ECMA) | Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course covers the principles and techniques of data mining for extracting information from large amounts of numerical data. The information mined from data is often in the form of associations, patterns or specific facts that can be synthesised to create new knowledge, construct prediction models or used in decision making. The class will be run partly in a project-based/problem-based style. Lab sessions and the class project will provide students with hands-on experience with data mining software. The approach taken in the course is a how-to-do-it, how-does-it-work and how-to-apply-it kind of approach, to develop the student's common sense ability to manipulate and analyse data intelligently for deriving new knowledge or supporting decision making.

CS4006 OVERSEAS ENTREPRENEURSHIP PROGRAMME (22-WEEKS) (11 AU)

Course Type: Core (CS)
Pre-Requisite: Must accumulate at least 55 AU
Mutually Exclusive with: CS4203 PROFESSIONAL INTERNSHIP

6-month programme incorporating overseas exchange (through OGEM) and internship at an overseas start-up company (through NTUitive). OEP is targeting students who are entrepreneurially inclined and who may want to start their own business later. Students will be doing their internship and may take some modules in an overseasexchange university in the UK, USA or China at the same time. The internship and modules taken in the exchange university can go towards fulfilling graduation requirements.

This programme incorporates both an overseas exchange (through OGEM) and internship at an overseas start-up company (through NTUitive) and has been implemented in the UK, USA and China with the longer-term plan of expanding it to other countries in Europe and to Israel. The programme aims to give entrepreneurially inclined students opportunities to intern in overseas start-ups so as to expose them to an overseas start-up ecosystem. Itis hoped that when the students return, this experience will encourage them to start their own entrepreneurial ventures, and in the process, creating a new engine of growth for Singapore in the new "economic order". Everyreturning student has to fulfil the obligation of submitting a business proposal, and this could be the beginning of their entrepreneurial journey.

CS4011 NEWS COPY EDITING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING

This course helps students to think like editors. It treats good journalism as the product of sound editorial decision-making across a spectrum of professional newspapering skills, from headline writing and picture selection to page layout. The course is geared for future editors and sub-editors, as well as for reporters and photographers who need to be sensitised to the editing principles and practices that affect their work. Students will receive practical training in all the functions of sub-editors, including copy processing, and develop their skills at conceptualising the presentation of major news and feature packages.

CS4018 SPECIALISED JOURNALISM: BUSINESS & ECONOMICS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING

This course will help students better understand the general business environment and how to report and write about it. The seminars will cover core topics of business reporting such as economics, foreign exchange, stocks, companies, financial statements, fixed income and mergers & acquisitions. Students will learn how to gather andmake sense of financial and economic data through research and interviews. Writing drills and graded assignments will help students apply their understanding of the core topics and hone their ability to write basic news reports on a company and the economy.

CS4020 FEATURE WRITING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING

This course will prepare students to work as journalists on lifestyle and special interest magazines, as well as forthe lifestyle pages of newspapers. It is distinct from news reporting, which is the basic writing style of journalism. The course will look broadly at feature journalism, considering story angles, packaging, working with commercial influences, and feature journalism's place in society and readers' lives. This is a writing course, and each week there will be writing exercises in class. Looking at eight forms of writing commonly used in magazines will helpstudents develop their own voice, as well as understand how to

adapt their writing style for different publications with different readerships. These writing skills are transferable across platforms as the fundamental principles and applied styles are not print-specific.

CS4022 SOCIAL MEDIA MINING (4 AU)

Course Type: Major-PE (CS, ACDA, DSAI, ECMA, PSMA) | UE | BDE
Pre-Requisite: CS2405 DATA MINING or CZ4032 DATA ANALYTICS AND MINING (DSAI only)

This course covers how to analyse unstructured data such as social media content using text mining techniques. Students will learn various text mining techniques and tools both through lectures and hands-on exercises in labs. The course will also explore various usages of text mining techniques in real-world applications.

CS4023 ADVANCED PHOTOJOURNALISM (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2044 PHOTOJOURNALISM

This course will challenge students who are already familiar with visual mediums to work at a more advanced level -- and produce thought-provoking content. We will acquaint ourselves with new advancements in visual tech and learn how stories can be told in different ways. Students will be challenged to build content with an audience in mind -- and actively seek out that audience.

CS4024 WRITING FOR CINEMA & TV (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Writing for Cinema and Television teaches the scripting of film screenplays with an emphasis on the short film form. This course examines the craft of structuring stories, the techniques of writing and developing stories for the visual medium. Topics include pitching, development, storyline, character, genre, narrative structure, scene construction, dialogue and transmedia approaches. In this course, structural analysis is balanced with the development of creative intuition skills. The semester concludes with class readings of your completed screenplay in order to ensure your industry-readiness.

CS4026 DOCUMENTARY PRODUCTION: CONCEPTS & APPLICATIONS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE & SOUND PRODUCTION OR CS2029 BROADCAST JOURNALISM:CONCEPTS & APPLICATIONS

The aim of this course is to offer a broad perspective, intellectually and creatively, on the available formal features and structures non-fiction film utilises for exploring short film ideas. This course is most appropriate for students who have completed the intro production pre-requisites and are considering a FYP documentary video project. Based on selected screenings and readings, the course focuses on students developing a set of tools for creatingdocumentary films beyond journalism and preparing students for their FYP videos.

CS4027 NARRATIVE FILM & TV: CONCEPTS & APPLICATIONS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE & SOUND PRODUCTION

This course is designed to encourage students to discover and explore the main currents and concepts in practical film theory to give them a better understanding of how to create compelling narrative films. The syllabus is divided into two sections. The first deals with specific theoretical concerns and will be covered in the lectures. The second looks at advanced film practice and key movements in the development of film narrative. Both will be examined regarding their implications for style and will be covered mostly in the tutorials. Throughout the course, theory and its relationship to practice will be questioned in an attempt to answer the following: Does film narrative have a natural vocation for realism or artifice and stylisation? Should style draw attention to itself or be self-effacing? Isthere an ideal style? What ways are there of telling a story? How does digital cinematic narration work? What does the spectator do in comprehending a narrative film? What features and structures solicit story comprehension, and how is it exploited in film practice? What role can the properties of the digital medium play in the process of narration?

CS4029 ADVERTISING CREATIVITY & COPYWRITING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course will introduce you to the creative processes used in creating advertisements for print, digital, and other media with attention to creative thinking skills, creative problem solving, art direction, copywriting, design and execution. You will learn the skills that advertising creative personnel use in their professions to develop campaigns. This course has practical assignments and tutorials related to the creative aspects of advertising.

CS4030 CRISIS MANAGEMENT (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Crisis management is a dynamic and ongoing process. This course aims to equip students with the necessary skills to prepare for organizational crisis, diagnose the nature of the crisis, how to communicate during crises andhow to recover and learn from crises. Students will be taken through each step of the life cycle of a crisis, with the aim of helping them learn what they need to do at each phase. The emphasis is on preventive rather than reactiveaspects of crisis management. This is a useful course for students who wish to be equipped with the necessary crisis management knowledge to gain a head-start in a career in public relations, consultancy, public administration and strategic communications.

CS4031 MEDIA PLANNING & STRATEGIES (4 AU)

Course Type: Major-PE (CS, ACDA, DSAI) | UE | BDE
Pre-Requisite: N/A

This course highlights how marketing and media operate in a real world situation. It covers basic concepts of marketing communication and media planning, including characteristics of advertising media, media terms and math, strategies and tactics and media plan development. The course offers students knowledge necessary for allkinds of promotional communication jobs. The ultimate objective is to develop a media plan.

CS4032 COMMUNICATION CAMPAIGNS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2058 INTEGRATED MARKETING COMMUNICATION

This course involves the planning, creation, production, dissemination, and evaluation of various forms of publicityto support a range of comprehensive communication campaigns. The focus covers advertising and public relations work and is a pre-requisite for undergraduates who are preparing for their final year campaign projects. The course offers students' knowledge necessary for all kinds of promotional communication jobs. The objective is to developa communication campaign that can be designed, implemented, and evaluated within the semester time-frame.

CS4034 BRAND MANAGEMENT (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2058 INTEGRATED MARKETING COMMUNICATION

This course will introduce retail marketing concepts covering both the mechanics and management of retailing from a brand management perspective. Role and concepts of brand equity creation, store and non-store retailing,location and site selection, retail communication mix components such as merchandising, pricing and margin planning, store management, layout and visual merchandising, as well as internal and external promotions will becovered. While the subject will cover theories in retail marketing discipline, it is generally approached with a practical and applied orientation. Learning will include evaluating retail brands and developing strategies for real-life businesses through hands-on projects.

CS4037 AUDIENCE RESEARCH METHODS (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: CS2008 FUNDAMENTALS OF RESEARCH OR HP1100 FUNDAMENTALS OF SOCIAL SCIENCE RESEARCH (PSMA ONLY) OR HA2023 RESEARCH METHODOLOGY IN SOCIAL SCIENCES (CSGR ONLY)

This course is designed to provide students with tools to study audience characteristics and the impact of communication on receivers. The course centers around two research methods that are widely used by academicsand practitioners: survey research and focus group study. Students will learn how to design, plan and implement these two types of studies. They will also learn how to analyse data and present the findings in both oral and written formats.

CS4039 FRONTIERS IN COMMUNICATION SCIENCE (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This elective Communication course aims to develop your understanding of the fundamentals underlying severalof the most cutting-edge approaches in communication science, such as agent-based modeling or gene studies, as well as to demonstrate how these approaches are actually applied in understanding communication.
Main topics:
- Psychophysiological measures
- Gene studies / Evolutionary approach
- Agent-based modelling
- Machine-learning approaches
- Philosophy of science / Statistical theory

CS4040 FINAL YEAR PROJECT (8 AU)

Course Type: Core (CS)
Pre-Requisite: Must accumulate at least 91 AU

The purpose of the final-year project is to allow students to showcase their abilities and competencies. Students can choose to execute a variety of projects, including feature writing, photojournalism, public and promotional campaigns, quantitative or qualitative research, scriptwriting, video documentary, video drama, audio production,and multimedia production. Students are responsible to conceptualise and design the project; solicit and negotiatewith clients and sponsors; and manage, implement, and evaluate the project.

CS4042 ADVANCED RESEARCH METHODS (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: CS2008 FUNDAMENTALS OF RESEARCH OR HP1100 FUNDAMENTALS OF SOCIALSCIENCE RESEARCH (PSMA ONLY) OR HA2023 RESEARCH METHODOLOGY IN SOCIAL SCIENCES (CSGR ONLY)

This course is designed to introduce you to advanced research methods in communication to understand and implement research in applied settings. In this class, you will become familiar with essential ideas in measurements, experimental design, quantitative content analysis, data analysis, and result interpretation/reporting.

CS4043 SPECIALISED JOURNALISM: SCIENCE & HEALTH REPORTING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING OR ST5001 INTRODUCTION TO SCIENCE,TECHNOLOGY AND SOCIETY

This course aims to teach students about reporting in two related specialized fields - science and health. First, the course will give students an appreciation of science and medical journalism; from vaccines to viruses, satellites tospace stations, embryonic stem cells to genomes, pollution and conservation, new and old diseases, potential pandemics, a growing pharmaceutical industry and an aging population. Next, the course will focus on strategies for communicating science and health to the public; how to explain things, how to interview experts who seem to speak a language of their own, how to research and write meaningful stories for a general audience.

CS4050 BAYESIAN DATA ANALYSIS & ITS APPLICATIONS (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: CS2008 FUNDAMENTALS OF RESEARCH OR HP1100 FUNDAMENTALS OF SOCIALSCIENCE RESEARCH (PSMA ONLY) OR HA2023 RESEARCH METHODOLOGY IN SOCIAL SCIENCES (CSGR ONLY)

The recent changes in information environments have led to the increases in demand for the ability to collect, process, and interpret data. This course introduces Bayesian statistics, which serves as the theoretical foundation of cutting-edge machine learning techniques and artificial intelligence. The core concepts in probability theory and the logics behind statistical inference will be introduced using examples of everyday problems. Starting from the science behind Sherlock Holmes' investigation methods, the lectures will cover various creative topics, including predicting the divorce of celebrity couples and the winner of best picture at the Oscars, forecasting free-food events on campus, classifying spams from legitimate emails, and many other applications of Bayesian methods. This course also emphasizes the development of practical skills, offering an opportunity for students to learn programming languages, such as R and Python. A series of tutorials will cover from the basic to intermediate levelcoding skills for writing algorithms of machine learning. No prior knowledge of programming is expected.

CS4053 POPULAR CINEMA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course introduces students to the different genres of contemporary popular global cinemas. In addition to Hollywood feature films, students will study non-Hollywood contemporary films that have proven successfully at the box offices either internationally and/or in their countries of production in order to study the critical elements that have contributed to the success of these films. Students will be exposed to box office hits from a wide variety of countries such as Spain, the UK, Japan, Korea, India and Australia. The analysis of these popular films will be contextualised in relation to relevant film theories such as genre theory, audience reception theories, studies of the economic development of new cinematic industries and the impact of global film distribution.

CS4054 ASIAN CINEMA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course aims to introduce you to the martial arts cinemas of Asia. You will study classical and contemporary films produced by East Asian cinemas (China, Hong Kong, Japan, South Korea), allowing you to become acquainted with the historical, institutional and cultural contexts behind these films. You will be introduced to a wide variety of Asian cinematic styles and they will learn the richness and diversity of regional film cultures as well as the respective societies of the countries featured. Due to the wide range of films and countries covered in this course, you are encouraged to view each lecture as a critical introduction to pertinent critical issues within each national cinema rather than a comprehensive overview of each film culture. Therefore, you are expected to use the various lectures as starting points for more in-depth research on particular films and national cultures.

This course introduces a range of Asian cinemas and specific films in the genre of martial arts cinema to foster awareness and intercultural communication.

1. Generic analysis of films from the prism of intercultural awareness
2. Application of knowledge through discussions and tests of study cases

CS4055 TV STUDIES: CRITICAL APPROACHES (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Studying television: broadcasting, programmes, society, audiences. Television history: technology, institutions, reception, formats. Television cultures: international news organizations, imperialism, globalisation. Text and narratives: semiotics, content analysis. Genre: soap operas, police, sitcom, reality TV, documentary, news. Critical perspectives on production: Process, production values, aesthetics, flows, programming, ratings. Future of television.

CS4058 INTERCULTURAL COMM (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A
Mutually Exclusive with: CS5700 CULTURALLY COMPETENT COMMUNICATOR IN A MULTICULTURAL WORLD

Intercultural Communication focuses on the importance of culture in our everyday lives, and the ways in which culture interrelates with and effects communication processes. We live in an era of rapid globalization in which being able to communicate across cultures is imperative to our ability to function in a diverse workplace, city, andworld. In order to develop a foundational level of cross-cultural competency, this course will guide students to learn about the ways people from different cultural backgrounds think, communicate, and behave based on the value systems, worldviews, and narratives that ground them. Utilizing research findings, real-life stories and simulated experiential learning, this course is designed to increase our awareness, knowledge and skills of our own culturalbackgrounds and the social, cultural and historical context in which we live in and communicate with others acrosscultures. The goal is to help students become a competent communicator in culturally diverse workplaces and societies.

CS4059 PUBLIC OPINION (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This course focuses on contemporary concepts of public opinion, theories of public opinion, ways of measuring public opinion, and the impact of public opinion, with special reference to media-related issues. We will examine relationships between public opinion and communication and explore the role of media use in the formation andchange of public opinion. We will also address the influence of public opinion on individuals' attitudes and behaviors.

CS4060 PERSUASION & SOCIAL INFLUENCE (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

Our objective in this course is to prepare you to be an effective persuader and understands the theoretical basis for much of the persuasion and social influence we see in the world today. We also go beyond the conceptual phases to gain hands on experience crafting persuasive messages.

CS4061 GLOBAL MEDIA ISSUES & POLICY (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This advanced media law and policy class focuses on how nations and their media deal with populist, nationalist and right-wing movements in the US, Asia, and Europe. Successes of Donald Trump, the alt-right, Rodrigo Duterteand Brexit are among case studies. The class examines (a) how social media platforms address racially chargedexpression and fake news; (b) government monitoring of individual activity (like chats and attending rallies); (c) media coverage of extremism; and (d) Singapore's measures to prevent extremism.

CS4062 INFORMATION SOCIETY & POLICY (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A
This course is by application only.

This course explores the issue of AI contemporary issues in the fourth industrial revolution and the policy issues raised. The focus is on how communication and other industries are being transformed through artificial intelligence.

The course is one of the school's overseas experiences. The overseas component is the study trip to the Southby Southwest Interactive Conference in Austin, Texas.

CS4066 ISSUES IN PUBLIC RELATIONS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Critical thinking…participation in discussions…problem solving…creativity…coordinating with others…judgment and decision making…

These skills are considered crucial for success. Coincidentally, they also happen to be skills that, for many years, have been considered crucial for success and career advancement in public relations. In this course, you will study failures as well as successes of public relations professionals by reading, analysing and synthesising real-world cases that illustrate different dimensions of public relations problem-solving. Hopefully, this class will encourage you to think about your values as you decide what kind of public relations professional you want to be and how you want to be regarded by fellow public relations professionals.

We will adopt a case teaching approach to explore international issues that practitioners face, and the cases will include local, regional and global cases. An important feature of the course will be to note decision points, ideological clashes and how there is not always a solution. However, your perspective may help to educate others and draw attention to where it deserves. Many of these issues will have parallels no matter which country the case is derived from because reputations are not limited by geopolitical boundaries, and a reputational crisis that occurs on one continent could often just as easily occur on another, with social media and activism on the rise.

A caveat: The classes will only be interesting if students are involved in the debate and discussions. This is the core of the case teaching approach. You will need to speak up, be familiar with the cases, be willing to engage in debate and answer questions in this class.

CS4068 ISSUES IN CINEMA STUDIES (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course covers issues that are related to cinema studies, which have not been covered in existing courses offered by the school. It provides an opportunity for students to benefit from the special interests and expert knowledge of faculty members and/or visiting professors. Thus, this course may draw upon multidisciplinary perspectives in examining special issues in cinema studies; address emerging academic concerns; or introduce students to cutting-edge professional practices. Some topics that can be examined include the relationship between cinema studies and other creative industries, the transformation of cinema in the digital age, issues of representation in contemporary screen studies, and national and transnational cinemas.

CS4070 ISSUES IN ADVERTISING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
This course is by application only.

This course aims to provide you with deeper understanding of the nature and impact of advertising.

This course will examine various perspectives of advertising, discuss a range of issues related to advertising, hone your craft and develop creative thinking skills through participation in the Cannes Lions Festival of Creativity conference, where you will have opportunities to learn from top communication professionals.

By the end of this course, you will be able to acquire skills required in the real-world setting and gain confidenceto work professionally in the creative communication industry. You will also be able to examine creative trends, critique the effectiveness of award-winning campaigns and produce work that inspires.

CS4071 THE DEVELOPMENT OF SINGAPORE MEDIA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course delves into the history and development of the Singapore media industry. It aims to cover the entire breadth of the industry, encompassing newspaper, television, radio, advertising, public relations and the online industry.

It is about stories around people and facts, and the interpretation of those facts. Much of the background and datain this area, however, is either difficult if not impossible to locate. This course, therefore has a high component ofdata gathering and research.

CS4072 DIGITAL MEDIA & HUMAN RELATIONSHIPS (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

The course covers issues related to computer-mediated communication and human-computer interaction in various contexts that would help students understand the different impacts digital media have on its users. Amongmany digital technologies, we pay special attention to emerging computer-related technologies such as Web, App, smart devices, mobile technologies, computer games, educational simulation, speech user interfaces, social interfaces, agents, avatars, and virtual reality. Psychological and socio-cultural implications of new digital technologies are the main concerns of the course. Diverse methodological tools and viewpoints will be provided in the class to help students analyse the implications of future unseen technologies. There is no requirement for an engineering or technological background.

CS4074 CONSUMER BEHAVIOR (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

The course aims to develop your understanding of basic consumer behaviour and psychology concepts, theories, and the latest trends in consumer behaviour research and applications using classical and contemporary cases, which will serve as the basis for future advertising courses and advertising practices.

CS4075 SELECTED TOPICS IN PR: EVALUATING & PRODUCING CAMPAIGN RESULT (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2008 FUNDAMENTALS OF RESEARCH OR HA2023 RESEARCH METHODOLOGY IN SOCIAL SCIENCES (CSGR ONLY)

This course is designed to introduce you to significant concepts and issues in planning for, and evaluating communication campaigns. There are two primary objectives of this course: 1) to provide you with knowledge andskills for conducting communication campaign research and 2) to guide you in building critical literacies to constructively criticize the campaign evaluations of others. These are skills that are actively sought after by professional campaigns, industry leaders, and government agencies across a wide range of contexts.

This course is centred on one grand question: "How can we demonstrate that a communication campaign is effective?" While this question seems simple at first, you will learn that there is a great deal of breadth and depth of reasoning and observation needed to fully answer this question.

CS4079 ISSUES IN CINEMA STUDIES - CINEMA & SOCIAL CURRENTS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This is a module for advanced students addressing the question, 'How does film relate to society and politics?' It focuses on the medium itself and on the nature of the medium as it relates to both political and documentary subjects. The module, therefore, is designed to show and teach students the double aspects of film, firstly, to reflect reality and, secondly, to tackle political topics with highly contentious subjective techniques. While films are generally seen as a leisure activity, the cinema cannot be divorced from society and the pressing issues of our times. It can function as a forum in which viewers are not only entertained but informed and educated, and cognitively prepared to develop good citizenship. The audience is presented with topics and issues of great concern in the community, which are often controversial and certainly provocative. This module seeks to stimulate and inspire students towards a more critical view of cinema as a medium that challenges viewing practices and cognitive senses through the content of the films. Students will be taught to understand the cinema as a medium of social communication, presenting stories that question our views of society and politics.

The module will familiarise students with a range of cinematic works, key readings and important trends in contemporary global cinema and, secondly, develop critical tools and skills in analysing contemporary films with respect to both their aesthetic properties and their various historical, social, and political determinants.

CS4090 GOING OVERSEAS FOR ADVANCED REPORTING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING & WRITING
This course is by application only.

This hands-on course exposes journalism students to the challenges of operating in another country and culture.Students work on stories that require a stint in an overseas location. They are expected to deliver stories of publishable/broadcastable quality. They will prepare for their field trips by attending seminars and doing independent research into the chosen location, and identifying workable story ideas. They are also expected to help organise the logistics of the programme. While overseas, they are expected to function as working journalists,developing their story ideas within the practical constraints of operating in the field. They will complete their assignments back in Singapore. Admission to this course is by application and on merit.

CS4092 NEW MEDIA & SOCIETY (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

New media technologies are changing every aspect of our social, political and cultural lives. This course aims to help students develop insights into how new media affects news, politics, economy, education and culture. After taking this course, you will be familiar with how new media technologies shape the way we work, study, make friends, create knowledge and ultimately, live. You will explore the development and use of new information and communication technologies and critically examine their social and cultural impact.

CS4093 OVERSEAS FILM FESTIVAL (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A
This course is by application only.

This Overseas Film Festival module will give WKWSCI students the opportunity to experience prestigious international film festivals around the world. The practicum would be open to WKWSCI students and would suit cinema, broadcast, and journalism students. Students will gain both critical perspectives on the history and theory of the film festivals and direct, hands-on experience by meeting and engaging with film festival programmers, staffs, film journalists, directors and producers, and international film and media scholars at the festival sites. This practicum's aim is to let students exercise how to think, express, and write critically about film festivals and global film culture. Students will put the skills and knowledge they have learned at WKWSCI into practice, and gain additional skills and a more thorough understanding of the international film festival curatorship, programming, management, and organization practice.

CS4095 INTERNATIONAL STRATEGIC COMMUNICATIONS MANAGEMENT (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A
This course is by application only

International Strategic Communication Management (ISCM) is designed to advocate for a social business, non-profit organisation, or other organisation with a focus on sustainability. The primary course objective of this module is to develop communication collaterals within the social marketing and strategic communication frameworks based on the fieldwork in the host community and appreciation of the target audiences. We will learn how to work on a project that involves multiple stakeholders, partner organisations, and cultural contexts.

The course itself is divided into three aspects. The first aspect involves lectures about key issues in public communication and the development of communication collaterals. It also involves discussion sessions with representatives from the client organisation, partner organisations, and communication practitioners who can guide our preparation for the fieldwork. These discussions take place throughout the semester.

The second aspect covers the fieldwork in the host community. With the support of the partner organisation, we will interview, document, and observe members of the host community as part of formative research in developing the communication collaterals. The fieldwork will take place over roughly one week.

The third aspect involves a series of workshops during which the students will produce their collaterals. These workshops will take place throughout the semester. The semester ends

with the presentation of the collaterals before a panel composed of the course instructor and representatives from the client organisation and potential partner organisations.

CS4097 OVERSEAS DIGITAL DOCUMENTARY - 'ODYSSEE' (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE & SOUND PRODUCTION
This course is by application only.

The course is concerned with researching and producing short overseas digital documentaries underpinned by an introduction to the field of visual anthropology. Short documentaries engage both the heart and the intellect, presenting a picture of the world, or at least a part of it. British documentarian John Grierson described it as a creative treatment of 'actuality', and that means it is grounded in real life, or in fact.

You will look at locations in the world for inspiration, personal stories and authenticity, and you will learn about the broader social, cultural and economic implications of the location, but also about this particular type of filmmaking. The course, therefore, has both an academic slant as well as a practical one.

The skills developed will be transferable to other forms of study, whether it be digital filmmaking, journalism or another communication field. It will expand your powers of observation and description; of understanding local cultures and humankind; and of self-reflection on the role and responsibilities of a digital documentarian as a representative of your home country and an observer and commentator on a host country.

CS4131 RISK COMMUNICATION (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course introduces the theory, core concepts, and practice of communication about hazards and risks. Key principles of risk communication are used across a variety of arenas, including public health, environmental communication, disaster management, and corporate management. In this course, students will attain competencies in 1) understanding core concepts and theories of risk communication, 2) examining special challenges in communicating about risks with diverse audiences, and 3) critically analysing risk communication practices through case studies. Emphasis is placed on students' active participation in exploring and applying concepts that inform risk communication in a global society.

CS4150 HEALTH COMMUNICATION (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2008 FUNDAMENTALS OF RESEARCH OR HA2023 RESEARCH METHODOLOGY IN SOCIAL SCIENCES (CSGR ONLY)

The course content is organised into four modules. The first part of the course presents theoretical frameworks that guide health communication practice and research. The second module provides basic skills for conducting formative research to make campaign decisions, such as the selection of communication objectives and target audiences. The third part of the course introduces a variety of message strategies and channels for delivering health information. For the last part of the course, students will devote time to developing health communication messages as a group project applying the principles and skills learned in class.

CS4160 THE KOREAN WAVE (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

From Samsung Galaxy Notes to Gangnam Style dances, since the late 1990s, Korean popular entertainment and products have been making substantial regional and international headways. Once a cultural backwater, the intensive export of South Korean products has changed the flow of the transnational circulation of popular media and culture not just in East and Southeast Asia, but the larger world. Making up for its geo-political marginality is its newfound soft power status when countless households from Japan to Latin America are watching its television dramas, and where teenagers from Singapore to Canada line up for K-pop auditions to be the next Korean popular music sensation.

Accompanying the Korean Wave, or Hallyu, are the heightened popular and scholarly discussions of the attributes of this phenomenon. A combination of factors has been put forward to explain the rise of the Korean Wave, including the release of creative energies arising from political liberalisation in the 1990s, technological advancement, particularly in the era of digital and social media, and significant investment and sophisticated marketing. In this respect, as a course, the Korean Wave will offer a potentially multidisciplinary engagement with students, many of whom are already avid fans of Hallyu products and icons.

CS4195 THE FUTURE OF CINEMA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

The Future of Cinema course attends to a shift from traditional cinema to its possible future in image storytelling across a wide range of new and experimental practices. Accompanied by recent technological progress and the changing media landscape, the future cinema transforms itself from simply viewing a movie to `touching?, `listening', `participating', `engaging', `performing', and `sharing' the image content, which creates an alternative sensory mode. The future cinema also indicates an exit of a movie theatre to different places -- computer screens, gallery exhibitions, immersive theatres, concert halls, VR goggles, any public place, and even your own living room - which in turn determines the social relation of viewing communities. The evolution of moving image storytelling changes ways of seeing and living. Students are encouraged to become active as researchers to investigate the future of moving images. All students will leave the class with their finished projects, which are collaborative efforts as a science lab of the Cinema of the Future. A range of possible formats of the future cinema - desktop documentary, essay film, filmic art, sound art, vertical cinema - are given as exercises in probing the unstable yet promising media ecology surrounding us. Students will be encouraged to explore the poetics of images through both theoretical reflection and practical experiments in post-contemporary cinema. Drawing upon a broad range of scholarships, including film theory, communication studies, cultural studies, and new media theory, the course will consider how cinema shapes our future life, translates the spectacle to the truth, and transforms the reel into the real.

CS4196 IMPRESSION MANAGEMENT AND SELF-PRESENTATION (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This course introduces the communicatory, psychological, and social aspects of impression management and self-presentation at three different levels: Intrapersonal, Interpersonal, and Group. This course also aims to promote deeper thinking as to how various action possibilities enabled by digital technologies (e.g., social media) can facilitate or hinder the ways by which people manage others' impressions of themselves and/or self-present when online. This

course is suitable for students interested in having an in-depth understanding of one important aspect of Online Communication: Impression Management and Self-Presentation. Students who take the course will gain the expertise and critical reasoning ability to evaluate how identities are enacted and interpreted in an online context, and acquire the skills needed to apply the principles most relevant to effective impression management/self-presentation in their daily lives.

CS4197 WAR AND CINEMA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course will explore and examine the depiction of war across different genres in global cinema and related screen media. It will encompass films and video games ranging from Yoon Je-kyoon's Ode to My Father to Infinity Ward Inc.'s Call of Duty franchise, applying frameworks from film studies, feminist theory and political philosophy to chart the representation of military cultures and violence in cinema. Students who wish to explore the many ways in which war is commemorated, imagined, and mediatised in cinema and related media will find this course pertinent to their interests. By the end of the course, students will be able to write an aesthetic and ethical analysis of cinematic depictions of war, both in films and in related media such as online videos and video games. The development of these critical skills will have the potential to inform the everyday media consumption habits of course participants. This will benefit students as they navigate a media environment that is significantly preoccupied with past, present and potential conflicts.

CS4198 POPULAR ANIMATION IN A GLOBAL CONTEXT (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course offers a deep exploration of the cultural, political and ideological functions of popular animation. It uses popular cultural products, such as Disney animated features, Studio Ghibli films and Nickelodeon broadcast animation, as a lens onto broader societal and historical questions that inform our participation in a globalised society and culture. Students will acquire a grounding in the cultural significance of popular animation as a means of exploring the historical and ideological constitution of society. By treating popular animation as a mode of global cultural communication and contestation, this course will train students to coordinate their enjoyment of these vibrant, compelling and often nostalgic fictional worlds with a critical recognition of the assumptions and ideologies that underlie the creative imaginations behind these works.

CS4199 CHILDREN & MEDIA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

From Netflix and YouTube Kids to TikTok and Instagram, children and adolescents are frequent users of media technologies and consumers of media content. Globally, organisations such as governmental agencies, schools, media companies, and technological firms will face increasing challenges in both designing and regulating the media experiences of younger users. Understanding the impact of and complexities surrounding media for children is essential for aspiring communication professionals and researchers who want to work in the intersection between young people and media. This course provides a developmental perspective surrounding youths as media consumers. It introduces students to the major theories of child development and examines how media products can impact the lives of children across different age groups, from early childhood to adolescence. It is suitable

for students with varying interests, especially those who are interested in working with technology or media content for youth. Some questions we will tackle include: How do children grow and learn? What are the important things to consider when designing digital technology and media content for children? What are the effects of media use on youths across various age groups? How can media technologies and content be shaped in a manner that is responsible to future generations?

CS4203 PROFESSIONAL INTERNSHIP (11 AU) – 22 WEEKS

Course Type: Core (CS)
Pre-Requisite: N/A
Mutually Exclusive with: CS4006 OVERSEAS ENTREPRENEURSHIP PROGRAMME

The professional internship aims at extending students' knowledge beyond the academic curriculum. During the internship period, students will gain first-hand industry experience by working closely with professionals. This also provides the students an opportunity to develop an interpersonal network with professionals, hone their social and management skills. For students who choose to complete their internship abroad, they will also gain experience in a cross-cultural context.

CS4260 FILM FESTIVALS: HISTORY & THEORY (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This survey-type seminar will examine the ways in which politics, ideology, international relations, and nationalism have shaped the film festivals around the globe, and to what extent film festivals have influenced global film cultures throughout the past seven decades. As many film historians have argued, the beginning of the annual international film festival was the specific European political situation in the period preceding World War II and the immediate post-war era that brought together the necessary incentives to initiate their development, which would later expand to a global phenomenon. Throughout the course, each student will learn how international film festivals affected the cinematic aesthetics, movements, and history (and vice versa) through screenings, readings, and discussions of such vital film festivals as Cannes, Venice, Berlin, Moscow, Sundance, Singapore, and Busan, focusing primarily on the politics of cultural market and industry, print journalism, alternative distributions, and global circulation of cinema in the age of digital media.

CS4262 BRANDED CONTENT MARKETING FOR SOCIAL MEDIA CAMPAIGNS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course is designed for students who want an opportunity to cross-train and apply existing and new skillsets with a focus on social media and digital. The class is conducted in a seminar format with guest lectures and practical insights from experts in the field on engaging millennials, storytelling, advertising on social media platforms and performance advertising. Our class lectures and assignments will focus on topics such as strategic social media planning, creative thinking, identifying trends and creating, marketing and amplifying content. Students will have opportunities to apply a range of interdisciplinary skill sets that they have acquired at WKWSCI. The sum of its parts should feel like one big social media and digital media conference built on a structured approach with a good balance of theoretical best practices, conceptual knowledge and hands-on campaign execution.

CS4264 INTRODUCTION TO NETWORK ANALYSIS (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: CS2008 FUNDAMENTALS OF RESEARCH OR HP1100 FUNDAMENTALS OF SOCIAL SCIENCE RESEARCH (PSMA ONLY) OR HA2023 RESEARCH METHODOLOGY IN SOCIAL SCIENCES (CSGR ONLY)

Network science is a fast-growing interdisciplinary field of research that focuses on the representation, analysis, and modeling of complex and dynamic systems, providing a new way of viewing the world. This course introduces the basic concepts and methods of network analysis and their applications to a wide range of real-world problems: How do rumor, gossips, and even viruses spread among people? How do people start, maintain, and break up their romantic relationships? How does Google Search work so fast and accurately? What is the algorithm behind YouTube's recommendation system? Can everyone in the world really reach Donald Trump in six steps? Why do people neither wear necklaces on NTU-logo T-shirts nor eat popcorn with ketchup? Who will be killed in the next season of a TV series? This course also emphasizes the development of practical skills for data analysis, offering an opportunity for students to learn programming languages, such as R and Python. A series of tutorials will cover from the basic to intermediate level coding skills for network analysis and visualization. No prior knowledge of programming is expected.

CS4265 GLOBAL FILM CULTURES: HOLLYWOOD & THE WEST (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

In the years following its emergence in the 1890s, motion picture quickly became an enormously popular art form, as well as a large and lucrative industry. Focusing on the American and European context, Global Film Cultures: Hollywood and the West will examine the relationship between the artistic and industrial sides of the film, as well its cultural impact and the implications of its status as a "mass" art. By focusing substantially on the history, movements, and new forms and aesthetics of both Hollywood and European cinema, this module examines on moments in cinema's development that are particularly relevant from a historical perspective, be it aesthetic, social, technological and economic. Throughout the semester you will learn the origins of the Hollywood studio system, its development of key genres, its ideological functions, and what it can tell us about the role of popular culture more broadly in the United States and Europe during the twentieth century by screenings, readings, and discussions of such vital moments in film history; classical Hollywood cinema, German Expressionism, French avant-garde, Italian neo-realism, and New American Cinema in the 1970s. It is not necessary for you to have prior knowledge of cinema studies, and all are welcome.

CS4266 NON-WESTERN CINEMA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

In the years following its emergence in the 1890s, film quickly became an enormously popular art form, as well as a large and lucrative industry. Focusing on non-Western cinema context, Global Film Cultures: Non-Western Cinema will examine the relationship between the artistic and industrial sides of film, as well its cultural impact and the implications of its status as a "mass" art. By focusing substantially on the history, movements, and new forms and aesthetics of Asian, Latin American, and Middle Eastern cinemas, this module examines on moments in cinema's development that are particularly relevant from an historical perspective, be it aesthetic, social, technological and/or economic. Throughout the semester we will examine the histories of non-Western cinema by screenings, readings, and

discussions of such vital moments in film history; Japanese silent cinema, Shanghai Cinema in the 1930s, Post-Independent Indian cinema, Latin American Cinema and social changes, Chinese- language new wave(s), New Iranian cinema, South Korean film renaissance, and the emergence of Singapore Cinema.

CS4267 EFFECTS OF VIRTUAL REALITY TECHNOLOGIES (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

Virtual reality (VR) and its related technologies are positioned as the next consumer media. The level of immersion afforded by VR is unlike any medium in the history of mankind. It is important to think critically about the impact of these technologies on human behaviour and psychology, and on society as a whole. In this course, you will learnabout the concept of VR and its effects on human behavior and psychology. You will learn about how VR works, examine current applications of VR and explore various studies that were conducted to help us understand the impact of VR.

CS4268 INTEGRATED PLATFORM ADVERTISING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course will give you direct exposure into the digital marketing landscape, industry leadership exposure and mentorship as well as invaluable insights into a career in the digital marketing and AdTech industry. You will learnconcepts and foundation principles in digital marketing, the digital eco-system and the technology platform required to plan a successful media campaign that meets business objectives. Our goal is to develop advertising technology strategies and digital marketing skills for a new generation of marketers, and provide you with industry training opportunities on Google's Marketing Platform so that you can have a head start in careers such as programmaticadvertising, digital marketing or digital media planning.

Assessments: There will be four knowledge assessments and one group project.
Benefits: You will be awarded Google certification and will be have opportunities to network with digital and mediaagencies during the course as well as listen to guest speakers from Google. At the end of the course, you will havean opportunity to continue an internship placement with Google's media agency partners. This will be executed in partnership with NTU Career Office and Google.

Careers open to you with the acquired digital media and marketing skills include:
• Digital Media Planning Executive: holistic digital media planner attached to one client or a set of clientslooking at a market level to identify the best possible digital media plan and approach.
• Programmatic Planning Executive: planner of programmatic campaigns specifically including deepanalysis of targeting strategies, bidding and optimization strategies and reporting.
• Integrated Media Planner: planning across both offline and online finding the ideal marketing mix acrossboth ecosystems.
• Digital Marketer: build media strategy in partnership with agency (roles above) from the marketer's pointof view. Responsible for brand strategy as it relates to media.

CS4311 PROMOTING SUSTAINABILITY (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Sustainable growth ensures the social, economic, and ecological resources people enjoy today will be available for future generations. In many ways, humanity is progressing unsustainably, creating prosperity for people "hereand now" at the expense of people who are distant in place and time. The solution to this problem is about individual behavior and participation on a global scale. Governments play an important role by enacting smart regulations and creating binding international agreements. Businesses can help by creating more sustainable options for consumers. Individuals play an equally important role by changing their consumption habits.

In this course, we will examine the concepts of sustainability and communication for sustainability. In addition to discussing aspects of sustainability, we will review several theories and strategies of communication that clarify challenges and benefits of shifting public attitudes and behaviors toward a more sustainable future. Reviews of case studies and academic research will help guide discussions. In addition to classroom discussions, there will be a fieldtrip-based experiential learning component.

CS4312 WOMEN IN FILM & TV INDUSTRIES (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

The aim of this course is to offer an interdisciplinary perspective on the question of why women are underrepresented in the film and TV industries. This course is most appropriate for students who have some general knowledge of film production and/or film history and theories. Based on selected papers, book chapters,and industry publications, the course focuses on what factors might contribute to replicating this inequality as wellas the different ways this might play out in different national systems and regions. The focus is on preparing you to participate in the global debates about the legal, policy and ethical issues in the industry as people discuss meaningful correctives.

CS4313 PROGRAMMING IN PYTHON (4 AU)

Course Type: Major-PE (CS, ECMA, PSMA) | UE | BDE
Pre-Requisite: N/A

This course teaches computational thinking, i.e., the process of approaching a problem in a systematic manner and creating a solution that can be carried out by a computer. For implementation, these solutions have to be translated into a computer programming language, and for this course, we will be using Python.

CS4315 SOCIAL MEDIA, SELF & SOCIETY (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Social media services such as Facebook, Twitter, Instagram, and Snapchat, have become an omnipresent class of communication that is continuously transforming the ways we communicate in everyday life. This course applies theories of communication to analyze the design and effects of social media on individual, social, and political outcomes. In doing so, we will consider topics that include social networks and contagion, identity management, memes, and viral trends, opinion formation and reinforcement, algorithms and bots, privacy and surveillance, rumors and misinformation, and civic engagement and mobilization. At the end of the course, the students will gain the expertise, critical reasoning ability, and analytical skills to efficiently create, consume, and evaluate the cognitive and sociopolitical effects of social media.

CS4316 STORYTELLING IN ADVERTISING (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

In order to sell a product, one must tell a story: one that engages the customer on a deeply emotional level. This is vital to modern branding, defining your company ethos and building long-term customer relationships. This course concentrates on visual storytelling for cinema, television and multi-media.

Story depends on solid structuring and the ability to utilise storytelling to awaken the imagination of the buyer, but first and foremost it is about emotion: generating the right degree of emotion and aligning that to company and product branding for given visual media. We therefore need to understand psychology and have real insight into people, not just as a persuasive tool, but a genuine understanding of what people's deepest desires are and how your brand delivers that desire. Having understood the tones, attitudes and empathy generated by your product, we must then structure well. There are two concepts we need to understand to convey this: striking the note of simplicity to engage the emotions and secondly basing those stories on timeless myths and storytelling principles.

Having instilled all this, we must then question the nature of advertising as a metacognitive process for the designer of commercials. This provides perspectives on the story being told and why we are compelled to tell it well. By viewing advertising examples from cinema, television and multi-media and investigating the myths and principles that underpin their success, this course reaches deep into the creativity of the student to grow beyond outmoded forms of selling and embrace the future of visual sales-personship.

The course therefore generates competency in storytelling for practitioners and researchers in the field of effective advertising. Enrollment is suited to advertising students, advertising industry practitioners, journalists, communications students as well as film, television and transmedia practitioners.

CS4317 PERFORMATIVE DOCUMENTARY (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2025 IMAGE & SOUND PRODUCTION

The performative documentary is a play of the reality often self-reflexive, in contrary to straightforward reports, facts, and observations. This course provides an overview of the aesthetic significance of the performative documentary film, its historical lineage, poetic endeavor, and contemporary significance. By situating in between the division of fact and fiction, you will explore the awareness for constructing the cinematic reality though the performative act, which creates different narrative structures as in the traditionally defined cinematic terms such as scenes, characters, and plots. These narrative structures will help you to explore the concepts of filmmaking and to develop the relevant technical skills. You will apply this knowledge in the realization of a documentary film project, which will become part of your individual practice and personal understanding of the world and its representation.

CS4318 AUTOMATION AND MACRO-COMMUNICATION (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

In Automation and Macro-Communication students will gain a broad understanding of the current and future technologies that will challenge our understanding of what is interpersonal communication versus human-machine communication. This course addresses prominent theoretical issues that are introduced by placing machines in the sender and receiver of communication roles. In addition to comprehensive discussion of communication theory, this course includes a large applied portion where students will learn about the current extent (and ongoing implementation) of machines as communicators in both professional and personal life contexts. Finally, this course delves into the wide range of empirical study in a variety of disciplines regarding human-machine communication. Through these three lenses of theory, application, and research, students will leave the course able to understand the optimal uses (and potential pitfalls) of supplementing or replacing human communicators with machines. Through the theory and research components, this course is especially geared towards preparing students for the technologies of the future such as social robots and artificially intelligent agents. Regardless of the major track taken in the WKWSCI, it is undeniable that the advance of automation will be a defining issue throughout the 21st Century - Automation and Macro-Communication prepares WKWSCI students to be future, professional, research, and thought leaders in a future world where people live and work with machines.

CS4319 TELLING THE STORY IN MULTIMEDIA (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course embraces your future: the future of storytelling through transmedia as multimodal delivery. The course allows you to experiment with and extend your personally generated skills in differing platforms to embrace changing industry needs. The course allows you to draw 'cutting edge' research from the academic environment and apply it practically as story across varied media. You will be in charge of your designated areas, forming teams and operating to a timeline. You will be involved in storytelling in media fractions, which make up a whole distributed work under the guidance of your tutor. This course represents experiential learning as we assist you to master your chosen medium within a wider technological and narrative context. As such, you will be re-familiarised with screenwriting for multi-media distribution platforms, utilising your discipline specific talents in various and flexible approaches to contrasting platforms. You will enhance your writing skills for contrasting media and develop modern writing skills in small teams. i.e. one group of students may embrace storytelling for online gaming, another may adopt traditional filmic storytelling, another group may discover non-traditional uses of screenwriting in varied environments such as interactive narratives, another might adopt visual installation art or distributing social media—depending on which students enrol and what your interests are. You are encouraged to locate the specific qualities of your chosen platform. Each platform component will embrace its own defining story, but will also be aligned to a major story operating as overarching link between its constituent parts.

CS4320 IMMERSIVE JOURNALISM (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

VR is the new medium that press companies such as the New York Times is engaging with to create immersive journalism – which allows the audience to experience a narrative news journey by bringing them into the story. This course will train you in developing immersive journalism experiences, through the use of virtual reality (VR) technologies. You will learn about the basic concepts of VR, the factors that make a compelling immersive experience, and produce immersive journalism pieces. The course will appeal to you if you wish to explore

one of journalism's most exciting tools and equip themselves with skills for the digital landscape. The class is a sandbox for journalism, technology and creativity, and will position you to be ready for the future of digital journalism.

CS4321 DIGITAL INCLUSION AND DISABILITY: TECHNOLOGY, INCLUSIVE DESIGN, AND SOCIAL FUTURES (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This upper-level undergraduate course offers a cutting-edge case study of digital technology, inclusion, design and innovation in social life. It provides a state-of-the-art knowledge of the dynamic new area of disability and accessibility, showcasing powerful insights into what social inclusion and participation means in contemporary digital societies internationally. Exploring a range of emerging technologies from Internet, social media and media to driverless cars, AI, Internet of Things, and smart cities, this interdisciplinary course will equip students with theoretical, practical understanding of digital inclusion, and where it fits into technology and society.

CS4322 FINANCIAL COMMUNICATION: MEDIA, FINTECH, AND FINANCIAL MARKETS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course aims to introduce students to significant concepts and issues in the emerging field of financial communication – specifically examining the relationship between media and communication and the financial markets – and how to design effective campaigns to improve financial literacy. The field of financial communication draws upon theories, research, and practices from multiple sources of scholarship such as communication, behavioral finance, economics, and wealth and risk management. The primary objective of this course is to provide students with theoretical insights and practical knowledge in the field of media and financial markets, and to enable student to be more effective when designing financial literacy campaigns.

CS4323 PERSUASIVE TECHNOLOGY FOR STRATEGIC COMMUNICATION (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course explores how various digital technologies can influence individuals' perceptions and behaviors in various communication contexts. These communication contexts include (not limited to), advertising, health promotion, education, environmental communication. The course emphasizes the theoretical approaches of understanding the persuasive effects of various types of technologies, and how they can be applied in various persuasive communication practices. This course is suitable for the students who are interested in psychological and behavioral effects of new media technologies, and who want to apply digital technologies for strategic communication practices in their future career.

CS4328 BRAND JOURNALISM (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: CS2021 NEWS REPORTING AND WRITING

The course aims to develop your skills to successfully create journalism and content which meets the needs of a client while at the same time being of value to the audience and society. In essence, it is about delivering value first to the audience and in doing so to deliver value to the client. The course combines creative journalistic skills with client management and is suitable for students who wish to pursue a career in journalism, public relations, or corporate communication. Creating value in journalism has become increasingly difficult; this course helps you develop skills to do that, while remaining true to the social principles of good journalism.

CS4329 DIGITAL ADVERTISING ESSENTIALS (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

This course aims to bring the complex world of Digital Advertising to life from first principles of communication. This course starts at the beginning, reinforcing communication fundamentals and then translating them to the digital space. Beyond establishing a sound foundation, the course proceeds to explain the digital landscape and its key players, and finally bring together all the learning into practice via real life Digital Advertising Campaigns.

CS4540 TECH & STARTUP REPORTING LAB (4 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

Society is undergoing a major shift in the way human beings live, work and play. Digital transformation has pervaded all spheres of our lives. For instance, banking errands now often mean bank transfers via mobile apps;and grocery shopping has been made easier with mobile apps promising one-hour deliveries. Newsrooms all overthe world have also felt the impacts of digital transformation, leading to the rise of digital first content. In this course, students will be exposed to some of the tech startup businesses in Singapore as well as learn about their entrepreneurial stories. You will also be taught some financial jargons and gain experience in the financial aspectof journalism.

CS5005 THE POWER OF MEDIA: MYTH & REALITY (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A
This course is not open to CS students.

In the modern world, media occupy a significant portion of an average person's day. They also exert great power,swaying public opinion, changing people's values and teaching them all sorts of things, both good and bad. This course is intended to provide a critical evaluation of media by investigating the content of media messages, the characteristics of media consumers, and the mechanisms that underlie various types of media effects.

It will introduce students to basic concepts in social science research and communication study, briefly review the history of media research, and examine some of the most common types of media effects. In its survey of media effects, the course will cover most prominent communication theories that help to explain the who, what, where, and why of media influence.

The goal is for students to have deeper understanding of the extensiveness and limitations of media effects and to be able to critically assess claims of media impact.

CS5020 UNDERSTANDING WIKIPEDIA (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A

In this course you will develop an in-depth knowledge of Wikipedia that will help you be informed users of this unique resource. In particular you will be able to relate Wikipedia with other kinds of encyclopaedias developed inthe past and present, have an understanding of the deeper technical and social mechanisms that enable Wikipedia to function, and be aware of the key issues confronting the online encyclopaedia today.

CS5060 INTRODUCTION TO ADVERTISING (3 AU)

Course Type: GER-PE (BM) | UE | BDE
Pre-Requisite: N/A
This course is not open to CS and BUS students.

This is a general education elective course that will introduce you to the principles and practices of advertising including marketing communication and public relations. You will learn about the sources of change and trends inthe industry; the business of advertising management; the application of media strategy and the nature of consumer behaviour; socio-economic implications as well as media ethics. Local examples shall be used to illustrate the development in this evolving business practice.

This course covers the principles and practices of advertising. It also covers related aspects of marketing communications and public relations. Students will learn about the sources of change and trends in the industry, the business of advertising management, the application of media strategy and the nature of consumer behavior,socio-economic implications as well as media ethics.

CS5080 NEWS MEDIA LAB (3 AU)

Course Type: UE | BDE
Pre-Requisite: N/A

Newsrooms around the world are increasingly focused on digital media, where editors, journalists, producers, management and business stakeholders face challenges such as: i) developing new and compelling ways to tell stories online; ii) audience engagement; iii) finding the right distribution channels; iv) product monetization; and v) training a workforce for a fast-changing news and digital media landscape. In leading newsrooms across the globe, news innovation labs have emerged to address these challenges.

The News Media Lab is an interdisciplinary practicum that offers you an opportunity to work in a simulated newsroom innovation lab. Students will work at the intersection of journalism, design and technology.

You will work together to solve real-time problems of clients (newsrooms within NTU and outside of the university)with solutions derived from Google's well-tested and widely-used SPRINT design framework.

The practicum will offer you a platform to develop the skills, knowledge and mindset required in a fast-changing media landscape, where the innovation of storytelling tools for digital media is increasingly fostered and sought after.

CS5081 INTRODUCTION TO KOREA STUDIES (3 AU)

Course Type: UE | BDE
Pre-Requisite: N/A

Introduction to Korea Studies provides the students a solid foundation for developing a sophisticated understanding of the dynamics that have shaped Korea and its relationship to the world. You will learn the dynamics of Korean history, culture, and society which placed the country in the changing global landscape in the contemporary world. Through readings, discussions, various multimedia sources, weekly lectures, and guest talks, our goal is to develop a broad and balanced understanding of contemporary Korea, its culture and society, and most importantly its people in both regional and international contexts. It is not necessary for you to have prior knowledge of Korea and Korean language.

CS5116 INTRODUCTION TO NEWS MEDIA (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A
This course is not open to CS students.

This course aims to expose you to the news industry globally, regionally and in Singapore. It will cover journalism across all platforms – newspapers, magazines, radio, film, television and online media. It will trace its historical development, explore how it currently operates, and its impact on world. The course will not train you to be a journalist; but it will certainly train you to be a savvier producer and consumer of news.

The course will require some hands-on work so that you appreciate what journalists experience.

CS5207 FIFTY DISCOVERIES, FIFTY INVENTIONS (3 AU)

Course Type: GER-PE (STS) | UE | BDE
Pre-Requisite: N/A

This course aims to acquaint you with the history of science and technology. Essential questions include the following: How does science and technology produce new products, new ways of understanding, new ways of living and new institutions? Why is new technology and knowledge so fundamental to us in the ways through which we imagine the future? How is new knowledge protected commercially? In what ways does society recognize the contributions of scientists and inventors?

This course will focus on two aspects of science - science as a body of knowledge, and science as a process of discovering the world. Studies of technology and science gives insight into the understanding and knowledge of technology, science and knowledge from the viewpoint of the humanities and the social sciences. Throughout the course of study, you will become familiar with how modern science and technology interacts with social, political, economical and cultural processes of change.

CS5208 DEEP DIVE INTO VIDEO GAMES (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A

The aim of this course is to offer a broad perspective to video games from motives to consequences, and from business models to various platforms of video games. Based on selected papers and book chapters, the course focuses on why people play video games, how players respond to them, what their effects and consequences are, and the popular platform of video games and their business models.

For this, a few popular video games will be selected for each week together with a relevant book chapter or articlefor students to identify the week's topics and explain how such topics are applied in the selected video games. During the lecture, the instructor will provide a brief, historical, non-technical, conceptual introduction to the selected video games and their applications, suitable for students from any field. Then the class focuses on preparing students to participate in the global debates about issues related to video games such as violence, sexuality, addiction, education, and so on.

CS5209 COLLECTIVE PROBLEM SOLVING (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A

This course is designed to offer an interdisciplinary perspective on various problems in groups and organizations in order to help students gain practical knowledge and skills that are needed to effectively interact, communicate, and collaborate with others in order to complete tasks and achieve shared goals not just in professional contexts but also in everyday social life. Following the learning-by-doing principle, you will be situated in diverse real-worldgroup problems and asked to search for solutions for those problems either on your own or by working with othersthrough a series of online interactive class activities. By trying to solve collective problems yourself, you will be able to understand the nature of the given problems and acquire skill sets necessary for solving the problems. The lectures and class discussion that follow will help understand theoretical concepts and issues as well as implications of collective problem solving. This course will be particularly useful for those who seek to develop teamwork skills.

CS5210 MEDIA LITERACY & SOCIETY (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A
This course is not open to CS students.

Every day, people make decisions based on information they receive through the media. Even when the information is accurate and complete, people can misinterpret it. Worse, the information might be inaccurate or incomplete. When people make decisions based on 'bad' information, the results can be far from ideal.

Media literacy is a competency to use media tools, both as a content creator and information consumer. The lattercompetency is important for society because it affects how people respond to ideas they encounter in the media.Misinformation, fake news, and rumours are examples of the kinds of 'bad' information people may receive.

There are several questions pertinent to media literacy: How far does 'bad' information pervade the media? How media-literate is the average information consumer? What factors contribute to or hinder media literacy? Can media literacy be taught? This course provides some answers to these questions and addresses the broad question, what is the role of media literacy in society?

This course is meant for all students who have an interest in media, whether that interest aligns with career aspirations or personal curiosity. Although you may further develop your own media literacy skills through this course, this course is not about how you can become more media literate. It is about why people everywhere needmedia literacy. In other words, you may gain perspective on your own media use, but the focus of your learning will lead to new insights about media literacy and society.

CS5211 HOW MUSIC SPEAKS (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A

This elective Communication course aims to explain how music communicates. By looking at music across historyand social contexts, as well as what sorts of effects music has and why, you will develop a deeper appreciation ofmusic. You can expect traditional (interactive) lectures, along with discussion sessions and activities, plus lots of multimedia—you'll hear (and see) the concepts in action. Communication majors and non-majors alike will find something interesting in this course; all that is required is that you enjoy or are curious about some sort of music!After completing this course, you will understand how music is used by others (and can be used by you) to communicate.

CS5300 SCIENCE FICTION FILM (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A
This course is not open to CS students.

This course will provide an overview of the genre along the two paths – Diachronic approach and Synchronic approach. The first half of the semester will be devoted to the former while the second will be dedicated to the latter. During the second half we will touch on five issues (feminism, postmodernity, virtual reality, body, and artificial intelligence) that have repeatedly but variably appeared in many science fiction films from the genre's very beginnings to the present day. From Metropolis, 2001: A Space Odyssey, Alien to Back To The Future and Ex Machina, this course will screen a diverse set of films followed by in-depth analysis and intensive discussions which foster the critical thinking for assessing and advancing arguments about the subject. Upon successful completion of the course, students will be able to situate science fiction films in relation to their generic and historical lineage and to critically analyse them in terms of their cultural resonance and their aesthetic properties.

CS5700 CULTURALLY COMPETENT COMMUNICATOR IN A MULTICULTURAL WORLD (3 AU)

Course Type: GER-PE (BM) | UE | BDE
Pre-Requisite: N/A
Mutually Exclusive with: CSCS2057 MEDIA EFFECTS AND CS4058 INTERCULTURAL COMMUNICATION
This course is not open to CS and BUS students.

We live in an era of rapid globalization in which being able to communicate across cultures is imperative to our ability to function in a diverse workplace, city, and world. In order to develop a foundational level of cross-culturalcompetency, this course will guide students to learn about the ways people from different cultural backgrounds think, communicate, and behave based on the value systems, worldviews, and narratives that ground them. Utilizing research findings, real-life stories and simulated experiential learning, this course is designed to increase our awareness, knowledge and skills of our own cultural backgrounds and the social, cultural and historical contextin which we live in and communicate with others across cultures. The goal is to help students become a competentcommunicator in culturally diverse work places and societies.

CS5800 MEDIA & SOCIETY IN THE DIGITAL AGE (3 AU)

Course Type: GER-PE (LA) | UE | BDE

Pre-Requisite: N/A

This course introduces major developments in digital media technologies, and the trends and issues associated with the engagement of these technologies by state and society. It also explores how individuals and society are interacting and engaging creatively with these new media technologies. An understanding of the social effects of digital media technologies is important for all citizens, given the importance and ubiquity of these technologies in today's world.

CS5900 GLOBAL CINEMA (3 AU)

Course Type: GER-PE (LA) | UE | BDE
Pre-Requisite: N/A

The module is designed to teach you how to analyse films as depositories of serious content, dealing with social problems and current affairs. The films shown will cover a range of genres including action-adventure, satirical, semi-documentary, as well as documentary. You will address the question of how film relates to society and deals with pressing issues of current concern.

Each week the course will introduce a key film to be watched by the students in class. This will be followed by a brief lecture and discussion, seminar style. You will be required to assess the weekly reading pertinent to the specific topic introduced each week. Films to be viewed and discussed will include Battle of Algiers (Italy/Algeria, 1966), Walker (USA, 2013), The President's Last Bang (South Korea, 2005), Zero Dark Thirty (USA, 2012), The Unknown Known (USA, 2013), American Sniper (USA, 2014), etc. There will be quizzes and a test undertaken in a specific week designed to assess how you have kept up in their knowledge of the films and the issues involved. A set of core readings will be required for all students to master; and there will be a test and discussion of your understanding of the principles and theories in these core readings.

FL5001 INTRODUCTION TO FILM STUDIES (3 AU)

Course Type: Major-PE (CS) | UE | BDE
Pre-Requisite: N/A

The course provides an introduction to the discipline of cinema studies, structured as a survey of important films in the history of the development of cinema, from the age of the silent movies to the present digital age. Students will, therefore, enlarge their knowledge of cinema through an exposure of the great classic films and be taught basic film terminology, as well as formal and critical analyses. In the process, they will gain a general awareness of film history and movements; and be taught the basic skills necessary to read or analyse a film critically. They will learn about film theory and the various genres of narrative cinema to better understand how cinematic movements and theoretical ideas were born, and how film cultures and criticisms have developed globally. To that end, students will study feature films from the major film production centres around the world.

END

Updated as of August 2025