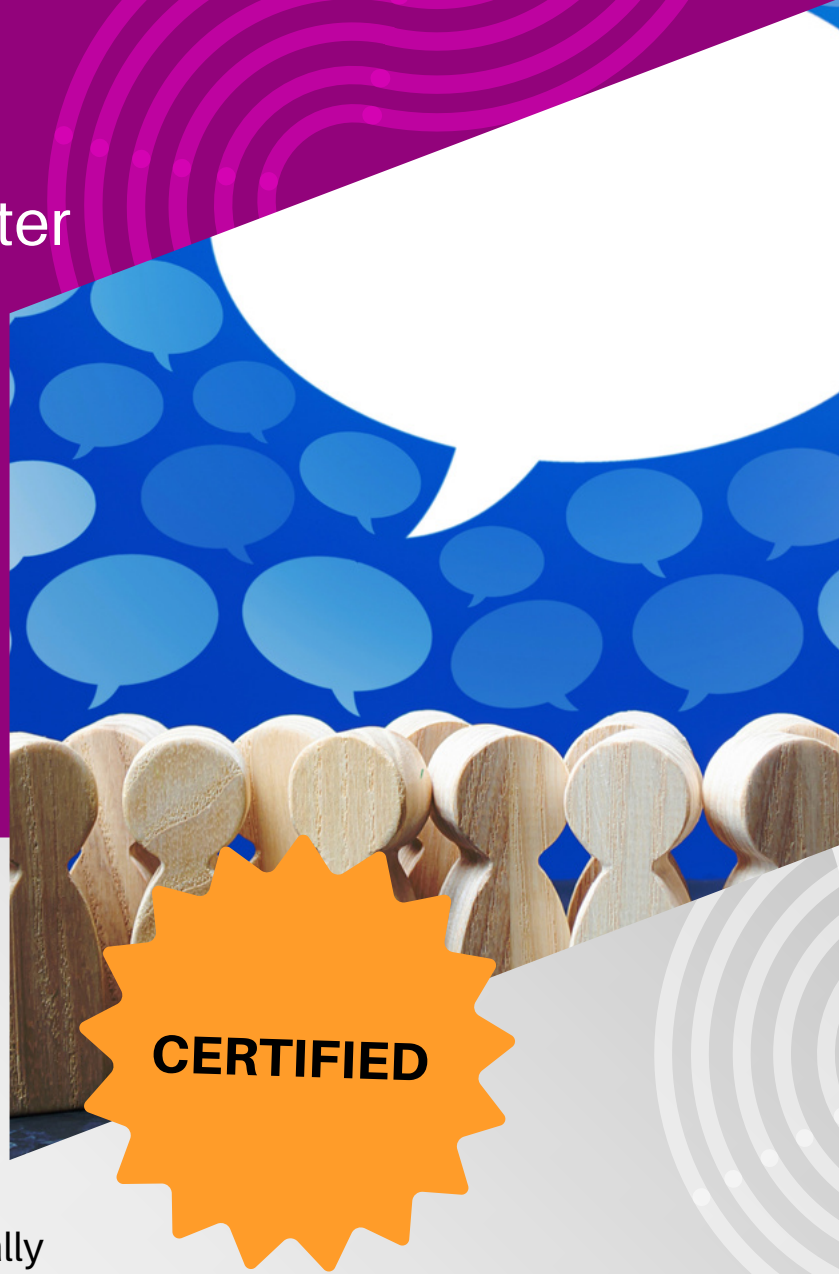




**WINCHESTER
COLLEGE**

The Professional Master
Program in

MASS COMMUNI- CATION



HIGHLIGHTS

- ✓ 9 focused subjects
- ✓ Expert-led curriculum blending theory and practice
- ✓ Culturally sensitive and ethically grounded communication education

WHAT YOU'LL LEARN

- ✓ Fundamental Concepts in Mass Communication and Media Studies
- ✓ Strategic Communication and Media Campaign Development
- ✓ Digital Media Production and Multimedia Storytelling
- ✓ Media Analytics and Audience Engagement Strategies

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OUR OFFICE

7 Coronation Road, Dephna House,
LAUNCHESE #105 - LONDON



Subject 1:

MEDIA THEORIES AND RESEARCH

BRIEF:

This subject explores foundational mass communication theories and contemporary issues in media studies, focusing on media effects and research methodologies.

IMPORTANCE:

Understanding media theories is crucial to comprehend the impact of media on society, shaping perspectives and informing communication practices.

METHODOLOGY OF TEACHING:

Lectures on theories, seminars for discussions, analysis of case studies, and practical research projects.

FINAL DISCUSSION:

Final assessment may include a comprehensive examination of theories, research methodologies, and the ability to critically analyze media effects.



Subject 2:

JOURNALISM AND REPORTING

BRIEF:

Focuses on the fundamentals of news writing, investigative journalism, multimedia storytelling, and ethical principles in reporting.

IMPORTANCE:

Provides skills essential for effective journalism, emphasizing accuracy, storytelling, and ethical standards in media practices.

METHODOLOGY OF TEACHING:

Practical exercises in news writing, workshops on investigative reporting, multimedia storytelling projects, and ethical case studies.

FINAL DISCUSSION:

Assessments might include reporting assignments, story presentations, and ethical dilemma discussions.



Subject 3:

MEDIA PRODUCTION

BRIEF:

Covers audiovisual production, digital media creation, video production, and strategies for multimedia production.

IMPORTANCE:

Equips students with practical skills in media creation and production across various platforms.

METHODOLOGY OF TEACHING:

Hands-on workshops, practical training in media tools, video production assignments, and collaborative multimedia projects.

FINAL DISCUSSION:

Evaluation could involve project presentations and practical assessments of media production techniques.



Subject 4:

PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

BRIEF:

Explores principles of public relations, strategic communication planning, crisis management, and persuasive communication strategies.

IMPORTANCE:

Develops skills in managing communication for organizations, crisis handling, and strategic messaging.

METHODOLOGY OF TEACHING:

Case studies on PR campaigns, workshops for crisis communication simulations, and strategic communication planning exercises.

FINAL DISCUSSION:

Assessment might include developing a strategic communication plan or crisis communication strategies.



Subject 5:

MEDIA LAW AND ETHICS

BRIEF:

Focuses on legal aspects of media, freedom of speech, ethical considerations in journalism, and media regulations.

IMPORTANCE:

Provides understanding and awareness of legal and ethical issues that govern media practices.

METHODOLOGY OF TEACHING:

Lectures on legal frameworks, discussions on ethical dilemmas, case studies, and analysis of media regulations.

FINAL DISCUSSION:

Evaluation may involve legal case analysis, ethical scenarios, and discussions on media regulations.



Subject 6:

DIGITAL MEDIA STRATEGIES AND ANALYTICS

BRIEF:

Explores digital media trends, content strategies for online platforms, social media analytics, and audience engagement strategies.

IMPORTANCE:

Provides insights into digital media landscapes and strategies essential for effective online communication.

METHODOLOGY OF TEACHING:

Workshops on digital content creation, analytics tools training, case studies on successful digital campaigns, and audience engagement exercises.

FINAL DISCUSSION:

Assessment might include digital content strategy presentations or analytics-based projects.



Subject 7:

MEDIA MANAGEMENT AND MARKETING

BRIEF:

Covers media business models, marketing strategies in media industries, audience research, and media management principles.

IMPORTANCE:

Equips students with business skills and insights essential for managing media enterprises and understanding audience behavior.

METHODOLOGY OF TEACHING:

Case studies on media business models, marketing plan development, audience research projects, and media management simulations.

FINAL DISCUSSION:

Evaluation could involve presenting media business proposals or marketing strategies.



Subject 8:

DOCUMENTARY FILMMAKING AND VISUAL STORYTELLING

BRIEF:

Focuses on documentary filmmaking techniques, visual storytelling, production planning, and documentary ethics.

IMPORTANCE:

Develops skills in documentary production and visual storytelling, emphasizing the ethical responsibilities of documentary filmmakers.

METHODOLOGY OF TEACHING:

Practical exercises in documentary filmmaking, workshops on visual storytelling, documentary production projects, and ethical discussions.

FINAL DISCUSSION:

Assessment may include documentary film screenings, project presentations, and discussions on ethical dilemmas in documentary making.



Subject 9:

MEDIA AND CULTURAL STUDIES

BRIEF:

Explores the intersection of media, culture, and society, studying the influence of media on cultural perceptions and identities.

IMPORTANCE:

Provides insights into the cultural impact of media and societal implications, fostering critical analysis skills.

METHODOLOGY OF TEACHING:

Lectures on media and cultural theories, discussions on media representations, case studies on media's cultural impact, and cultural analysis projects.

FINAL DISCUSSION:

Evaluation might involve cultural analysis papers, discussions on media representations, and presentations on societal implications.