

# DIPLOMA ON MASS MEDIA & COMMUNICATION

UNDERSTAND WHO AND WHAT COMPRISES THE MEDIA, HOW  
MEDIA WORK AND OPERATE, HOW TO ANALYZE, AND HOW  
BEST TO MAKE EFFECTIVE USE AND MANAGE THE MEDIA.





Modern media have powerful influences and effects on all aspects of contemporary lives; mass media and social media have greatly changed the way in which businesses, governments and private individuals communicate with and between one another. Understanding how media work and operate - and how best to make effective use of them - is essential for the success and prosperity of businesses, because rapid and effective communication with prospective and existing customers and clients - nationally and/or internationally - is paramount in overcoming competition. This is a very topical and “modern age” Program, with many important practical applications for people running or working in businesses of all types and sizes.



## SUMMARY OF MAJOR TOPICS

### MAJOR TOPICS COVERED IN THIS DIPLOMA PROGRAM:

- Media professionals and the “politics” of representation.
- Media stars, personalities and celebrities.
- Dominant practices and forms of reality media: reality, truth, freedom, ethics, responsibilities.
- Media businesses in the digital age.
- Methods and techniques of mass communication.
- Regulation and public policy.
- The impact of social media and global media; global media production.
- Audiences: producing audiences, the range of activities of media professionals.
- Propaganda and manipulation of audiences, media effects and moral panics, from ‘effects’ to influence.
- Identifying audience activity; from ‘effects’ to uses and gratifications, media, context and meaning.
- Researching media audiences, ethics and audience research.
- Branding, identity and consumption.
- Media and power, conceptualization, ideology; discourse, power in communication, global news.
- Mass society, mass media and social change; theories of mass society, who the “masses” are.
- Making media: writing, still images, web design, moving images, animation, game design, audio production.
- Imagining, planning, telling, imaging, designing, editing, theorizing; documentaries.
- The ‘consumer society’, history of consumerism and advertising; cultures of consumerism.
- National, international & global marketing.
- Advertising in the digital age; the future of advertising and marketing.



## WHAT IS INCLUDED

Your CIC Fee includes:-

- Your enrolment/registration with Cambridge International College, and your own high-quality, professionally produced and illustrated comprehensive International CIC Core Study Publication.
- A detailed, professional 'Study & Training Guide' with full instructions on how to study to achieve success and gain top results. The Guide includes detailed advice on how to answer Tests and Examinations.
- Training Tests (which can be used as 'Past Papers/Questions') and Recommended Answers for them.
- The Final Examination sat under Invigilation/Supervision in your own area - full details, guidance and explanation of how your Examination will be arranged and how Invigilation is conducted will be provided when you register. Note, CIC arranges Examinations in over a hundred countries worldwide for thousands of Members every year; it is a flexible, straightforward process and will be arranged when YOU are ready to write your Examination. The prestigious Cambridge International College Diploma on successful completion of your Study & Training and on passing the Final Examination.
- Your personal page on CIC's Member Services website with access to results, dispatch details, advice and guidance, and more: [www.cambridgeinternationalcollege.co.uk](http://www.cambridgeinternationalcollege.co.uk)
- Regular information and news including: Newsletters with details of special offers and new Programs and much more; and Competition Forms; by email and post.
- Everything needed for your Study & Training success is included in the CIC Fee.
- Additionally:
  - Further Study and Training Advice, and Assistance is available before, during and after CIC Study & Training; Members may ask CIC's team of experienced Consultants for advice on further study and Programmes to improve career prospects and advancement.
  - CIC's experienced and helpful staff can assist with numerous special requests, such as reference/recommendation letters and transcripts, and more, by post and email.



## RELATED COURSES

- Advertising & Public Relations Diploma 12 months (flexible)
- Marketing Administration Honors (Higher) Diploma 21 months (flexible)
- Marketing Administration (BMA) Baccalaureate 2 years (flexible)
- Communication in Business & Management Diploma 12 months (flexible)
- English & Administration (BEA) Baccalaureate 2 years (flexible)

## STUDY & CAREER DEVELOPMENT

This Program prepares CIC Members to take advantage of a wide range of career opportunities - in television, film, radio, print and online production, journalism, media law, sales and marketing, advertising, public relations, communication, campaign or advocacy, policy and research, and fund-raising.

Further studies focusing on the business, marketing, PR aspects of media and communication are offered, through related Diploma Programs or as part of higher multi-subject Programmes.