



# BACHELOR OF ARTS IN JOURNALISM (HONOURS)

[R/321/6/0185] 08/25 [MQA/FA5669]

## DURATION

3 years

## INTAKE

February/ April/ September

## MEDIUM OF INSTRUCTION

English

## ABOUT THE PROGRAMME

Our Journalism programme has a proud history that dates back to 1922, when Xiamen University first introduced its Journalism studies. By 1984, we became one of three comprehensive universities in China to offer an international journalism programme. Over the years, the Journalism programme at Xiamen University has shaped the careers of countless graduates who have gone on to achieve great success in China's mainstream media.

At Xiamen University Malaysia (XMUM), our Journalism programme is designed to offer students more than just academic knowledge. The programme is designed to provide a balanced blend of academic knowledge and hands-on-experience. Students will be equipped with a well-rounded understanding of the media's role in society and the challenges of international and cross-cultural communication. Our curriculum covers essential skills in journalistic reporting, storytelling, broadcast journalism, and production techniques. Not only that, our programme aims to develop students' professional ethics, critical thinking, and sense of social responsibility. We believe in developing positive attitudes towards being independent and life-long learning, preparing students for a meaningful career in journalism. Our graduates are making significant contributions at prestigious media organisations like China Daily, People's Daily, Xinhua News Agency as well as in Malaysia's media industry such as The Star, Bernama and Malaysiakini.

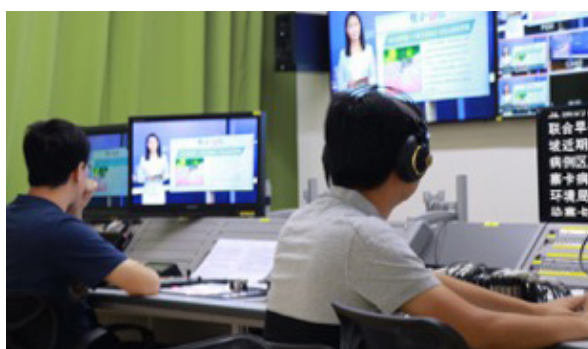
At XMUM, our state-of-the-art facilities, diverse environment and experienced faculty provide you with the perfect opportunity to receive not only a world-class education but practical experience for a successful and rewarding career in journalism. We look forward to you joining us at XMUM!

## PROGRAMME HIGHLIGHTS

- Access to Premier Educational Resources
- Dynamic Curriculum Integrating Theory and Practice
- Experienced Faculty and Diverse Perspectives

## CAREER OPPORTUNITIES

- Newspapers & magazines
- TV & radio stations
- Other news & PR agencies
- Social media & internet companies
- Academic institutions
- Business corporations
- Government agencies
- Non-government organisations, etc.





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### ENTRY REQUIREMENTS

STPM	A pass in STPM with at least a Grade C (GP 2.0) in any 2 subjects
A-LEVEL	A pass in A-Level with at least a Grade C in any 2 subjects
UEC	A pass in UEC with at least a Grade B in 5 subjects
Foundation/Matriculation	A pass in Foundation/Matriculation with at least a CGPA of 2.0 out of 4.0
Diploma	A pass in Diploma in Media and Communication field or the equivalent with at least a CGPA of 2.0 out of 4.0
AND	English Language - a credit in SPM or a Grade B6 in UEC or the equivalent

*\*For other equivalent qualifications, please consult our programme counsellor*

### MAIN COURSES

#### YEAR 1

- Introduction to New Media Studies
- Introduction to Journalism
- Introduction to Mass Communication
- News Writing
- Interview for Journalists
- Media Law and Ethics
- Photojournalism
- Digital Video Production
- Reporting

#### YEAR 2

- News Editing
- Introduction to International Communication
- Specialized Journalism
- Investigative Journalism
- Online Journalism
- Research Methods in Communication
- Feature Writing
- Public Relation & Corporate Social Responsibilities

#### Major Elective (Choose 1)

- Cinematic Communication
- Documentary

#### YEAR 3

- Thesis Writing
- Commentary Writing
- Industrial Training

#### Major Elective (Choose 3)

- Intercultural Communication in the Global World
- Rhetorical Analysis of Journalistic Discourse
- Media Literacy & Critical Thinking
- Media Management
- ENG Field Production
- Broadcast Journalism

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