PROGRAMME

6.15pm  Welcome & Briefing by Associate Chair (Academic)

6.30pm  Introduction to NTU Libraries Resources and Access by Mr Law Loo Shien (CMIL)

6.45pm  Proceed to Programme Briefing (venues):
          Info Studies & Knowledge Management – Executive Seminar Room (Level 2)
          Info Systems – LFLT (remain where you are)
          Mass Comm – Seminar Room 2 (Level 2)

7.30pm  Photo-taking session

8.00pm  Dinner & interaction with faculty, current students and alumni
Master of Mass Communication Programme Orientation

Assoc Prof Augustine Pang
Programme Director
Augustine.Pang@ntu.edu.sg

Wee Kim Wee School of Communication & Information
Option of Study

MMC Study

10 courses

‘Coursework Only’ Option

- 3 Core courses
- 7 General electives

8 courses + dissertation

‘Coursework & Dissertation’ Option

- 3 Core courses
- 5 General electives
- Dissertation
# Courses Offered in Semester 1 AY2015-16

## Core Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6301</td>
<td>Communication, Technology and Society</td>
</tr>
<tr>
<td>A6302</td>
<td>Applied Communication Research</td>
</tr>
</tbody>
</table>

## General Electives (GE)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>A6322</td>
<td>Media and Marketing</td>
</tr>
<tr>
<td>A6339</td>
<td>Strategic Public Relations Management</td>
</tr>
<tr>
<td>A6343</td>
<td>Television Studies</td>
</tr>
<tr>
<td>A6347</td>
<td>Organisation Communication And Conflict Management</td>
</tr>
<tr>
<td>A6350</td>
<td>Presentation for the Workplace: Theory and Practice</td>
</tr>
<tr>
<td>A6354</td>
<td>Issues in Asian Journalism</td>
</tr>
</tbody>
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Courses Offered in Semester 1 AY2015-16

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<tbody>
<tr>
<td>A6355</td>
</tr>
<tr>
<td>A6356</td>
</tr>
<tr>
<td>A6911</td>
</tr>
<tr>
<td>CI6221</td>
</tr>
<tr>
<td>K6312</td>
</tr>
</tbody>
</table>

* Cross-listed courses
# Courses Schedule Semester 1 AY2015-16

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Instructor(s)</th>
<th>Schedule</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6301</td>
<td>Communication, Technology and Society – Group A (full-time students)</td>
<td>Prof Richard Seyler Ling</td>
<td>Mondays, 2.00pm to 5.00pm</td>
<td>Executive Seminar Room (ESR), CS02-19</td>
</tr>
<tr>
<td>A6301</td>
<td>Communication, Technology and Society – Group B (part-time students)</td>
<td>Assoc Prof Ravishankar Sharma</td>
<td>Mondays, 6.30pm to 9.30pm</td>
<td>Executive Seminar Room (ESR), CS02-19</td>
</tr>
<tr>
<td>A6322</td>
<td>Media &amp; Marketing</td>
<td>Assoc Prof Arul Indrasen Chib</td>
<td>Tuesdays, 6.30pm to 9.30pm</td>
<td>CS-TR+7 Tutorial Room, CS02-18</td>
</tr>
<tr>
<td>A6339</td>
<td>Strategic Public Relations Management</td>
<td>Prof (Adj) Arun Mahizhnan</td>
<td>Tuesdays, 6.30pm to 9.30pm</td>
<td>Seminar Room 2 (SR2), CS02-20</td>
</tr>
</tbody>
</table>
### General Electives (GE)

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</tr>
</thead>
<tbody>
<tr>
<td>A6350</td>
<td>Presentation For The Workplace: Theory &amp; Practice</td>
<td>Asst Prof Christopher Cummings</td>
<td>Tuesdays, 6.30pm to 9.30pm</td>
<td>CS-TR+9 Tutorial Room, CS03-31</td>
</tr>
<tr>
<td>CI6221</td>
<td>Information Visualisation *</td>
<td>Asst Prof Chang Yun-Ke</td>
<td>Tuesdays, 6.30pm to 9.30pm</td>
<td>CS-TR+8 Tutorial Room, CS02-21</td>
</tr>
<tr>
<td>A6302</td>
<td>Communication Research</td>
<td>Asst Prof Nuri Kim</td>
<td>Wednesdays, 2.00pm to 5.00pm</td>
<td>Masters Programme (MMC) Room, CS02-34</td>
</tr>
<tr>
<td>A6302</td>
<td>Communication Research</td>
<td>Asst Prof Peng Taiquan, Winson</td>
<td>Wednesdays, 6.30pm to 9.30pm</td>
<td>Masters Programme (MMC) Room, CS02-34</td>
</tr>
</tbody>
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## General Electives (GE)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Days, Time &amp; Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6343</td>
<td>Television Studies</td>
<td>Asst Prof Liew Kai Khiun</td>
<td>Thursdays, 6.30pm to 9.30pm, SR2, CS02-20</td>
</tr>
<tr>
<td>A6347</td>
<td>Organisation Communication &amp; Conflict Management</td>
<td>Assoc Prof Augustine Pang</td>
<td>Thursdays, 6.30pm to 9.30pm, CS-TR+9, CS03-31</td>
</tr>
<tr>
<td>A6355</td>
<td>Audience Psychology &amp; Message Design</td>
<td>Asst Prof Sonny Ben Rosenthal</td>
<td>Fridays, 6.30pm to 9.30pm, ESR, CS02-19</td>
</tr>
<tr>
<td>A6356</td>
<td>Journalism 3.0: Clickbait Journalism?</td>
<td>Asst Prof Edson C Tandoc Jr.</td>
<td>Fridays, 6.30pm to 9.30pm, SR2, CS02-20</td>
</tr>
<tr>
<td>K6312</td>
<td>Information Mining &amp; Analysis *</td>
<td>Assoc Prof Khoo Soo Guan, Christopher</td>
<td>Fridays, 6.30pm to 9.30pm, TTM PC Lab, CS02-35A</td>
</tr>
</tbody>
</table>
### General Electives (GE)

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<tr>
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<th>Course Title</th>
<th>Schedule and Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6354</td>
<td>Issues in Asian Journalism Dr Kalinga Seneviratne</td>
<td>Saturdays, Schedule B – 1.00pm to 4.00pm: 15 Aug, 10.00am to 5.00pm: 29 Aug, 12 Sep, 26 Sep, 10 Oct, 24 Oct, 14 Nov Executive Seminar Room (ESR), CS02-19</td>
</tr>
<tr>
<td>A6911</td>
<td>Independent Study In Mass Communication</td>
<td>No regular classes. Regular consultation with supervisors only.</td>
</tr>
</tbody>
</table>

*Cross-listed courses*
Course Assessment and Grading

• Most courses are assessed in a combination of a final examination (usually 50 to 60%) and continual assessment (usually 40 to 50%).

• Students must satisfy all coursework requirements (e.g. projects, exercises, term papers, class participation, presentations, etc.) as specified by the instructor.

• Courses’ final exams will be conducted during 16 Nov 2015 to 4 Dec 2015 (3 weeks), in daytime.

• Exam schedule will be announced in due course.
Course Load & Duration of Study

**Full-time study**
- Up to 5 courses per semester
- Average completion time: 2-3 semesters, depending on course load choice and track (‘coursework only’ or ‘coursework & dissertation’ option)

**Part-time study**
- Up to 3 courses per semester
- Completion time depends on option (‘coursework only’ or ‘coursework & dissertation’ option) and individuals’ schedule

(*Minimum candidature 1 year and maximum candidature 4 years.*)

*Important*

Take Core courses as early as possible
Choosing Your Study Option

• Selection made during the courses registration period

• You are **NOT** required to make the choice before the second semester of your study

• Be prudent to make your option of study

• Be committed to your option choice
Coursework and *Dissertation* Option

- Suits students who are research-inclined (e.g. preparing for a PhD study)
  - With average grade of at least B+/A- or CGPA of 4.00 & above
  - Willing and able to spend more time in their studies

- Rigorous academic procedure – finding supervisor (full-time faculty), dissertation proposal, study, writing, submission, and anonymous examination by faculty

- Topic determined by student based on personal interest, consultation with supervisor, identified from WKWSCI faculty

- Possible dissertation examination results: Pass, minor revision, major revision, or failure
Important Dates & Deadlines

• Course registration (add/drop) period
  – 12 August 2015 (1100hrs) to 20 August 2015 (2359hrs)

• Submission of dissertation proposal and supervisor agreement form (for ‘coursework & dissertation’ option)
  – Dissertation registration form is by end of Sep

• Submission of dissertation for examination (with supervisor approval form)
  – Deadline: End of 1st week of every semester
Important Dates & Datelines

• Deadline to be eligible for convocation (that is, to meet entire programme requirements)
  – usually end of May

• Part/full time conversion status and change of option of study, two months before start of semester
Awards for Performance in Programme

• **MMC Scholarship:**
  – Tuition fee waivers for Top Two students in coursework results every semester
  – Awarded to Top Two TGPA (Term Grade Point Average) students

• **Graduation award:**
  – Pearson Gold Medal Award for the top Academic Track student
Critical/Essential Information

• Check your NTU email – the official email channel

• MMC Website
  – Vital information, forms, and procedures

• Courses’ NTULearn site

• WKWSCI Website

• GSLink
  – Check course timetable, register for courses, select option of study, apply for leave of absence, etc.

• (https://www.facebook.com/wkwscigradprograms)
Student Matriculation Cards

• You will get your cards shortly after term starts.

• The cards will be distributed in a core class unless an announcement is made otherwise.

• The card will grant you access to computer labs.

• Graduate Student Lounge
  – Room #02-22 (Level 2)
  – Access using your student card
WKWSCI Computer Labs

• Labs
  – Master’s Programme (MMC) Room CS02-34, Tan Tong Meng (TTM) Lab CS02-35A & Teo Sai Nen (TSN) Lab CS02-35 in WKWSCI building

• Contact the lab technicians at CS03-28 for further information

• The lab techs are available only during office hours

• You can enter Master’s Programme Room, TTM & TSN Labs after office hours using your student card
Courses Registration Period:
Semester 1 AY2015-16

- Wednesday, **12 Aug 2015 (1100hrs)** to Thursday, **20 Aug 2015 (2359hrs)**

- The following core courses will be pre-registered for you
  - A6301 Communication, Technology & Society
  - A6302 Communication Research
Contact Details

• MMC Website
  – http://www.wkwsci.ntu.edu.sg/programmes/ProspectiveStudents/Graduate/Programmes%20by%20Coursework/Master%20of%20Mass%20Communication/Pages/Home.aspx

• Programme Administrator
  – Ms Nithiyah D/O Muthukrishnan
  – Email: mmc@ntu.edu.sg
  – Tel: 6790 4602
Questions & Answers