



BACHELOR OF ARTS IN JOURNALISM (HONOURS)

KPT/JPS [N/321/6/0185] 08/20 [MQA/FA5669]

DURATION

3 years

INTAKE

February / April / September

MEDIUM OF INSTRUCTION

English

ABOUT THE PROGRAMME

The journalism programme at Xiamen University (XMU) was first introduced in 1922. XMU was one of the three comprehensive universities in China that offered the international journalism programme in 1984. Since then we have been devoted to producing graduates who possess professional skills and a global outlook. The programme has consistently produced hundreds of successful graduates who are gainfully employed in China's mainstream media giants such as *China Daily*, *People's Daily*, *Xinhua News Agency*, *CCTV*, *China Radio International*, and *Guangming Daily*. We have close cooperation with many leading universities such as the University of West Sydney, Cardiff University, and the University of Missouri. We also co-designed a joint programme with the University of Illinois at Urbana-Champaign.

Our Journalism programme at Xiamen University Malaysia is dedicated to equipping aspiring journalists and media practitioners with a broad knowledge of media's role in society and the challenges of international and cross-cultural communication, in addition to specific professional skills in journalistic reporting and storytelling, communications technology, new media, mobile communication, broadcast presentation, and production techniques in various segments of the media. In addition, the programme attempts to endow students with professional ethics, critical thinking skills, a sense of social responsibility, and positive attitudes towards independent and life-long learning.



PROGRAMME HIGHLIGHTS

- Access to excellent educational resources provided by XMU
- A dynamic blend of theory and practice, keeping pace with the latest developments and ways of thinking in journalism
- An enriching experience through interactions with media organisations and experienced industry professionals and academics from China and Malaysia



CAREER OPPORTUNITIES

- Newspapers & magazines
- TV & radio stations
- Other news & PR agencies
- Social media & Internet companies
- Academic institutions
- Business corporations
- Government agencies
- Non-government organizations, 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 CGPA 2.0 out of 4.0
Diploma	A pass in Diploma with at least CGPA 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

MAJOR CORE COURSES

- News Writing
- Introduction to New Media Studies
- Introduction to Journalism
- Interview for Journalists
- Journalism Law and Ethics
- Photojournalism
- Introduction to Mass Communication
- Digital Video Production
- Research Method in Communication
- Reporting
- Introduction to International Communication
- Investigative Journalism
- Specialized Journalism

Public Relations and Corporate Social Responsibilities

- Online Journalism
- Feature Writing
- News Editing
- Commentary Writing
- Thesis Writing
- Internship

MAJOR ELECTIVE COURSES

- Cinematic Communication
- Documentary
- Intercultural Communication in the Global World
- Rhetorical Analysis of Journalistic Discourse
- Media Literacy and Critical Thinking
- Media Management
- Eng Field Production
- Broadcast Journalism

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