



INTI Mass communication students celebrating the success of their short film festival.

Training future media specialists

TO empower aspiring mass communication specialists with the ability to critically examine films, write like a journalist, study media cultures, use software packages to prepare layouts for magazines and websites and make full use of new media tools, INTI International College Subang has offered a new mass communication degree in collaboration with the University of Hertfordshire (UH), Britain.

Through the three-year BA (Hons) in Mass Communication, which began its first intake in January, students will develop a thorough understanding of media cultures and new media publishing, and learn to communicate effectively with the masses via film, journalism and other mediums.

They will develop competencies through international exposure, innovative learning and individual development. The highlights of the programme include employer project as a credit earning subject, lectures and workshops by industry experts and the option of spending a semester at UH.

Shaped by an ideal balance of theoretical knowledge and practical training that includes soft skills and resume writing workshop sessions, students will be trained to develop leadership qualities, confidence and resourcefulness, as well as learn how to analyse, strategise and make quick decisions. All these will give the students a distinct advantage as they advance to higher studies or challenging careers.

As the entire BA (Hons) in Mass Communication degree can be completed at INTI, students have the opportunity to earn a prestigious internationally recognised degree without incurring the high cost of tuition and living expenses usually associated with pursuing tertiary-level qualifications abroad. They gain local access to the same content

taught in Britain and will receive a degree from UH upon successful completion of the course.

UH is an award-winning entrepreneurial university and one of the world's top 100 universities aged under 50 in Times Higher Education's World University Rankings portfolio. The rankings are based on excellence across teaching, research, citations, industry income and international outlook.

UH scored highly for the citing of its academic research on a global scale and for its international outlook and mix. INTI has longstanding ties with UH and is the first international Associate College of the University in Malaysia.

BA (Hons) in Mass Communication programme graduates are ready to serve as journalists, marketing communications specialists, marketing executives, film critics, entertainment journalists, social media executives or managers and in other media-related positions.

As INTI is a part of the global Laureate International Universities network, students have access to knowledge, thought processes, best practices, academic talent and resources that bring abundant opportunities to grow.

The Laureate link provides students access to cutting-edge global events such as the World Business Forum and Clinton Global Initiative, where they can learn from top global leaders discussing issues affecting the world today. This provides an international learning experience beyond Malaysia as part of their studies and as part of their world-class education.

■ For details on the BA (Hons) in Mass Communication programme, which will also be offered at INTI's campus in Penang, call 03-5623 2800 or 04-631 0138 or log on to www.newinti.edu.my