

# DIPLOMA | Mass Communication and Society

By London City University

## Course Overview

In this course, the participants get a close look at mass communication in the society. It introduces the history, improvement and industrial progresses of mass communication system and their following role in the society, community conversation and public relations. The topics covered in this course are print and broadcast journalism, advertising, TV, film and books, etc. for mass communication.

## Why should one take this certification?

This course is designed for professionals wanting to get promotion in their chosen areas and career.

## Course Outline

- ❖ Mass communication and its impact on society
- ❖ History of various mass communication methods including (print media, Telephone, Photo, TV, Film, Newspapers Magazines)
- ❖ Radio and Sound Recording
- ❖ Motion Pictures and Television
- ❖ Public Relations
- ❖ Promotions
- ❖ Effects of mass media on culture
- ❖ Political and economic influence of the media

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| Course duration     | 3 Months OR as per your requirement   Flexible and dependent on your time frame and need                                                                                                                                                                                                                                                                               |
| Entry Requirements  | A Success Oriented Personality                                                                                                                                                                                                                                                                                                                                         |
| Certification       | London City University, will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.                                                                                                                                                                                                                                        |
| Mode of application | Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to <a href="mailto:info@cvwarehouse.ae">info@cvwarehouse.ae</a> and get 50% discount on all courses offered by London City University                                                                                                          |
| Course Assessment   | London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent. |