# Master of Media and Communication

To qualify for the Master of Media and Communication, a candidate shall accrue an aggregate of at least 60 credit points comprising of 30 CP of MMC core subjects, 18 CP of elective subjects and a 12 CP (2-trimester) capstone.

Students from a three year bachelor's degree or a four year program without a research component will be required to take additional two subjects decided in consultation with the faculty.

**Core Subjects**

# Transmedia Storytelling

This subject introduces students to the fundamentals of transmedia storytelling focusing on the use of audiovisual, time-based and screen forms. By engaging with different modes of storytelling in historical and contemporary practices, student develop practical skills including basic script development, storyboarding, and cinematography.

# Global Mediascape

In this subject, students learn theories and practices of communication including organisational, interpersonal, intercultural, small group, persuasion, rhetorical and conflict resolution. Current PR practice in the Middle East and internationally is examined in the light of theories.

# Emerging Digital Tools and Practices

Mediated spaces of the future will demand a creative workforce with the ability to critically evaluate new tools for specific and unique communicative potential. This subject provides a fluency in both digital media-making applications and the millennial-old concepts that guide imagery production. By exploring both traditional and emerging digital media, students will not only learn to identify this potential but distil universal principles of aesthetics and design that can be applied to new creative forms. What concepts guide the creation of traditional, time-based, and interactive imagery? What is the function of the digital toolbox? Students explore a variety of tools for creative image making often in unexpected combinations. Projects serve as departure points for the discovery and discussion of universal principles of aesthetics and design. Special emphasis will be given to human factors of perception and interaction, as well as, the historical context of imagery to communicate.

# Social Media and Network Culture

We click, share, rank and remix with a perverse indifference to technologies of capture. The design of devices and/or media technology and its interfaciality are key to inviting users to

participate. As a result, new media practices and forms of contention between users and producers are established. We will examine a symbiotic yet problematic relation between networks and social movements, and further develops the notion of organized networks. We will develop a theoretical understanding of the development, significance and contemporary uses of social media. It fosters both critical analysis and reflective practice in the networked digital media environment. You will critically engage with key ideas of creativity, sharing and visibility in social media and will participate in creative and reflective practice using leading social media tools and platforms. What is social about media? What are the implications of social media platforms for power, the economy and politics? How meaningful is the notion of participatory culture for thinking about social media?

# Research Methods

In this subject, students will examine methodological issues in social science and business research, and then explore the foundations for choosing methods and techniques in business and social science research. This will allow students to demonstrate knowledge of the qualitative and quantitative methods for conducting research. Students will develop an understanding of the range of quantitative and qualitative methods; an appreciation of the ethical issues in business and social science research; and the skills to critically evaluate and apply appropriate methods.

**Research Project or Thesis**

# Internship, Practicum, Thesis, Major Project, or Professional Portfolio

This subject provides five ways for students to demonstrate the depth of their understanding of an area of knowledge, their skills, and their professionalism. Which one they select – from among Internship, Practicum, Thesis, Major Project, Professional Portfolio – depends on their work situation, specialization, and prior work in the core and elective subjects. Students will make a choice in consultation with their advisor and the program director.

**Electives**

Choose any 3 subjects from the list provided below:

# Media Management

Media is a word that encompasses some of the most interesting companies in the world that affect the lives of more and more of the world's citizens. How these companies survive in the global marketplace and how they thrive or endure in their local markets is a function of how they are managed. This subject covers economic issues, corporate leadership, narrow or wide focus activities, and future trends in technology that affect media management today and in the future.

# Data Visualization and Research

This subject provides students with the skills required to research and present major investigations. Data journalism is one of the key buzzwords in Journalism at present, with Journalists combining strong research and investigative skills with advanced software to present their findings in graphically stimulating and interactive ways. With data becoming increasingly available online, it is incumbent on journalists to be able to find, interpret and present material in ways that readers and viewers can readily understand. This subject – drawing on the readily accessible software - does just that. It provides students with the skills required to be able to work in this fast moving environment.

# Marketing Media

This subject covers integrated marketing of media organisations and how media itself acts as marketing channel. The dual focus provides an introduction to marketing basics and addresses the role of the media in distributing information for itself and on behalf of others. Students identify goals of marketing, define research to provide preliminary information, target their market segments, create marketing campaigns including advertising and public relations, work on pricing and distribution strategies and observe the organisation's business objectives.

# Film and Cinema Studies

An in depth introduction to narrative film that covers historical milestones, major genres, and concludes with an examination of film in the UAE and the Middle East and the developing film industry in the region. Students follow and work with the international film festivals in Abu Dhabi, Dubai (2), and Doha, Qatar during the fall trimester and analyse the winning films from those festivals in the spring and summer trimester.

# Technology, Presence & Perception

We click, share, rank and remix with a perverse indifference to technologies of capture. The design of devices and/or media technology and its interfaciality are key to inviting users to participate. As a result, new media practices and forms of contention between users and producers are established. We will examine a symbiotic yet problematic relation between networks and social movements, and further develops the notion of organized networks. We will develop a theoretical understanding of the development, significance and contemporary uses of social media. It fosters both critical analysis and reflective practice in the networked digital media environment. You will critically engage with key ideas of creativity, sharing and visibility in social media and will participate in creative and reflective practice using leading social media tools and platforms. What is social about media? What are the implications of social media platforms for power, the economy and politics? How meaningful is the notion of participatory culture for thinking about social media?