

PROGRAMME OVERVIEW

This programme has been designed to introduce students to critical engagement with media which involves studying the relationship between theory and practice. An appreciation of, and ability to deal with, complex intellectual frameworks of analysis, whether they be related to texts, institutions or broader political economies, is seen as central to informing media practice.

Once established, this relationship will serve to enhance the student's ability to participate in the programme's key strands: critical theory, visual culture and new media technologies.

The SBCS Centre for Media Communication & Design in collaboration with the University of Sunderland is pleased to offer you a Bachelor of Arts (Honours) degree in Mass Communications. Be part of our first intake scheduled to start in September 2020. This final year of an undergraduate degree which can be earned in **eighteen months**.

With the programme students will gain understanding of new media, cultural theory and popular culture, and acquire new skills in media studies.

On the practical side, modules such Moving Camera II & Advanced Digital Post Production will focused on developing students' video production skills.

The course builds on *Higher National Diploma* **OR** *Foundation Degree* qualifications with practical industry outcomes.

DURATION

This qualification can be earned in 18 months on a part-time basis.

ENTRY REQUIREMENTS

The typical entry requirement is successful completion of one of the following:

- BTEC HND in a Creative Media Production (formerly Media)
- COSTATT Associate Degree in Mass Communication
- Foundation Degree in a subject related to Media & Communications
- UTT Diploma

Consideration will be given to applicants who do not possess the qualifications mentioned above, but who possess relevant qualifications or experience. Acceptance of other qualifications for programme entry subject to approval from the University of Sunderland. This programme is not GATE funded; however a flexible payment plan is available to all applicants.

PROGRAMME CONTENT

This Final Year BA (HONS) Degree programme consists of the following modules:

Media Studies (20 Credits)

Advertising and Television Drama involves an examination of contemporary advertising in terms of its textual structures, branding, reliance on celebrity and the pleasures that it offers to consumers, followed by a detailed analysis of TV drama texts - raising important questions of representation, power and identity.

Moving Camera II (20 Credits)

This module draws upon the skills and knowledge developed at Level 2. During this module the students will expand upon and further develop their moving camera skills and build upon their critical understanding of moving cameras, their images and the impact of those images. The impact of visuals in relation to story and narrative will be explored.

Cultural Theory and Popular Culture II (20 Credits)

The module builds on the theoretical work of Cultural Theory. Students would be required to produce a piece of independent research informed by the theoretical approaches and traditions involved in the study of popular culture, and also the analysis of texts and practices of popular culture

Advanced Digital Post Production (20 Credits)

This module gives students the opportunity to expand and develop on the basic and intermediate digital video effects and post production skills they have acquired at the HND level.

Media – Final Major Project (40 Credits)

In this module you will produce a major piece of media work the genre of your choice from the selection available, on an appropriate platform. The concept will be agreed by you, your supervisor and module leader then you will develop and produce your idea.

Modes of Assessments

This qualification can be earned within an 18 month period on a fulltime or part-time basis. Students on the programme will be assessed through a series of project-based assignments.

APPLICATION & REGISTRATION INFORMATION

In order to register, you must first proceed to the Centre for Media, Communication and Design – SBCS Trincity Campus for verification of your entry qualifications. You are required to present:

1. Your completed University of Sunderland Application Forms (email cmcd@sbc.edu.tt to request a copy)
2. Your Original Certificate **OR** a completion letter & your student copy of transcript (in the interim of receiving your certificate) along with one (1) copy of these.
3. **AND** your original student transcript which must be in a sealed envelope from the relevant examination body addressed to:

Centre for Media, Communication & Design

SBCS Trincity Campus

Beaulieu Avenue & Trincity Boulevard,

Trinidad, West Indies.

Note: *Transcripts are not needed for the SBCS BTEC HND CMP graduates.*

3. Your Original CXC/CSEC Certificate for verification of having passed English A at O'level

BA (Hons) IN MASS COMMUNICATION | GENERAL INFORMATION

4. One form of identification (Birth Certificate / National ID card / Passport) – must be valid for at least 6 months.

At this point the **Application** fee will be due to submit your form to Sunderland.

Thereafter you will receive a confirmation email stating your acceptance and at that point, the Registration process can commence.

Tuition Information

SEMESTER 1	SEMESTER 2	SEMESTER 3
<ul style="list-style-type: none"> Media Studies Moving Camera II 	<ul style="list-style-type: none"> Cultural Theory & Popular Culture II Advanced Digital Post Production 	<ul style="list-style-type: none"> Major Final Project

BA (Hons) Mass Communication Course Fees

SEMESTER	SEMESTER DATE	PAYMENT
1	September, 2020 –	SBCS Application fee: \$500.00
	December, 2020	SBCS Registration: \$1000.00
		Initial Payment: \$3250.00 (Tuition) at semester registration
		Foreign Fee £750 (to SBCS) on or before <u>September, 2020</u>
		Second Payment: \$1625.00 on or before <u>October, 2020</u>
		Third Payment: \$1625.00 on or before <u>November, 2020</u>

SEMESTER	SEMESTER DATE	PAYMENT
2	January, 2021 – April, 2021	SBCS Registration: \$1000.00
		Initial Payment: \$3250.00 (Tuition) at semester registration
		Second Payment: \$1625.00 on or before <u>February 2021</u>
		Foreign Fee £750 (to SBCS) on or before <u>March, 2021</u>
		Third Payment: \$1625.00 on or before <u>March, 2021</u>

SEMESTER	SEMESTER DATE	PAYMENT
3	May, 2021 – December, 2021	SBCS Registration: \$500.00
		Initial Payment: \$3250.00 at semester registration
		Second Payment: \$1625.00 on or before <u>June, 2021</u>
		Third Payment: \$1625.00 on or before <u>July, 2021</u>

An additional TTD \$3000.00- TTD \$5000.00 should be catered for material for assignments.

IMPORTANT: Programme schedule is subject to change without prior notice.

CONTACT INFORMATION

Please feel free to visit the following websites:

<http://www.sbcs.edu.tt/academic-centre/cmcd>

Telephone: 640-7090 ext. 1513 / 1530

Email: cmcd@sbcs.edu.tt

trincity@sbcs.edu.tt