

4.3 Wee Kim Wee School of Communication and Information

Overview

Vision

To be the premier school of communication and information in Asia with international eminence.

Mission

To educate and nurture communication and information professionals and academics, to advance knowledge, and to serve society.

Background

The Wee Kim Wee School of Communication and Information (WKWSCI) was founded in 1992 and has already acquired the status as one of Asia's premier communication schools. It is well recognised for its strengths in teaching and research, its close ties with the media industry and information industries, and for its success rate in placing students in communication professions upon graduation.

WKWSCI has five divisions offering a wide range of communication courses both at the undergraduate and graduate levels. The divisions are: Journalism and Publishing, Electronic and Broadcast Media, Public and Promotional Communication, Information Studies, and Communication Research.

Students in WKW SCI receive a balance of theoretical knowledge and practical training in their broad-based curriculum. The School has invested in comparable industry equipment and technology for all its courses, especially in Information Technology, such as web-design, multimedia, desktop publishing, audio and video production. The School also has one of the most modern equipment for training in journalism in Asia.

Objectives

The School's four graduate degree programmes by coursework are collectively multi-disciplinary in nature and aimed to provide graduates with relevant work experience with advanced professional education in the areas of information studies, knowledge management, information systems and mass communication. In addition, the School offers these research degrees: Doctor of Philosophy, Master of Communication Studies and Master of Applied Science.

Unique features of the school

1. Multidisciplinary curriculum featuring five academic concentrations – Journalism; Broadcast and Cinema Studies; Communication Policy and Research; Advertising; and Public Relations. There is also an interdisciplinary concentration that allows students to tailor the curriculum of their choice to meet their own specific needs. At the same time, the curriculum encourages students to take general education modules, work on real-life and lab-based practicum, portfolio seminars, workshops, and many more.
2. Students can take up academic minors in all schools. Some popular options are Arts, Design & Media; Drama & Performance; English Literature; History; Chinese Language & Culture; Business; Education Studies; Music; Environmental Management; Sociology; Psychology; Economics; among others.
3. Students are encouraged to apply for the Overseas Exchange Programme. Successful students can spend up to six months at leading overseas universities in top communication schools in America, Australia, China and India.
4. A required professional internship of 24 weeks where students gain first-hand industry training and experience under the supervision of professors and industry practitioners.
5. WKWSCI prepares students for comprehensive hands-on learning through these in-house media and programmes/specialisations:
 - Nanyang Spectrum – a 30-minute weekly TV news magazine
 - Radio Fusion – simulated radio broadcast weekly on the Internet
 - Nanyang Chronicle – a student-produced campus newspaper
 - Going Overseas for Advanced Reporting (GO-FAR)
 - Multimedia Production; Photojournalism and Desktop Publishing

What you can become (careers available to you)

The media industry offers a host of viable career opportunities. In Singapore, we have an increasingly vibrant media scene. Media production companies are sprouting not only locally but globally. All across the world, there is a growing demand for entertainment and news. All of which are part of the mass media.

Your education at WKWSCI will give you a taste of what a genuine media environment demands. Upon graduation, you will be conferred the Bachelor of Communications Studies (Honours) degree. This qualification will put you in good stead to take on the real world. Our curriculum is designed to equip you with the necessary skills for a full range of careers in media. The job possibilities are many and examples include the following:

Journalism – What you can be:

Reporter, Columnist, Editor, Photojournalist, International Correspondent, Publisher, News Analyst, Broadcast Journalist

Prepares students for careers in the print media industry and its associated online media. Within the concentration, students can specialise in News, Magazine Publishing or Photojournalism. They must take both “front-end” (writing) and “back-end” (editing and design) subjects. As part of their total intellectual development, students must also develop a substantive knowledge in chosen “beat” areas such as business or the arts, and will be strongly encouraged to take Minors in these areas.

Broadcast and Cinema Studies – What you can be:

Producer, Director, Broadcast Reporter, Interactive Media Coordinator in media, business, industry and government, audio-video producer

Provides the conceptual skills and intellectual training for a multi-skilled television or film producer who can keep pace with rapid changes in media industries. Subjects cover a range of genres, styles, audiences and technologies. Students will be trained in the professional skills necessary for content production and distribution, and gain exposure to various theoretical approaches and disciplines that inform the creation of original content for television and cinema.

Advertising – What you can be:

Media Planner, Advertising Account Executive, Creative Director, Consultant, Copywriter, Marketing Specialist

Prepares students for careers in advertising, media and marketing, and corporate communications. The curriculum introduces students to the theoretical and practical applications of advertising and marketing. Subjects include integrated marketing communication, creative writing skills, copywriting, graphic communication, campaign planning, media planning and marketing, issues and ethics in advertising, and a faculty guided advertising portfolio.

Public Relations – What you can be:

Public Relations Executive, Public Affairs Manager, Corporate Communication Director; Consultant, Events Specialist

Prepares students for careers in corporate and public communication, issues and events management, as well as promotional communication and investor relations. Subjects include public relations writing, campaign development, crisis communication, issues and ethics in public relations, as well as a faculty-guided portfolio practicum.

Communication Policy and Research – What you can be:

Media Consultant, Public Opinion and Market Researcher, Media Audience Analyst, Research Manager in public and private sector

Develops competency in the analysis and interpretation of communication and media. Students will be prepared for management and policy-making positions in public, private and non-profit organisations. Students will also receive the grounding to pursue advanced degrees. Subjects engage the multidisciplinary perspectives of the social sciences, liberal arts, and law and policy, and promote systematic inquiry through empirical, interpretive, and critical methods.

Inter-Disciplinary Concentration

Allows students to tailor the curriculum of their choice to meet their specific needs. Students can select subjects from all available Concentrations to build up a distinctive broad-based profile for their future. This Concentration is particularly suited for sponsored students where their employers may have specific needs, skills and competencies that they wish the students acquire from the Programme.

Divisions

(1) Division of Journalism and Publishing

The Division offers modules in print and broadcast journalism, newswriting and reporting, editing, specialised writing, news writing in Chinese, feature writing, and specialised writing in various news areas.

(2) Division of Electronic and Broadcast Media

The Division offers modules in television, digital/video and radio/audio production, editing, scriptwriting, multimedia techniques, broadcast journalism, film studies, media and culture analyses, and visual communication.

(3) Division of Communication Research

The Division offers modules in research methods, qualitative and quantitative analysis, public opinion, audience research, information society, and psychology of communication.

(4) Division of Public and Promotional Communication

The Division offers modules in advertising copywriting and creativity, public relations writing, media and marketing, communication campaigns, and integrated marketing communications.

(5) Division of Information Studies

The Division offers graduate modules in digital data mining, systems analysis and design, knowledge management, information storage, archival informatics, information systems, and electronic commerce.

Faculty

Chair's Office

Professor

FOO Shou Boon, Schubert, Ph.D., MBA, BSc (U of Strathclyde)
Associate Dean, HASS, Division of Information Studies

Associate Professors

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Chair, Division of Journalism and Publishing

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Associate Chair (Academic) and Division Head (Electronics & Broadcast Media)

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Division of Journalism & Publishing

Assistant Professor

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