

**Royal University of Phnom Penh**  
**Department of Media and Communication**

**Revised Curriculum**

**3.1. Year 1**

This year creates a firm and productive foundation to succeed in the study of media management. It covers a broad variety of topics such as English and Khmer writing skills as well as introduction to university studies, social sciences and media. Academic subjects are not taught in abstract, but in the context of current social, economic, political and cultural developments. This is even more due for future media professionals who should have a broad knowledge in these areas. Among these focuses, language skills development is highly prioritized during this academic year.

**SEMESTER 1**

<b>Subjects (18 hours/week)</b>	<b>Course Code</b>	<b>17 Credits</b>
General English I	GE101	3.5
English Writing Skills I	EW101	3
Khmer Language and Composition I	KLC101	3
Introduction to University Studies	US101	3
Introduction to Mass Communication	MC101	3
Guest Lecture	GL101	1.5

**SEMESTER 2**

<b>Subjects (18 hours/week)</b>	<b>Course Code</b>	<b>17 Credits</b>
General English II	GE102	3.5
English Writing Skills II	EW102	3
Khmer Language and Composition II	KLC102	3
Contemporary Cambodian and Regional History	CRH102	3
Principles and Practice of Journalism	PPJ102	3
Guest Lecture	GL102	1.5

**3.2. Year 2**

This year aims mainly to cover different journalistic genres and writing styles. The main focus is on print media. This includes news writing, features and commentaries. However, the focus is also on building analytical and conceptual skills, creating print media products and to visualize news by photography.

**SEMESTER 1**

<b>Subjects (18 hours/week)</b>	<b>Course Code</b>	<b>17 Credits</b>
General English III	GE201	3
News Writing and Reporting I	NWR201	3.5
Journalistic Inquiry and Commentary I	JIC201	3
Graphic Design and Layout I	GDL201	3
Photojournalism	PJ201	3
Guest Lecture	GL201	1.5

**SEMESTER 2**

<b>Semester 2</b>	<b>Course Code</b>	<b>17 Credits</b>
General English IV	GE202	3
News Writing and Reporting II	NWR202	3.5
Journalistic Inquiry and Commentary II	JIC202	3
Graphic Design and Layout II	GDL202	3
Media Ethics and Law	MEL202	3
Guest Lecture	GL202	1.5

### 3.3. Year 3

This focus of this year is on broadcast journalism. It covers the overall complexity of putting together a broadcast/TV program, both from an editorial and technical point of view, as well as of the specific ethical standards for media producers. It also aims on critical engagement with digital technologies, e.g. building up professional competencies in social media literacy and anticipating the shift to user-generated content.

#### SEMESTER 1

<b>Subjects (18 hours/week)</b>	<b>Course Code</b>	<b>17 Credits</b>
Broadcast Journalism I	BJ301	3.5
Radio Production	RP301	3
In-depth Reporting/Investigative Reporting	IR301	3
Media Literacy	ML301	3
Introduction to Research	IR301	3
Guest Lecture	GL301	1.5

#### SEMESTER 2

<b>Subjects (18 hours/week)</b>	<b>Course Code</b>	<b>17 Credits</b>
Broadcast Journalism II	BJ302	3.5
TV/Video Production	TVP302	3
Media and Society	MS302	3
Applied Mass Communication Research	MCR302	3
Public Relations	PR302	3
Corporate Communication	CC302	
Political Communication	PC302	
Public Affairs Journalism	PAJ302	
Guest Lecture	GL302	1.5

### 3.4. Year 4

Modern media outlets work with different platforms (print, video, online) which are underlined by processes of converging. Addressing this complexity in multimedia environment needs comprehensive journalistic creativity as well as management skills. Year 4 concentrates on these interconnected issues, although it highly prioritizes management-related issues to better prepare students towards a media management-related degree.

#### SEMESTER 1

<b>Subjects (12 hours/week)</b>	<b>Course Code</b>	<b>11 Credits</b>
Project Management	PM401	3.5
Thesis and Production Tutorial	TPT401	3
Multimedia Journalism	MJ401	3
Guest Lecture	GL401	1.5

## SEMESTER 2

Subjects (09 hours/week)	Course Code	8 Credits
Newsroom Management	NM402	3.5
Entrepreneurial Journalism	EJ402	3
Guest Lecture	GL402	1.5

## GRADUATION

Options	Code	Credits
Research Thesis	RT	10
Creative Media Project	CMP	10
Comprehensive Exam	CE	10

## 4. PROGRAM SUMMARY

YEAR	COURSE	CREDIT
Year 1	12	34
Year 2	12	34
Year 3	12	34
Year 4	7	19
Graduation	NA	10
<b>TOTAL</b>	<b>43</b>	<b>131</b>

## 5. COURSE DESCRIPTIONS

### YEAR ONE COURSE DESCRIPTION

#### **General English I and II**

In this course students build up their English language proficiency in all four macro-skills: speaking, listening, reading and writing. Students will be able to use English at an intermediate level for various communicative purposes. The focus is also on textual analysis, modeling of argumentation patterns, strategies for summarizing and documenting sources, consideration of audience and purpose, fluent speaking in different settings as well as correct lexical and syntactic usage. The learning method combines instructions by the lecturer as well as practical exercises by team works and individual tasks.

#### **English Writing Skills I and II**

This course enables students to write accurate and compelling English. Students are introduced to different types of sentence structures and paragraphs. This includes grammatical and stylistic principles that allow students to identify and revise sentences that are unclear and to control the flow of information from sentence to sentence, by using grammatical and stylistic terms and concept to analyze passages in readings. Students will be assigned for a range of practical exercises and tasks which are based on a cooperative learning method.

#### **Khmer Language and Composition I and II**

This course builds up student's knowledge of Khmer spelling, wording, grammar, syntax and structures. Students will explore practical techniques for creating effective communication

patterns while focusing on applying correct and concise Khmer usage. A focus is also on interpretation oral and written information and responding suitably. The teaching method combines lectures, practical exercises as well as team and individual assignments.

### **Introduction to University Study**

This course introduces students to the campus life, so they are well-prepared for the DMC to get aboard successfully. Students will learn about personnel management, including strategies of getting focus and presenting themes in seminars to successfully implement academic tasks. Students also will examine a range of practical assessments, explore feedback principles and how they relate to learning issues in a variety of academic contexts. The method focuses on students exploring and hands-on learning.

### **Introduction to Mass Communication**

This course explores mass media organizations, how they operate and exert their influence on individuals and society enabling students to become knowledgeable and self-critical consumers of mass media content. The emphasis is on media engaged in news and public affairs reporting, i.e. the press, broadcast/television and multimedia channels. Moreover, the course will introduce selected theories that will help to analyze mass communication and its effects across of different media platforms. The learning method combines lectures, structured class discussions as well as group and individual assignments.

### **Contemporary Cambodian and Regional History**

This course covers Khmer History over a broad period of time, from the Angkorian period, French Protectorate and Khmer Rouge period to present day. Students examine the changing face of Cambodian history over these periods, focusing on themes of national independence and its impact on current issues such as the development of democratic institutions and political parties. A particular emphasis also will be placed on the roots and the perspectives of ASEAN integration. The teaching method is based on assignments for specific projects to train analytical skills but also to build up profound knowledge regarding major historic events.

### **Principles and Practices of Journalism**

This course introduces to key journalistic concepts, forms, texts and systems and explores the importance of the media in a democratic society. Students will develop an understanding of journalist's role, their responsibilities regarding sources and audience/readership. The course employs practical exercises to give students critical understanding of what it means to work professionally in the field of journalism. Moreover, students will articulate, analyze and evaluate the news media and the challenges for journalists in the digital age. The learning method combines lecturers with open class discussions and specific assignments. **YEAR TWO COURSE DESCRIPTION**

### **General English III and IV**

This course focuses on the improvement of students' macro skills: reading, writing, listening, speaking and knowledge of grammar, including the tense system, use of reported speech and question forms. It also stresses ability in using sophisticated vocabulary. This course covers the development of storylines and narrative structures as well as skills in journalistic writing. Students will learn that making a good argument involves more than just asserting and supporting a strong thesis or claim: A focus is on facilitating a well structured conversa-

tion. Practice exercises following each detailed explanation allow students to apply their knowledge in concise English.

### **News Writing and Reporting Writing I and II(KH)**

This course takes a practical oriented approach to build up student's skills in the basics of news writing and reporting. The main objective is to develop a clear, concise writing style and a passion for thorough and accurate reporting. Emphasis is on various forms of journalistic writing, from the essay, to the hard-news pyramid to feature writing. The content is organized to build up self-confidence in journalistic skills. A series of writing tasks to develop students' understanding of important journalistic concepts and practices will be assigned. The learning method combines lecturers with open class discussions and specific assignments.

### **Journalistic Inquiry and Commentary I and II**

This course aims to cover different journalistic genres and writing styles. This includes news writing and commentaries as well as features. A main focus are "rounds", that means special areas of reporting which require specific skills such as public affairs reporting, science and technology, crime reporting, industry and finance and last but not least lifestyle and arts. At the end students should be able to have basic skills of a professional reporter. This includes the ability to cope with complex journalistic themes, presenting stories in the newsroom, building up interview techniques and skills of verification and fact checking. The course combines lectures and class discussions grounding these with practical exercises.

### **Graphic Design and Layout I and II**

From this course students gain an understanding of basic concepts in graphic design, including the ability to use graphics, sketches and graphs. They learn about color, typography and corporate design. They are introduced to Adobe Photoshop, and create a personal logo using this program. Moreover, students learn about images and their visual effects. Students are also introduced to technical terms and concepts related to graphic design, and analyze the graphic design and layout of various media. The teaching method is students' centered approach, in that students play an active and participatory role in their own learning process.

### **Photo Journalism**

This course provides students with professional photography skills, how to see the world like a photographer and how to capture compelling and meaningful images using proper light, exposure and composition. Student will learn the principles of narrative and visualization that they use to successfully document the world around them. Throughout the course, students are expected to complete a photo project that will be reviewed and evaluated. In this context students explore the skills for artistic and aesthetic evaluations. The learning method includes lectures, practical exercises as well as team and individual tasks.

### **Media Ethics and Law**

In this course, students gain an understanding of sources and foundations of media laws, ethics and legislative institutions at the national, regional, and international levels. Students discuss intellectual property and copyright laws, the special rights and licenses available for producing and broadcasting programs on satellite, national and cable networks, advertising laws, media ownership laws and laws regulating the purchase and sales of media outlets. Students also discuss the effects of media laws on society around the world. This will be un-

derlined by specific assignments to apply skills and knowledge in a professional environment. The learning method incorporates practical exercises as well as team and individual assignments.

### **YEAR THREE COURSE DESCRIPTION**

#### **Broadcast Journalism I and II**

This course addresses journalistic issues in the field of radio broadcasting including the related multimedia platforms. The course prepares students to report, write and present journalistic formats that are tailored for the medium radio. The main emphasis will be on developing practical skills in reporting, interviewing, writing, editing and presentation. Aspects of media ethics and conflict sensitive reporting are also discussed. Students' creative energies will be tapped while doing features and documentaries. Moreover the course covers most important media theories and generates necessary background knowledge about media principles. The teaching method will be a combination of lectures, discussions, small group exercises, seminar, fieldwork and workshops.

#### **Radio Production**

Radio Production is a hands-on module, which teaches the skills that are necessary in the field. Students will learn how to use audio recorder and digital editing systems. Getting familiar with the variety of radio formats and the specifics of radio-language will be the prerequisites to independently produce broadcast items of the most relevant genres like news, interviews, features or profiles. During the semesters students will produce several radio contents that are intended to practice the student's ability to conduct in-depth research, and present results professionally. The teaching method will be a combination of lectures, discussions, small group exercises, seminar, fieldwork and workshops. Students will be working individually or in small groups to give them more practice and create a teamwork spirit.

#### **In-depth Reporting and Investigative Journalism**

This course aims to convey the sophisticated "art" of in-depth reporting and investigative journalism. The focus is on building up a hypothesis and to guide students through the process of verification. The course also explores opportunities for publication of stories. At the end of the class the students should be able to have enhanced skills of a reporter. This includes the ability to cope with ambitious journalistic projects. Student will get an understanding of investigative journalism and its function in a democratic society as well as the ethical and judicial implications. The students' centered learning approach is grounded in team works and various individual assignments.

#### **Media Literacy**

Media literacy provides students with a critical perspective that will enable them to decipher the information they receive through the channels of mass communications and to develop independent judgments about media content. Because media technologies develop rapidly and media systems are complex and ever changing, media literacy has become an essential skill in the 21st century all over the world. Moreover students will learn how to use the latest technology in media to create new and innovative media messages. Practical exercises and specific students' assignments are an essential part of the learning process.

### **Introduction to Research**

This course covers key elements of the research process within quantitative, qualitative, and mixed methods approaches. It aims to bring together the theoretical and practical elements of research. Students will be given the opportunity to develop professionally relevant knowledge in the selection and evaluation of research designs and methods and how to collect data that will address specific research questions. Students will be exposed to different theoretical paradigms of research, analysis of competing frameworks for defining an object of study. The course combines lectures and class discussions grounding these with practical exercises and assignments.

### **TV/Video Production**

This course aims to provide students with the basic knowledge about video- and TV-journalism. It exposes students to a practical experience as video journalists. This course will allow them to understand the key concept and technique in producing video documentaries including picture composition, sequencing, scripting, editing and how to assemble the chosen footage into a journalistic product. Students are required to produce short-video documentaries by following the process of video production which includes topic selection, story structure, planning and budgeting, production and post production. The teaching method will be a combination of lectures, discussions, small group exercises, seminar, fieldwork and workshops.

### **Media and Society**

This course offers an introduction to the role of media and communication technologies in the transformation of the world at both local and global levels. Students will have the opportunity to examine the role of media corporations and the commercial impetus behind media, and to evaluate theories of media in a rapid changing world. The course takes a closer look at the news, cinema and internet industry (Google, Facebook) and how they provide news and how they are shaped by the forces of globalization. The course also discusses the role of old and new media in the formation of human relationships and communities. The learning method focuses on a participatory approach that includes students' assignments and the comparative evaluation of selected case studies.

### **Applied Mass Communication Research**

This course aims to provide students with an introduction to the basic of communication and media research and to set out some of the assumptions, questions, and methods behind research practice. Students will learn about different research methods used in analyzing media and its impacts on society. A specific focus is also on data-driven journalism. Moreover, students will explore how data is used in the media industry today, where to locate data, how to clean and analyze it critically, and how to optimize it for different journalistic formats. The learning method is student-centered approach, in that students play an active role to implement their knowledge in practical terms.

### **Public Relations (PR) and Corporate Communication**

Students will learn to think strategically, present creative ideas and gain a comprehensive perspective on corporate communications and PR. The course emphasizes strategic planning to address critical business objectives. Moreover, it offers a range of opportunities to analyze the complex relationship between corporations and their social, political and economic environment. This is combined with practical training of reputation management, creating

corporate identity (CI) and handling of crisis management. It is underlined by the use of modern communication platforms, such as social media in marketing and brand promotion. The learning method focuses on a participatory approach that combines students' assignments and the comparative evaluation of case studies.

### **Political Communication and Public Affairs Journalism**

In the rapid changing world of information and technology categories of journalist, blogger and consultant are becoming blurred. This course combines an in-depth study of public affairs journalism and communication in government institutions. It offers a range of opportunities to analyze the complex relationship between government institutions, public stakeholders and media. The students are exposed to their possible future roles as a reporter who serves the public by his independent viewpoint or as a government spokesperson who conveys a specific message to the public. The learning method includes exploration of case studies by individual and team assignments as well as workshops.

## **YEAR FOUR COURSE DESCRIPTION**

### **Project Management**

The course introduces to the production process and conditions at TV stations and video production companies. The students will learn managerial skills in different types of production, filming and directing in different types of production, acting in film, as well as story telling techniques in editing, color grading and sound mixing. Students are required to plan, document and facilitate a "real world" audiovisual production project. This could be e.g. a TV (talk) show, social spot or a video documentary. The students' centered learning approach is grounded in team works, exploring of case studies and various assignments with workshop characters.

### **Thesis and Production Tutorial**

The purpose of this course is to equip students with essential tools to produce the Bachelor thesis. This includes formal criteria, choosing a topic as well as structuring the academic research and time management. In the case of a TV/Video production student's projects will be critically monitored and supervised on a step by step basis: planning, implementation and editing. This course is only for students who are eligible for a Bachelor's honor degree. Students will be closely supervised and evaluated while developing their thesis.

### **Multimedia Journalism**

This course is designed to develop the students' knowledge on specific principles and practices of multimedia journalism and to provide space for practical hands on exercises. The teaching includes comprehensive training on how to research, to structure and especially on how to write/produce common types of online publications. The students will be equipped with skills, both theoretical and technical parts, that they can tell stories differently with various multimedia contents and elements. Classes will incorporate lectures, including the "best practices" in audio and video; class discussion, and in and out-of-class assignments.

### **Newsroom Management**

A modern newsroom operates with different media platforms (print, video, online) which are interconnected. Addressing this complexity needs careful planning and sophisticated management skills. The course offers the students practical exercises in production planning as well as overall decision making as a media executive. The students are expected to lead small and larger group discussions, preparing for decision making and team-leading functions. Newsroom leadership and content planning, time management, legal and ethical responsibilities, deadline adherence are part of this course and grounded in individual as well as team work by the students. The teaching method is grounded in team and individual assignments as well as workshops.

### **Entrepreneurial Journalism**

This course will give students a firm grounding in the dynamic of entrepreneurial journalism. They will look for key opportunities to succeed as a freelance journalist or even to start an ambitious media business. The students will learn how to elaborate a comprehensive business plan as well as to pitch and present a media project to a larger audience. They gain confidence to evaluate their work critically and to amend this according to the rapid changing media market. Students will understand changes by new technologies, e.g. growth of platforms and networks, learn business and management strategies and to combine this with their journalistic skills. The teaching method incorporates lectures, discussions, small group exercises and workshops.