



**PAN AFRICA SKILLS
& CONSULTING LTD**

International Diploma in

Mass Media & Communication

Understand who and what comprises the media, how media work and operate, how to analyze, and how best to make effective use and manage the media.



Modern media have powerful influences and effects on all aspects of contemporary lives; mass media and social media have greatly changed the way in which businesses, governments and private individuals communicate with and between one another. Understanding how media work and operate - and how best to make effective use of them - is essential for the success and prosperity of businesses, because rapid and effective communication with prospective and existing customers and clients - nationally and/or internationally - is paramount in overcoming competition. This is a very topical and “modern age” Program, with many important practical applications for people running or working in businesses of all types and sizes.

Major Topics Covered in this Diploma Program:

- Media professionals and the “politics” of representation.
- Media stars, personalities and celebrities.
- Dominant practices and forms of reality media: reality, truth, freedom, ethics, responsibilities.
- Media businesses in the digital age.
- Methods and techniques of mass communication.
- Regulation and public policy.
- The impact of social media and global media; global media production.
- Audiences: producing audiences, the range of activities of media professionals.
- Propaganda and manipulation of audiences, media effects and moral panics, from ‘effects’ to influence.
- Identifying audience activity; from ‘effects’ to uses and gratifications, media, context and meaning.
- Researching media audiences, ethics and audience research.
- Branding, identity and consumption.
- Media and power, conceptualisation, ideology; discourse, power in communication, global news.
- Mass society, mass media and social change; theories of mass society, who the “masses” are.
- Making media: writing, still images, web design, moving images, animation, game design, audio production.
- Imagining, planning, telling, imaging, designing, editing, theorising; documentaries.
- The ‘consumer society’, history of consumerism and advertising; cultures of consumerism.
- National, international & global marketing.
- Advertising in the digital age; the future of advertising and marketing.