



FNU launches new Bachelor of Media and Communication degree

Have you been dreaming of working in the media industry or have a passion to pursue a career in the public relations field? Or, are you an avid follower of news, current affairs or sports and want to make a career of it?

The Fiji National University's (FNU), new Bachelor of Media and Communication programme is designed for you!

The course has been developed over the past two years, which brings together a variety of communication subjects ranging from digital media and intercultural communication to sports journalism and public relations.

The Bachelor of Media and Communication programme will be offered by the College of Humanities and Education (CHE) commencing from Semester 2 this year at the Nasinu Campus.

CHE Department of Communication and Media Associate Professor Sky Marsen said the course is aligned to trends in international universities.

"Because of its geographical and socio-cultural position, Fiji is in a unique position to contribute to cutting edge news stories on economic development, multiculturalism and climate change, and this degree aims to train young people to become leaders in the information and communication industries," Professor Marsen said.

"This programme is in line with global trends, whereby students are opting for specialised undergraduate degrees rather than the general Bachelor of Arts or Bachelor of Science."

"We live in a world of emerging professions that value creativity and versatility: social media specialists, app developers, crisis consultants, media advisors – to name just a few."

"New graduates entering the workplace need to be flexible and entrepreneurial, able to transfer skills and create new knowledge, in order to make a better future for all of us," she added.

The programme covers print, broadcast, digital and social media and will equip graduates with a range of

communication skills, the ability to work at different media organisations and the knowledge needed to deal with complex human relationships in a changing social landscape.

"This is an opportunity for former students of our media courses to advance their qualifications"

"We had thorough discussions and listened to their issues on what could be included. We also consulted others in the media and communications industry so the course is attuned to its current needs."

The programme includes one semester of industrial attachment for students so they aware of the real-time issues and operations of the industry.

The course will also feature special guest lecturers who will speak to students regarding their areas of expertise and provide students more knowledge about how the media industry operates.

Minimum Entry Requirements:

Students must have passed Year 13 with a minimum of 75% in English, or a Certificate IV in Media and Journalism, or mature age entry.

For fresh school leavers a successful completion of Fiji Year 13 Examination or equivalent with 75% in English, or completion of the Certificate IV in Media and Journalism.

Mature age entry will depend on work experience and competencies in English language.

Duration:

3-year full time study

Location:

Nasinu Campus

Career pathways:

Journalist
Public Relations/Communications Officer
Social media analyst
Digital Media specialist
Film and television producer



For further information, contact:

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