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Introduction and Mission

The College of Communication and Media Sciences (CCMS) educates the United Arab Emirates’ strongest bilingual graduates in the professional fields of communication and digital media. A decade into the 21st century, rapid technological media transformations are changing the way citizens choose to gather, create, and share information. The College’s curriculum provides students with specializations attuned to the sectors and priorities of the emerging media industry in the UAE and the region.

CCMS provides opportunities for students to perfect their communication and digital media skills and to discover how these skills can help them find important leadership roles in their country, in their professional careers, and in their families.
Communication and information are vital to the development of the UAE. The College of Communication and Media Sciences is dedicated to excellence in professional education to serve the nation, the Gulf region and the global community. The curriculum is designed to provide our graduates with written, oral and visual communication skills vital to the development of private and public institutions and enterprises and to meet the interests of the nation’s people and their roles as citizens and family members, clients and consumers.

Our mission is to graduate students who:

- Understand the role of mass communication in Islamic and global cultures;
- Master written, oral and visual skills in English and Arabic;
- Use digital media technologies thoughtfully and appropriately;
- Value truth, accuracy, fairness and diversity;
- Think critically, be innovative and engage in dialogue;
- Contribute to the body of knowledge in mass communication from this region;
- Assist in the future development of the UAE and the global community.
LEARNING OUTCOMES

The College of Communication and Media Sciences has identified six Major Learning Outcomes (MALOs). Learning outcomes define the knowledge, skills, and abilities that students have attained as a result of their involvement in CCMS. Our College requires demonstration of the following:

• **Language and Communication Competence:**
  Graduates from the College of Communication and Media Sciences will be able to communicate clearly and effectively in Arabic and English, appropriately and creatively adapting messages to the needs, knowledge, culture, and expectations of target audiences while observing ethical standards.

• **Technological Competence:**
  Graduates from the College of Communication and Media Sciences will be able to use a variety of technological tools and skills to create effective media-centered products and messages.

• **Leadership and Professionalism:**
  Graduates from the College of Communication and Media Sciences will demonstrate leadership and professional skills in their chosen fields as reflected in their behavior and work ethic.

• **Information Literacy:**
  Graduates from the College of Communication and Media Sciences will be able to process and analyze information, draw inferences, question assumptions, and make judgments on the basis of well-supported evidence. They will use it for better problem-solving and innovation in their profession.

• **Global Awareness:**
  Graduates from the College of Communication and Media Sciences will be knowledgeable about communication across cultures, critically aware of how media functions in a global environment, and be sensitive to diversity in the communities they serve.

• **Critical Thinking and Reasoning:**
  Graduates from the College of Communication and Media Sciences will be able to use critical thinking, including qualitative and quantitative reasoning, to identify appropriate sources, gather data, and analyze the information obtained.
Each of the College’s major learning outcomes (MALOs) is contained in one or more of its courses, and students demonstrate their success in course assignments and projects. Students provide further evidence of their success in practicums, internships, work experience, participation in campus or community clubs or professional activities, and their professional e-portfolio.

The College MALOs are aligned with the Accrediting Council on Education in Journalism and Mass Communications’ (ACEJMC) core values and competencies, which are described as Pearls of Wisdom on all course syllabi. They are:

- Understand and apply the principles and laws of freedom of speech and press in the UAE as well as understand the range of systems of freedom of expression around the world;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of forms of diversity in global cultures and in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.
Students in the College of Communication and Media Sciences develop strong skills in written and oral communication in Arabic and English. Instruction in the College’s courses is primarily in English. To strengthen Arabic communication skills, students are required to take four additional Arabic courses that include courses in media writing, public speaking and media translation.

Courses and co-curricular activities of the College of Communication and Media Sciences emphasize development of leadership skills as well as analytical and technical skills. Students must master the use of leading-edge technologies to communicate creatively and effectively. Each student uses a laptop or other forms of digital devices to access, create, and submit class assignments, to read e-books, to conduct Internet searches, and to communicate with instructors and fellow students. The specialized visual communication and multimedia technology in the College’s computer laboratories and the du Multimedia Labs and television studios are state-of-the-art. Students are well-prepared to put words, visuals, and sound together in ways that are meaningful, effective, aesthetically pleasing, and interesting.

All majors take introductory courses in Media History, Media and Cultural Criticism, Media Storytelling, Applied Digital Communication, and Public Speaking and Persuasion, as well as advanced courses in Communication and Media Research and Analysis, Media Law, Media Ethics, and Internship.

Rather than focusing on one form of communication, students study a variety of digital media technologies, including audio, video, web, multi-media, and print. It is important for students to apply classroom instruction to the real work of creating media products, developing strategic communication campaigns and materials for clients, developing communication strategies and tactics for the government, the private sector, or non-profit organizations, and applying skills in the production of visual messages or converged media. One vehicle for linking theory to practice is the College’s practicum
experience, Zayed Media Lab (ZML). Students must participate in two practicum experiences beyond their regular coursework, Zayed Media Lab I and II. This approach provides a distinctive integration of instruction and practical applications.

The academic program follows the model of programs accredited by the International Advertising Association, the Accrediting Council on Education in Journalism and Mass Communication, and the Public Relations Society of America. This ensures a broad liberal arts education and depth in understanding and applying professional principles, skills, and competencies. This model makes Zayed University’s Communication and Media Sciences program unique to the United Arab Emirates and to the Middle East.

**E-PORTFOLIO REQUIREMENT**

Six College core courses, as well as a capstone course in each specialization and two courses in Arabic, require students to submit material to an e-Portfolio. The requirement is designed to assess student understanding of the College’s 12 Pearls of Wisdom (professional values and competencies) as they progress through the College.

**UNDERGRADUATE DEGREES**

Upon admission to the Communication and Media Sciences major, students work toward a Bachelor of Science degree with a specialization in one of the following: Converged Media/ Film & Video Communications/ Integrated Strategic Communications/ Tourism and Cultural Communications, or a Bachelor of Science in Multimedia Design, or a Bachelor of Arts in Emirati Studies.

**A) Bachelor of Science (B.S) in Communication and Media Sciences:**

**Specialization in Converged Media:**

is an emerging form of media that combines different forms of journalism, such as print, photography, video and web into cutting edge 21st Century communication formats.

**Specialization in Film & Video Communications:**

is designed for students interested in professional positions in broadcast journalism as well as media management, film documentary and video editing and production, programming, photojournalism, and freelance photography.

**Specialization in Integrated Strategic Communications:**

is designed for students interested in professional positions in advertising, public relations, community relations, customer service, client servicing, event planning and promotions, media planning as well as for careers in the government and corporate communications. Accredited by the International Advertising Association (IAA).
Specialization in Tourism and Cultural Communications:
is designed for students interested in professional positions in tourism promotions, event management, exhibitions, festivals, visitor information centers, tours, research, and cultural programming.

B) Bachelor of Science (B.S) in Multimedia Design (Joint with the College of Technological Innovation and the College of Arts and Creative Enterprises):
This degree focuses on enhancing students’ skills and knowledge in IT, public media, and the arts that meet the growing demand by UAE employers for multimedia graduates with broad expertise and a high level of leading-edge technical skills. This degree prepares students for professional positions in multimedia in both the public and private sectors.

C) Bachelor of Arts (B.A) in Emirati Studies (Joint with the College of Arts and Creative Enterprises, and the College of Sustainability Sciences and Humanities):
This degree focuses on two fundamental areas of Emirati cultural resources: archaeological and historical knowledge, and heritage and cultural production. This degree also prepares students for professional careers in exhibition design and curatorship, and cultural tourism, all sectors that are expanding within the UAE.
MINOR IN COMMUNICATION AND MEDIA SCIENCES:

A Communication and Media Sciences minor is available only to students majoring in other Colleges.

This minor is designed to provide tools and communication skills to students who will be working outside the communication field, but will need an understanding of basic communication principles and skills.

To be admitted to the minor in Communication and Media Sciences, students must have a cumulative minimum GPA of at least 2.5 and must have completed at least one semester in a major program. Students must complete both major and minor requirements within the maximum number of semesters without having to enroll in an overload course schedule.

COURSES OFFERED

COM 200: Communication, Media, and Society
COM 210: Media Storytelling I
COM 230: Public Speaking and Persuasion
COM 231: Media and Cultural Criticism
COM 237: Interpersonal and Intercultural Communication
COM 240: Communication and Media Ethics
COM 261: Communication and Media History
COM 280: Applied Digital Communication
COM 311: Zayed Media Lab I
COM 312: Zayed Media Lab II
COM 315: Media Storytelling II
COM 320: Photojournalism
COM 321: Video and Audio Production I
COM 323: The Business of Film and Television
COM 324: Film and Television Criticism
COM 351: Principles of Public Relations
COM 352: Principles of Advertising
COM 353: Writing for Integrated Strategic Communications
COM 356: Media Planning and Management
COM 357: Creative Advertising
COM 358: Entrepreneurship in the Media
COM 360: Communication and Media Research and Analysis
COM 371: Tourism Principles
COM 372: Communicating Tourism: Destinations and Heritage
COM 380: Web Design and Publishing
ADMISSION TO ZAYED UNIVERSITY

UAE National Applicants
To be considered for admission, all National applicants must possess a valid UAE passport, valid UAE National Identity Certificate and UAE ID. Applicants from a high school following the UAE curriculum must have 12 years of school and an attested General School Leaving Certificate, a minimum 70% average in academic subjects, a minimum CEPA English score of 150, and a CEPA Mathematics score (no minimum score is currently required).

Applicants from a high school following an International curriculum must have 12 years of school: GCSE/IGCSE must complete five subjects at the ordinary level and two subjects at the GCE Advanced Subsidiary or Advanced level, with a passing grade in each subject. International Baccalaureate must successfully complete five subjects.

If you are currently in high school, or have completed high school this year: Submit a completed application form with all documentation attached and Zayed University selected as your primary choice of institution to the National Admissions and Placement Office (NAPO). Applications are submitted online at http://www.napo.ae

International Applicants
Zayed University also welcomes applications from International students. For more details about admission requirements and application forms for International students, please visit: http://www.zu.ac.ae/main/en/enroll/international.aspx
students news published by students for students
The Academic Bridge Program (ABP): Success at Zayed University requires proficiency in both Arabic and English languages. Students admitted to the University are initially placed either directly into the baccalaureate program or into the Academic Bridge Program. This placement depends primarily upon each student’s proficiency in English as measured by the Common Educational Proficiency Assessment (CEPA) exam administered by the National Admissions and Placement Office (NAPO) in the Ministry of Higher Education and Scientific Research. Students initially placed into the ABP progress into University College and the baccalaureate program only once they successfully complete the Academic Bridge Program exit requirements and achieve the required level of English proficiency (overall band score of 5.0 or greater) as measured by the International English Language Testing Service (IELTS) exams.

University College (UC): University College is responsible for delivering Zayed University’s general education program, organized as the Colloquy on Integrated Learning. The Colloquy Program initiates the baccalaureate careers of all Zayed University students. University College offers the high quality foundational education, the Colloquy on Integrated Learning, to all Zayed University students. It prepares them for their future majors and eventual employment. The experience instills in them a desire for lifelong learning, fosters intellectual curiosity, and engenders critical thinking.

Zayed University Undergraduate Program Model: (as per graph available for all colleges)

ADMISSION TO THE MAJOR

The College of Communication and Media Sciences requires that applicants fulfil the following requirements for acceptance:

- Satisfactory completion of 36 semester credit hours or more;
- Attainment of a cumulative GPA of 2.0 or higher;
- Achievement of grades of C- or better in COL 110, COL 111, COL 140, COL 145, and COL 240; and
- Achievement of passing grades (“D” or better) in COL 105, COL 120, COL 130, COL 135, COL 150, COL 155, COL 165, COL 230, COL 255, COL 260 and COL 270.

COL 260 and COL 270 may be scheduled for semester three, four, or five. In addition, the College of Communication and Media Sciences requires completion of COM 200 Communication, Media, and Society with a grade of “D” or better.
Continuation in the College of Communication and Media Sciences requires that a student earn a grade of “D” or better for every major requirement, including all college core and specialization requirements. A cumulative GPA of 2.0 or higher is required to be in good standing in the major and to graduate.

**INTERNSHIP**

Communication and Media Sciences students earn academic credit and add a significant real-world component to their education through the completion of an off-campus internship. In their final baccalaureate year, students earn three credits for this internship that allows them to gain valuable experience in their specialization by working with media professionals.

The College prepares its prospective interns before the actual work experience through a preparatory “bridge week” between the academic world and the professional world. Internship sites include top media organizations, as well as key public organizations with media or public relations departments or units.

**Senior Culminating Experience**

Each student will complete a course or project that is designed to ensure he or she has met University and Major Learning Outcomes. Students will complete a course or project related to their area of specialization demonstrating their ability to integrate and synthesize class and work experience.

**GRADUATION REQUIREMENTS**

The graduation requirements for the College of Communication and Media Sciences include the completion of an eight-semester curriculum plan with a minimum GPA of 2.00, including all course requirements, a senior culminating experience and an internship experience. Students must also complete the requirements of the University’s core curriculum and submit a professional portfolio for faculty review. All students must complete a total of 126 credits.

**GRADUATE PROGRAMS**

The College of Communication and Media Sciences offers a Master of Arts in Communications and a specialization in Strategic Public Relations. A specialization in Filmmaking will be offered in the future.
Master of Arts (M.A) in Communications:
Specialization in Tourism and Cultural Communication:
is designed to prepare tourism professionals to become leaders who
can effectively respond to the dynamic and changing tourism industry at
the local and international levels.

Specialization in Strategic Public Relations:
is designed for public relations and communications practitioners and
professionals seeking to deepen and develop their knowledge and skills
in strategic public relations, and for people not currently working in public
relations but desire a career change.

Future planned Specialization in Filmmaking:
will be offered in partnership with New York Film Academy Abu Dhabi,
and is designed to produce a generation of Filmmakers who can deliver
much needed quality films and media content to help the UAE build a
film industry.

CCMS also offers a Graduate Certificate in Tourism and Cultural
Communication, and a Graduate Certificate in Public Relations.

RESEARCH
The College of Communication and Media Sciences is involved in a diverse
range of research projects - in both digital media and traditional media
formats- aiming to equip the current and future Emirati workforce with
research-based skills that would serve them locally and internationally.
The CCMS faculty immerses itself and its students in projects that range
from studies in participation in the arts in the Dubai Market, to religious
tourism, to video documentaries on emerging Arab artists, to books on
media and political contestation in the Arab world.

ACCREDITATION
Zayed University is accredited by the Middle States Commission on
Higher Education (USA), which assures internationally recognized
programs from a quality-assured university. The College’s Integrated
Strategic Communications specialization is one of 51 programs worldwide
accredited by the International Advertising Association. The College of
Communication and Media Sciences is currently pursuing accreditation
for its program with the Accrediting Council on Education in Journalism
and Mass Communications (USA).
“He who does not know his past cannot make the best of his present and future, for it is from the past that we learn.”

Sheikh Zayed bin Sultan Al Nahyan