

**TRAINING PROGRAM OF MULTIMEDIA COMMUNICATIONS**

*(Issued under Decision No. 469/QĐ-ĐHTĐ, dated 20th, August 2021*

*by Rector of Tay Do University)*

**A. GENERAL INFORMATION**

1. Name of training Program	Multimedia communications
2. Degree	: Bachelor's degree
3. Training Codes	: 7320104
4. Admission candidates	:
5. Training time	: 3,5 years
6. Training form	: formal training
7. Required credits	: 141
8. Scale	:
9. Diploma	: Bachelor
10. Working position	:reporter, editor, commentator, broadcaster, program producer, host, advertising specialist, foreign affairs specialist...
11. Possibility for further education	: can study for master's degree

**B. TRAINING OBJECTIVE AND LEARNING OUTCOMES**

**I. Objectives of the program**

**1. General objectives**

The program aims to train bachelors with political qualities, ethics, and a healthy lifestyle; basic knowledge of politics, society, culture; theoretical qualifications and operational skills in communication such as: reporters, collaborators, correspondents, editors... for mass media agencies such as print newspapers, radio stations, television stations, newspapers electronics, news agencies, publishing and advertising agencies, publishers, companies, and economic organizations.

**2. Specific objectives**

**Knowledge:**

G1. Students are equipped with basic knowledge of Marxist-Leninist Philosophy, Ho Chi Minh's ideology, knowledge of national defense education, physical education, general law...

G2. Equip students with general knowledge of law, communications, models of convergent media, journalistic language, and ethics of journalists.

G3. Equip students with knowledge of printing and publishing, professional media activities, and knowledge of information technology such as press image processing, newspaper pages, website design, filming, press photos, and writing. news, script writing, advertising,...

G4. Students understand and are able to apply theories and principles of communication arts, interpersonal communication and mass media communication to communicate effectively in writing,

orally and in other forms of communication. other ways to become a professional communicator and journalist.

**Skills:**

G5. Have basic skills in using technical means and new technology in mass communication activities. Demonstrate adaptability in a multimedia and digital professional environment.

G6. Skilled in using camcorders, cameras, audio recorders... Able to use information processing software at a basic level. Have skills in collecting and evaluating information by methods such as interviewing, observing, collecting original documents or secondary documents competently. Have basic capacity in investigating and searching for independent information, organizing independent interviews to collect, analyze, organize and synthesize information (written, images, data).

G7. Have proficient skills in processing and organizing information in the form of journalistic genres, serving writing, posting, and broadcasting on mass media (print, radio, television, newspapers). electronic network).

G8. Have proficient editing skills for your own and other people's works according to different types of journalism and work genres.

G9. Have basic skills in designing and presenting media publications, or building radio and television programs; Have the ability to work flexibly in all types of journalism, and work in all genres of journalism.

**Attitude:**

G10. Have clear and stable political qualities. Comply with the law and policies of the Party and State.

G11. Have the right attitude and professional ethics, fairness, honesty and responsibility, sympathy, and sharing with colleagues.

G12. Have a proactive, professional, confident and flexible working style; Able to work independently, creative, persistent, hardworking, enthusiastic, passionate about work.

## **II. LEARNING OUTCOMES**

### **1 Knowledge**

#### **1.1 General knowledge**

LO1. Equipped with knowledge about the principles of Marxism-Leninism, Ho Chi Minh's ideology, and the Communist Party of Vietnam's guidelines;

LO2. Equipped with basic knowledge of general law, law on communications, information technology, culture, sociology, and foreign languages.

#### **1.2 Professional knowledge**

LO3. Students understand and are able to apply theories and principles of communication arts, interpersonal communication and mass media communication to communicate effectively in writing, orally and in other forms of communication. other consciousness.

LO4. Students understand and analyze the role and strengths of mass media channels in society. Understand the different career fields and jobs in the media industry.

LO5. Master basic knowledge of elements and principles in designing printed newspaper presentations, website pages, or building overall Radio - Television programs; Understand the organizational model and operating procedures of a press office or media agency.

## **2. Skills**

### **2.1 Soft skills**

LO6. Adapt quickly to changes in living and working environments. Have integration and lifelong learning skills; know how to arrange scientific and reasonable work plans.

LO7. Be proactive and positive in working with the team to produce media products; Understand the process and stages of creating media works to coordinate with departments responsible for different areas of work.

LO8. Achieve foreign language proficiency level 3/6 of Vietnam's Foreign Language Competency Framework or equivalent international certificates (IELTS 4.0, TOEFL ITP 450, TOEIC 450); Have computer skills equivalent to the Advanced Information Technology Skills Standard level.

### **2.2 Professional skills**

LO9. Have skills to proficiently use camcorders, cameras, audio recorders..., and use information processing software at a basic level.

LO10. Able to competently collect, appraise, and analyze information by methods such as interviewing, observing, collecting original documents or secondary documents.

LO11. Have skills in processing and organizing information in the form of various journalistic genres, serving writing, posting, and broadcasting on mass media (print, radio, television, electronic newspapers). ).

LO12. Have proficient editing skills for your own and other people's works according to different types of press and work genres; Have basic skills in designing and presenting media publications, or building radio and television programs.

### **2.3 Level of autonomy and responsibility**

LO13. Have a clear ideological stance; patriotism, love of socialism; comply with the Party's guidelines and policies and the State's policies and laws; have a sense of civic responsibility in participating in socio-political activities.

LO14. Have an honest and objective attitude in studying and scientific research in general and the field of communication in particular, know how to unite, cooperate and learn from the experiences of colleagues.

LO15. Have business ethics; Behave professionally and responsibly in all dealings with customers, partners, colleagues and the community.

LO16. Continuously study to improve professional qualifications and continue to study higher level training programs.

## **III. The content of studying program (name and credit for each subject): 141 credits**

<b>Total credit</b>		<b>141</b>
<b>1</b>	<b>General knowledges</b>	<b>37</b>

<b>2</b>	<b>Professional knowledges</b>	<b>92</b>
	- General Knowledge	<b>22</b>
	- Compulsory Knowledge	<b>60</b>
	- Optional knowledge	<b>10</b>
<b>3</b>	- Graduation Intership	<b>12</b>
	- Graduation thesis – Business Administration (or do the minor graduated thesis and study 02 alternative subjects)	

### 1 General Knowledge (37 credits)

Number	Code	Subject	Credits	Note
1	0301001769	Marxist - Leninist philosophy	3	
2	0301001825	Marxist - Leninist political economics	2	
3	0301001826	Scientific Socialism	2	
4	0301001827	History of Vietnamese Communist Party	2	
5	0301000665	Ho Chi Minh's ideology	2	
6	0301000667	General Law	2	
7	0301000946	English for the TOEIC Test 1	4	
8	0301000947	English for the TOEIC Test 2	4	
9	0301001673	Basic information	3	
10	0301001035	Physical Education 1 – Basic volleyball	1	
11	0301001036	Physical Education 1 - Basic football		
12	0301001037	Physical Education 1 - Basic Badminton		
13	0301000660	Physical Education 2 - Advanced volleyball 1	1	
14	0301001038	Physical Education 2 - Advanced football 1		
15	0301001039	Physical Education 2 - Advanced Badminton 1		
16	0301001030	Physical Education 3 - Advanced volleyball 2	1	
17	0301000661	Physical Education 3 - Advanced football 2		
18	0301000662	Physical Education 3 - Advanced Badminton 2		
19	0301000650	Defense and Security Education	8	
<b>Optional knowledge: 2 credits</b>			2	
21	0301000643	General sociology	2	
22	0301000487	General psychology	2	

23	0301001654	History of world civilization	2	
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## 2. Professional Knowledge: 22 credits

Number	Code	Subject	Credits	Note
<b>Compulsory Knowledge: 74 credits</b>				
1	0301002091	Introduction to multimedia communication	2	
2	0301002184	Communication language	2	
3	0301002185	Convergent communication model	2	
4	0301002183	Law and ethics of press and media	2	
5	0301000317	General aesthetics	2	
6	0301000060	Vietnamese cultural establishment	2	
7	0301001603	Scientific research methods -TTDPT	2	
8	0301000549	Practical Vietnamese	2	
9	0301001218	General public relations	2	
<b>Optional knowledge: 4 credits</b>				
10	0301002289	Multimedia database	2	
11	0301000714	General Vietnamese literature	2	
12	0301002290	Principles of Literature theory	2	
13	0301002203	Drafting administrative documents	2	
<b>Specialized knowledge: 70 credits</b>				
1	0301001081	Communications and event organization		
2	0301002226	Works and genres of journalism		
3	0301002291	News and how to write multimedia news		
4	0301002292	Multimedia reporting skills		
5	0301002228	Interviews, notes and reports		
6	0301002293	Documentaries and television memoirs		
7	0301002294	2D - 3D rendering		
8	0301002295	Producing radio programs in a multimedia direction		
9	0301002296	Producing television programs in a multimedia direction		
10	0301002297	Filming, photography and post-processing techniques		
11	0301002225	Hosting skills		
12	0301002298	Multimedia electronic journalism skills		
13	0301000015	Editing press documents		
14	0301001832	Marketing Communications		
15	0301002299	Web design		
16	0301002300	Photoshop technique		
17	0301002229	Television dialogue		

18	0301002301	Mobile application development		
19	0301002302	Reality - Multimedia communication		
20	0301002303	Yearbook - Multimedia communication		
21	0301002304	Reality TV		
22	0301002305	English for communication majors		
23	0301002306	Audio Editing		
24	0301002307	Produce livestream programs		
25	0301002311	Nonlinear construction technique		
<b>Optional knowledge: 10 credits</b>				
26	0301002308	Advanced filming and photography techniques		
27	0301002309	Designing press publications		
28	0301002310	Trailer production skills		
29	0301002312	Television script		
30	0301002315	Digital marketing		
31	0301002313	Typography		
32	0301000333	The art of advertising		
33	0301002314	Local marketing		

### 3. Graduation internship, Graduation thesis, Graduation essay: 12 credits

Number	Code	Subject	Credits	Note
<b>Compulsory Knowledge : 4 credits</b>			<b>4</b>	
1	0301002316	Graduation internship	4	
<b>Optional knowledge: 8 credits</b>			<b>8</b>	
2	0301002317	Graduation thesis - Literature	8	
3	0301002318	Graduation essay - Literature	4	
4	0301002319	Multimedia game programming	2	4
5	0301002320	Organization and operations of press and media agencies	2	
6	0301002321	Publication business	2	
7	0301000461	Brand management	2	
10	0301000609	Folklore of the Mekong Delta	2	