



# School of Modern Languages and Cultures

Undergraduate Degrees in International Communications  
University of Nottingham Malaysia Campus



The School of Modern Languages and Cultures at the University of Nottingham is a community of researchers and teachers of international standing; our degree programmes are renowned all over the world. On the Malaysia campus you will be taught by experienced and highly-qualified staff with both academic and business/professional experience in their fields. Our work explores communication in all its forms, and includes modules in Modern Languages, Cultural Studies, Media Studies (including Film, Television and Journalism), and Critical Theory. As a member of the School you will engage with the most up-to-date, dynamic, and forward-looking studies of the workings of global, regional and local societies.

A further, unique aspect of our degree programmes is the compulsory language component. The study of a modern European or Asian language is a core requirement, ensuring that you graduate with a high level of spoken and written fluency (in a language new to you), improving not only your grasp of another language and culture, but also dramatically enhancing your employability in today's extremely competitive job market.

Your degree in International Communications will give you a thorough understanding of contemporary communications in both local and international settings. You will develop the practical, creative, analytical and problem-solving skills needed to succeed in our globalised society. Our teaching methods emphasize communication, argumentation and presentation skills as well as comprehension and information-processing; team-working and collaboration just as much as independent thinking; practical and vocational engagement in addition to theoretical and philosophical approaches.

International Communications degrees prepare you for a fascinating range of employment. Our graduates are much in demand in an impressive array of professions, from advertising and journalism to diplomacy and politics, from international business and management consultancy to teaching and public administration.

## Career Opportunities

A degree in International Communications is your passport to a wide variety of professions. Likely career paths include:

- Media – TV, Film, Radio and Print (producers, reporters, journalists, editors and researchers...)
- Advertising and Marketing (copywriters, account executives, 'creatives'...)
- Teaching and Research
- Public Relations
- Publishing
- Translation and Interpreting
- Government service – Civil Service, Diplomacy, Embassy work
- Politics and Think Tanks
- International Business
- Management, Human Relations, Recruitment and Consultancy
- Arts or Heritage Administration and Management

Recent graduates from the School of Modern Languages and Cultures have gone on to work for

- Deloitte et Touche
- Ernst and Young
- Renault UK
- Press room of Atlético de Madrid Club de Fútbol
- Royal Air Force
- Europa Publications (Taylor and Francis)
- Price Waterhouse Coopers (Graduate Scheme)
- Royal Military Academy at Sandhurst
- Barclays Capital Graduate Training Programme
- European Economic and Social Committee and Committee of the Regions
- Emirates Airlines

In addition, many graduates go on to further study, such as MAs in Interpreting and/or Translation and MBAs/MScs in Management, Business and Information Technology.





## What Students Say...

I am Lynnett Yip, 20, and I'm in the second year of International Communication Studies. I am a former CBNER (SMK Convent Bukit Nanas, KL), year 2007 and I completed my International Canadian Pre-U in Taylor's University College in 2009. I first heard of UNMC from a close friend and when I got to know that UNMC has International Communication Studies, I sent my application right away. So far, the programme has been really good. The lecturers I've had are great at what they teach and they're a really friendly bunch; it's more than just a boring student-lecturer relationship, we have heaps of fun and interaction in classes, discussion and arguing and developing your own point of view are very important to what we're learning. The modules are appropriate for the course and I find it interesting that SMLC incorporated a language module – I'm doing Spanish – in a Comms course; most Communication courses by other colleges/universities do not include a language module as their core module. In SMLC, I've learnt that the most mundane things are interesting and significant: you definitely see the world in a different way after these classes. When I graduate I plan to start in a publishing company and build my career from there. I would like to be a journalist who can analyze clearly, argue effectively, and who's not afraid to write what's going on in the world and what's right. I believe that this course by SMLC can prepare me for that!

## Our Undergraduate Degrees

**BA (Hons) International Communications Studies**

**BA (Hons) International Communications Studies with Film and Television**

**BA (Hons) International Communications Studies with English Language and Literature**

Our degrees are thoroughly interdisciplinary. You will gain an understanding of communication, culture, media and the social sciences as well as subjects as various as the use of modern information technologies; practical journalism; theory and practice of propaganda; and the meanings of postmodernism, postcolonialism and globalisation. As well as core International Communications Studies subjects, you are able to choose from a range of optional modules offered across the Faculty (including the Business School; School of Economics; Institute of Work, Health and Organisations; and the School of Politics, History and International Relations). This allows you, in consultation with your tutors and Director of Studies, to enrich your overall learning experience and to design a bespoke programme to meet your individual study needs.

Nottingham programmes are world-leaders in the central emphasis we place on languages. International Communications offers you a choice of European and Asian languages: French, Spanish, German, Mandarin, Japanese, and Korean. This is also a core component of the course, and takes you from beginner to upper-intermediate or advanced capability over three years.

Our 'with' degrees specify a further area of study in which you also become qualified in addition to the core areas of International Communications Studies, offering a dedicated pathway for three years in either 'Film and Television' or 'English Language and Literature'. From September 2011, you will also be able to choose modules from the BA (Hons) and BEd (Hons) in the School of Education.

## Teaching & Learning

Our teaching combines lectures, seminars, workshops and tutorials with online and virtual learning environments. A special quality of Nottingham programmes is the emphasis on small-group teaching – most of the time you will be taught in small classes and receive a high level of personal supervision. Emphasis is also placed on self-led learning: you will have access to computer and language laboratories, a superbly equipped four storey library (with unrivalled access to electronic resources as well as books, journals and visual media), and private study areas in addition to social and team-working spaces. Your degree ensures you have the capability and confidence to process and analyze data individually or in teams, interpret

complex materials, and above all present your findings clearly and effectively.

All teaching at the University of Nottingham is through the medium of English – but our degree also gives you fluency in an additional modern language (French, Spanish, German, Mandarin, Japanese or Korean).

Assessment is through a variety of modes of coursework (essays, presentations and projects) and examination. You will also have the opportunity to conduct a supervised research project (dissertation) in an area of your own choosing – many candidates extend this work into MA and PhD research.



## Course Structures & Content

All our BA (Hons) programmes are studied full-time for three years, starting in September or January. Where appropriate, students may be directed to our Foundation Programme in Arts (FNM5), either for two semesters or three semesters (12 months or 15-18 months), which then provide direct entry to degree-level study for applicants without A level/IB/STPM/UEC or equivalent qualifications.

### 1. Year One

#### All Students\*

Introduction to Communications Theory  
Introduction to Cultural Studies  
Mass Media  
Cultures of Everyday Life  
Core Language (Beginners - French, Spanish, German, Mandarin, Japanese or Korean).

\* BA (Hons) International Communications Studies students have a choice of further elective modules from within the School of Modern Languages and Cultures or from other schools in the Faculty of Arts and Social Sciences. Students reading for 'with' degrees take the following additional core modules:

#### Film and Television Students

Approaches to Film and Television  
Film History

#### English Language and Literature Students

Studying Modern Literature  
Advanced English Language Studies (according to entry level)

### 2. Year Two

#### All Students\*

Communication Technologies  
Political Communication, Public Relations and Propaganda  
Global Media and Communication  
Cultural Politics  
Core Language (Intermediate - French, Spanish, German, Mandarin, Japanese or Korean)

\* BA (Hons) International Communications Studies students have a choice of further elective modules from within the School of Modern Languages and Cultures or from other schools in the Faculty of Arts and Social Sciences. Students reading for 'with' degrees take the following additional core modules:

#### Film and TV Studies

Transnational Media  
Film and Television in Social and Cultural Context

#### English Language and Literature

Understanding Literary Culture  
Further English Language Studies (according to level)

### 3. Year Three

#### All Students

Dissertation I and II (whole year module, 7000 wd project)

International Communications Studies Options

\* Film and TV Options

\* English Language and Literature Options

Core Language (Advanced - French, Spanish, German, Mandarin, Japanese or Korean)

\* Specifically for students reading for 'with' degrees, but open to International Communications Studies students.

## Exchange Opportunities

All students have the opportunity to apply to spend either one or two semesters of their second year at the University of Nottingham's UK or China campuses. Selection is based on Year One results and tutor recommendations.

## Facilities and Resources

The University of Nottingham Malaysia Campus is located on a new, 125-acre site some 30km to the south of Kuala Lumpur in Semenyih. Lying in beautiful countryside in the foothills of the mountains, the setting combines high quality living environment and recreational amenities with state-of-the-art learning and teaching facilities. The campus is a self-sufficient neighbourhood community in a garden environment – do please take the time to visit and see for yourself (our website includes virtual tours of the campus)!

University of Nottingham Malaysia Campus currently hosts around 4000 students, of whom some 1500 are international students, from 73 nations – your International Communications studies take place in a truly international context.

Residential accommodation is available on and around the campus, with on-campus rooms guaranteed for international students. Excellent dedicated transport links provide easy access to the city and surrounding region. Facilities on campus include a Community Hall, Islamic Centre, Music Rooms/Theatre, Jogging Tracks, Swimming Pool, Sports Centre (including gym, basketball, squash, badminton, tennis), Library and multi-media centre, Computer Laboratories, Language Laboratories, 24 hour high-speed wired and wireless networks, Cafes and Cafeterias, Convenience Store, Bookstore and Health Centre.

## Entry Requirements

- Successful completion of University of Nottingham Malaysia Campus Foundation in Arts
- A Levels (A2 Level): BBC (excluding General Studies, with Grade C in GCSE Mathematics)
- STPM: B+B+C excluding General Studies
- International Baccalaureate (IB): 30 points
- UEC: 5 A's excluding Bahasa Malaysia
- Other qualifications or equivalents and non-standard entry will be considered on a case-by-case basis.

## English Language Requirements

- SPM: Grade A
- GCE O-Level (1119): Grade B
- GCSE/IGCSE: Grade B
- IELTS: 6.5 (no less than 5.5 in any elements)
- TOEFL (PBT): 570 with TWE 4.0
- TOEFL (iBT): 88

## Costs and Funding

For up-to-date information about tuition fees and living costs, as well as details of scholarships, bursaries and funding opportunities, please visit [www.nottingham.edu.my/scholarships](http://www.nottingham.edu.my/scholarships)





The University of  
**Nottingham**  
Malaysia Campus



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## Admissions, Enquiries and Applications

For further information about undergraduate degrees in the School of Modern Languages and Cultures please contact the Director of Studies, Dr Sean Matthews, at [Sean.Matthews@nottingham.edu.my](mailto:Sean.Matthews@nottingham.edu.my).

For further information about the admissions process for Malaysian applicants, please contact the Admissions Office (Malaysian): [admissions@nottingham.edu.my](mailto:admissions@nottingham.edu.my)

International students (non-Malaysian) should contact the International Admissions Office:  
[int-admissions@nottingham.edu.my](mailto:int-admissions@nottingham.edu.my)

Application forms can be downloaded from  
[www.nottingham.edu.my/applicationforms](http://www.nottingham.edu.my/applicationforms)

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**Dr Sean Matthews**

Director of Studies

[Sean.Matthews@nottingham.edu.my](mailto:Sean.Matthews@nottingham.edu.my)

‘Working with such an international group of students, on this truly global campus, makes the experience of International Communications Studies unique in so many ways. These programmes offer unrivalled training and preparation for careers in key professions and industries anywhere in the world.’

‘I have been lucky enough to work as an academic in Japan, the United States and all over Europe. It’s safe to say that our programmes here match any Communications, Media and Cultural Studies degrees in the world for range and depth of content, and excellence of teaching – I’m privileged to work with outstanding colleagues. Over and above these qualities, our programmes are also absolutely distinctive because of the way we make our ‘international’ credentials central to the student experience through the learning of a new Asian or European language. This core component of your degree gives Nottingham alumni an entirely distinctive education, and a special profile in today’s competitive job markets.’



The new Director of Studies in the School of Modern Languages and Cultures, Dr Sean Matthews, has been working on the UK campus of the University of Nottingham for six years as the Director of the D. H. Lawrence Research Centre, teaching modern and contemporary literature and culture. Prior to this he taught at Kyushu University, Japan; University of California, Los Angeles; the University of Wales, Aberystwyth; and, as a British Council lecturer, in Romania, Poland, Bulgaria, Hungary and France.

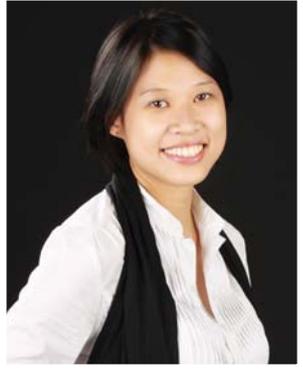
Sean's passion for D. H. Lawrence has resulted in his being invited to give talks all over the world (most recently in Taos, New Mexico; Constanta, Romania; and Picinisco, near Rome, Italy), and for the BBC (for *The One Show* and *Country Tracks*), and he has recently published articles on the Chatterley Trial, Lawrence's importance to Richard Hoggart, and the troubled, odd relationship between Lawrence and another giant of modernism, T. S. Eliot. He is also the General Editor of *Nottingham Lawrence Studies*, which will shortly publish three new collections of essays by internationally regarded scholars John Worthen, Keith Sagar and Peter Preston.

Sean's other major research and teaching interests concentrate on postwar British culture. He is currently writing a book introducing the work of Raymond Williams, and he has published several pieces on different aspects of this central figure in the emergence and establishment of Cultural Studies. Williams was a dominant figure in the postwar intellectual scene, and continues to influence work in the field – Sean is looking forward to introducing a new generation of students to his work at UNMC.

Sean directed the Contemporary Fiction Reading Group at the University of Nottingham for several years (the group has read some 60 or so novels together, and he hopes to set-up a similar

forum here in Kuala Lumpur), and is the Series Editor for 'Continuum Contemporary Critical Perspectives' – the latest volumes, discussing the writing of J. G. Ballard, Ian McEwan and Kazuo Ishiguro have just been published, to considerable acclaim. Sean is also well-known for his interviews and conversations with writers and intellectuals. His interview with Caryl Phillips is shortly to appear in the journal *Contemporary Literature*, and his conversation with Kazuo Ishiguro is included in the 'Contemporary Critical Perspectives' volume. Sean has, for many years, worked with the British Council in the promotion of contemporary writing in English, and looks forward to continuing that work here in Malaysia.

Further projects on which Sean is working at the moment also concern contemporary literature and culture. First, a short book *The Continuum Guide to Contemporary Literature and Culture* will introduce the study of our contemporary world for undergraduate students. Second, he is at work on a major study of the 1990s, which will form the final volume of a new, ten-volume series from Edinburgh University Press, *A History of Twentieth-Century Literature and Culture*.



**Dr Joanne Lim**

Head of Undergraduate Programmes  
Joanne.Lim@nottingham.edu.my

Dr Joanne Lim Bee Yin is Assistant Professor at the School of Modern Languages and Cultures, University of Nottingham Malaysia Campus, teaching media, communications and cultural studies.

‘Our degree programmes challenge students to think analytically and critically about the everyday worlds we inhabit and the cultural forms and practices that comprise such worlds.’



Joanne has always been passionate about the media within both the academic and professional worlds. She was a broadcast journalist at CHCA-NEWS in Alberta, Canada and co-produced Entercom Seattle's 710KIRO radio show in Washington, USA. She immersed herself fully in the industry by performing to a live audience and later appeared in several television programmes. Joanne later became a journalist with Malaysia's leading newspaper – The Star.

In line with her interests, Joanne's initial research focused on the impact of ICT on Broadcast Journalism, comparing the adoption of ICT between news stations in Malaysia and the United States. This resulted in several published articles including a chapter in *Research in Language, Literature and Communication*. The motivation to question further the socio-economic and political conditions surrounding media, especially within developing countries led her to pursue the MA in Global Media at the University of East London (UEL), UK.

Joanne was awarded a full scholarship by UEL to pursue a PhD and it was then that she became a follower of the work of Stuart Hall and the practice of Cultural Studies. At the same time, she found areas of postmodernism and post-structuralism to be particularly significant in raising questions about the dialectical struggle between East and West, and the discourses of power and identity within and

between nations and nation-states. This aspect of her work has also allowed her to engage with psychoanalytic theory and the work of such thinkers as Jacques Lacan, Homi Bhabha, Edward Said and Gayathri Spivak. She has argued that the Reality TV phenomenon and other cultural products and activities need to be analyzed alongside 'real' issues concerning multiculturalism, national identity, religious fragmentation, racial tension, gender equality, and the suppression of human rights. Her recent article 'Reinventing Nationalism' is published in *Media Consumption and Everyday Life in Asia*.

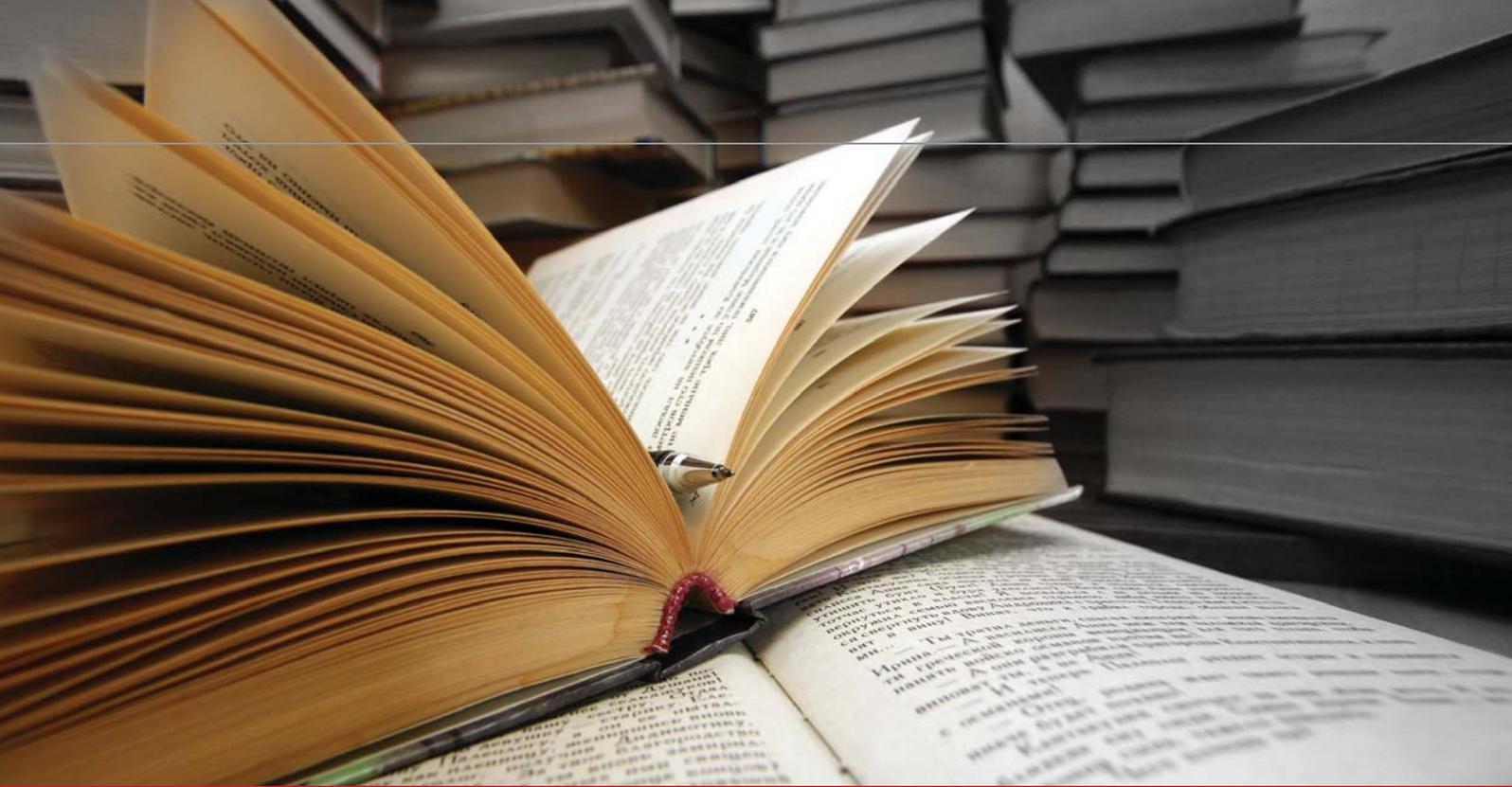
Joanne's other major research interests include Youth Cultures and their use of alternative media forms (from independent filmmaking to Internet blogging) to articulate and legitimate competing ideological agendas, especially within a highly censored society. Joanne is currently a country researcher on the International Development Research Centre (Canada) PAN eGOV Project involving six nations, entitled 'Youth, ICTs, and Political Engagements in Asia'. She hopes to set up a Comparative Youth Studies Research Unit within the Centre for the Study of Communications and Culture at UNMC-SMLC. More generally, her research is concerned with discourses on media and globalization, which explores the politics and implications of the media within Asian transformations (identities, cultures and state politics) in this new era of technology and political reform.



**Dr Leong Yut Moy**  
Head of Language Programmes  
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Dr Leong Yut Moy is the Head of Language Programmes in the School of Modern Languages and Cultures. Before coming to Nottingham, she was a Japanese Government Scholar for six years, earning her MA and PhD in Japanese Language and Literature from Hiroshima University, Japan. She is the first Malaysian to hold a PhD in Japanese Literature. She is a member of the Hiroshima University Society of Modern Japanese Literature, the Japan Comparative Literature Association, and the International Comparative Literature Association.

‘Our International Communications Studies programme offers something no other University can match – three years’ tuition in the Asian or European language of your choice in addition to the core Media and Communications modules. The learning of a new language not only enhances your employability and improves your curriculum vitae, it opens up a whole new set of opportunities in life – and travel!’



Dr Leong's research ranges across the Meiji, Showa and Taisho periods to contemporary Japanese literature, and explores comparisons with Japanese, English and German literature, in particular the works of such writers as Natsume Soseki, Robert Louis Stevenson and George Meredith, and E. T. A. Hoffmann. She has published widely in Japanese, with articles appearing in a number of prestigious journals. In her current and future work she anticipates extending her comparative studies to include Chinese literature.

In addition to her literary and comparative literature studies, Dr Leong is an acclaimed writer and translator, and is involved in various projects concerning Creative Writing and Literary Translation. She is the first Malaysian to be honoured with Japanese literary prizes, which she received for a short novel *Aka to Shiro (Red and White)* and a collection of poetry. Dr Leong has also been awarded prizes in China in the You Chuan Poetry Competitions of 2009 and 2010 for her Chinese verse. Recent translations have appeared in magazines in Japan, China and Malaysia. She is now working with the renowned Chinese poet Yang Lian and the award-winning Japanese writer Takahashi Mutso on a sequence of Japanese/Chinese translations and adaptations.

Dr Leong's involvement in East Asian Studies, especially Chinese Studies and Japanese Studies brings particular qualities to the School of Modern Languages and Cultures. Our language programmes assist you not only in mastering the languages themselves, but gaining deeper insight into aspects of East Asian cultures and societies. 'Language through Literature' is an important element in attuning learners to cultural and emotional nuance, and examining the nature of intercultural communication and cultural diversity. In the variety of work on language, translation and writing which Dr Leong undertakes, she opens a further dimension to the field of International Communications.



**Zaharom Nain**

Director of Centre for the Study of Communications and Culture  
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Zaharom Nain is an Associate Professor and the founding Director of the Centre for the Study of Communications and Culture in the School of Modern Languages and Cultures, where he teaches in the BA (Hons) International Communications Studies, the MA in Cultural Studies, and directs the PhD programme.

‘What do UNMC and the School of Modern Languages and Cultures offer? A global community nestled within a picturesque countryside campus surrounded by the green hills of Broga. A teaching faculty which is unrivalled in terms of expertise and experience. And, most importantly, the only International Communications Studies degree programme available in Malaysia.’



Zaharom received his undergraduate and postgraduate education in Communication Studies from Coventry University and the University of Leicester, England. It was there that he was initially influenced by the intellectual work done within the Centre for Contemporary Cultural Studies in Birmingham and the Leicester Centre for Mass Communication Research, both representing critical responses to developments in the UK at a time of high unemployment, especially among the young. In Coventry, a couple of Stuart Hall's protégés, David Morley and the late Ian Connell, were instrumental in developing his thoughts on the relationship between media, ideology and power. While in Leicester, this was shaped and sharpened further by the likes of critical political economists Peter Golding and Graham Murdock.

During more than two decades of teaching at tertiary level in Malaysia, Zaharom has attempted – with some measure of success – to pioneer and develop a critical approach to media and cultural studies. He is renowned for research and teaching which consistently engages with the most pressing local and regional issues, and for his telling elucidations of the confusions and contradictions which characterize contemporary use – and abuse – of the media. He plans to develop this critical approach further within the Centre.

He is the only Malaysian media and communications academic to have been honoured twice by the US Fulbright Commission – with two visiting professorships. The first was for a nine-month attachment in 1998-99 at the University of California, San Diego, while the second was in 2009 when he was granted a Fulbright Senior Scholar-in-Residence award to conduct a series of lectures at Johnson College, Vermont. Prior to being awarded the Fulbright professorships, he was granted a Japan Society for the Promotion of Science Fellowship to

conduct research at Sophia University, Tokyo, in 1995. In 2004, he was a Visiting Fellow at Simon Fraser University (Canada), the University of Illinois at Urbana-Champaign (USA) and the University of Utah (USA).

He is co-editor of two books, *Communication and Development: The Freirean Connection* (Hampton: 2001) and *Who Owns The Media: Global Trends and Local Resistances* (Zed/Southbound: 2004) and has authored more than 80 book chapters, journal articles and international conference papers. He has been a consultant to the Geneva-based United Nations Research Institute for Social Development (UNRISD), the United Nations Development Programme (UNDP), and Malaysian agencies such as PETRONAS and the Malaysian Institute for Economic Research (MIER).

During the course of his career, Zaharom has written columns, book reviews and opinion pieces for Malaysian national newspapers such as the *Star* and the *New Straits Times*, and the online news portal, *Malaysiakini*. He currently writes a popular weekly column, *Edge of Town*, for the Sarawak-based *Borneo Post*.

Zaharom's academic background and research interests are in the sociology of communications and the political economy of the media. He is presently co-editing a volume titled *Media in the Global Arena: Politics, Patronage and Profits*, for MacMillan. He also heads two international research projects; the first, as project leader of an IDRC (Canada) funded six-nation study on the relationship between civil society, the new media and regimes in South East Asia, and the second as sole country researcher for a study on *Digital Media in South East Asia*, funded by the Open Society Foundation (London).



For further details or enquiries please contact  
**Dr. Sean Matthews** on **03-8924 8190** or  
email: **Sean.Matthews@nottingham.edu.my**

Please send applications to:

The Admissions Office (local applications) or  
The International Admissions Office (international applications)

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**int-admissions@nottingham.edu.my** (International applicants)