

MEDIA & MOVIE - LOS ANGELES

Program Objectives:

This course is aimed at developing effective communication skills, with focus on the entertainment industry. The Business Communication course will provide an overview of different types of media and its effect on society. Students will hone their communication skills by studying best practices within the entertainment industry. Students will learn how to debate and persuade, develop verbal and non-verbal communication techniques, and successfully use visual communications.

Using the advantage of the campus' proximity to LA, the "Entertainment Capital of the World," students will also be introduced to the history of cinema and the influence that society and cinema have on each other.

The program consists of 30 hours of coursework (40 lessons of 45 minutes each), plus one field trip to a production center to enrich the classroom experience - Warner Bros Studios.

Class Schedule

Classes meet on the Northridge Campus for 15 hours of academic coursework per week (20 lessons of 45 minutes each).

Media & Movie Course

Following are the sections of study provided in the class. Depending on scheduling and availability, select courses may include guest speakers. One field trip to a production center includes a guided tour and exhibits. Warner Bors ??

- Section 1- Cinema and Society

History of Cinema

Influence of society and cinema on each other

- Section 2- Business of the Entertainment Industry

Developing and financing a project, production process

Advertising, sales, and a case study of how emotional manipulation in cinema can be used in broader contexts.

Managerial techniques of people and projects

- Section 3- General Business and Communication Skills

Different communication styles (verbal and nonverbal)

Persuasive communication—how to organize essential information to develop strong negotiating skills, Networking skills, developing and delivering a presentation/pitch

MINIMUM LEVEL : B1

INTERNATIONAL CLASSES

15-20 STUDENTS MAXIMUM

AGE : 14/18 YEARS

PRICE: \$70.00 per student per week (min 2 weeks)