



UNIVERSITI TEKNOLOGI MARA

NMC410: INTRODUCTION TO NEW MEDIA STUDIES

<b>Course Name (English)</b>	INTRODUCTION TO NEW MEDIA STUDIES <b>APPROVED</b>				
<b>Course Code</b>	NMC410				
<b>MQF Credit</b>	3				
<b>Course Description</b>	This course provides and insight into the change of media from traditional to Digital medium. It provides students with the skills for scholarly engagement with the dynamic, fast-paced world of new media. Based on historic understanding of new media developments, the course explores the role of new media in a globally networked society. It examines the cultural, political and economic impact of new technologies on creativity and the creative industry from a cross-disciplinary perspective with focus towards digital new media. Students will learn the various theories drawn from media studies, visual culture, media theory, science, sociology, political economics and policy, and business. Hence, students will be able to gauge the techno-cultural relationship in Cyberculture of technology, nature and culture. This course also illustrates key concepts around the study of, and practice in new media locally and internationally.				
<b>Transferable Skills</b>	Basics of: 1. New Media 2. Cybercultures 3. Cybernetics 4. Gameplay 5. Virtual Reality 6. Digital Cinema				
<b>Teaching Methodologies</b>	Lectures, Case Study, Tutorial, Discussion, Presentation, Supervision				
<b>CLO</b>	CLO1 Explain new media and new technologies of the digital realm CLO2 Use digital technologies and the characteristics of new media and how it changes the visual culture CLO3 Read how local content and context are balanced with a global perspective which acknowledge the increasing role of cyberculture in new media technologies; CLO4 Show leading practitioners and key new media players' insights into the practicalities of working in the new media environment				
<b>Pre-Requisite Courses</b>	No course recommendations				
<b>Reading List</b>	<table border="1"><tr><td><b>Recommended Text</b></td><td><ul style="list-style-type: none"><li>• Martin Lister 2009, <i>New Media: A Critical Introduction</i>, 2ND Ed., Taylor &amp; Francis [ISBN: 9780415431606]</li><li>• Cat Hope, John Charles Ryan 2014, <i>Digital Arts: An Introduction to New Media</i>, Bloomsbury Publishing USA [ISBN: 1780933231]</li></ul></td></tr><tr><td><b>Reference Book Resources</b></td><td><ul style="list-style-type: none"><li>• Terry Flew 2008, <i>New Media</i>, Oxford University Press, USA [ISBN: 9780195551495]</li><li>• Paul Levinson 2013, <i>New New Media</i>, Prentice Hall [ISBN: 9780205865574]</li><li>• Terry Flew 2007, <i>Understanding Global Media</i>, Palgrave [ISBN: 9781403920485]</li><li>• Howard Rheingold 2000, <i>The Virtual Community</i>, Mit Press [ISBN: 9780262681216]</li></ul></td></tr></table>	<b>Recommended Text</b>	<ul style="list-style-type: none"><li>• Martin Lister 2009, <i>New Media: A Critical Introduction</i>, 2ND Ed., Taylor &amp; Francis [ISBN: 9780415431606]</li><li>• Cat Hope, John Charles Ryan 2014, <i>Digital Arts: An Introduction to New Media</i>, Bloomsbury Publishing USA [ISBN: 1780933231]</li></ul>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"><li>• Terry Flew 2008, <i>New Media</i>, Oxford University Press, USA [ISBN: 9780195551495]</li><li>• Paul Levinson 2013, <i>New New Media</i>, Prentice Hall [ISBN: 9780205865574]</li><li>• Terry Flew 2007, <i>Understanding Global Media</i>, Palgrave [ISBN: 9781403920485]</li><li>• Howard Rheingold 2000, <i>The Virtual Community</i>, Mit Press [ISBN: 9780262681216]</li></ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources