



UNIVERSITI TEKNOLOGI MARA

NMC554: NEW MEDIA CULTURE

Course Name (English)	NEW MEDIA CULTURE APPROVED				
Course Code	NMC554				
MQF Credit	3				
Course Description	This course introduces the student to become familiar to the historical, economic, social or behavioural context of the technologies they use every day and take for granted. The students will be able to think critically about new media – where they come from, how they are used, who benefits and who is disadvantaged by the ways that systems are configured and run. Students can understand more about their own communication and the devices they use to do it, as well as give them a base of knowledge to help frame their future choices and uses of media. This course lets the student see how new media facilitate community-building and traces the regulatory framework that is intended to empower and protect the public as they encounter new media, especially the Internet. Students will also learn how the new media differ from mass media in terms of the recombinant and networked ways they develop, and their ubiquitous and interactive consequences. The course shows how communication studies should shift its primary focus from mass media to the mediation process itself.				
Transferable Skills	Critical thinking Social and behavioural skills communication skills Community-building skills				
Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation				
CLO	CLO1 Illustrate how new media culture implements in daily life. CLO2 Prepare the globalization structure for the new media culture. CLO3 Analyse new media and the economics information. CLO4 Explain new media and trade policy.				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">Leah A Lievrouw, Sonia M. Livingstone 2006, <i>Handbook of New Media</i>, Students Edition Ed., SAGE London [ISBN: 1412918731]Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly 2009, <i>New media : A Critical Introduction</i>, 2 Ed., Routledge New York</td></tr><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">Head of Media and Communications Creative Industries Faculty Terry Flew, Terry Flew, Richard Keith Smith 2014, <i>New Media : An Introduction</i>, Oxford University Press [ISBN: 9780199005505]Wendy Hui Kyong Chun, Thomas Keenan 2006, <i>New Media, Old Media</i>, Psychology Press Madison Avenue, New York [ISBN: 0415942241]</td></tr></table>	Recommended Text	<ul style="list-style-type: none">Leah A Lievrouw, Sonia M. Livingstone 2006, <i>Handbook of New Media</i>, Students Edition Ed., SAGE London [ISBN: 1412918731]Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly 2009, <i>New media : A Critical Introduction</i>, 2 Ed., Routledge New York	Reference Book Resources	<ul style="list-style-type: none">Head of Media and Communications Creative Industries Faculty Terry Flew, Terry Flew, Richard Keith Smith 2014, <i>New Media : An Introduction</i>, Oxford University Press [ISBN: 9780199005505]Wendy Hui Kyong Chun, Thomas Keenan 2006, <i>New Media, Old Media</i>, Psychology Press Madison Avenue, New York [ISBN: 0415942241]
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				