



UNIVERSITI TEKNOLOGI MARA

BRO551: BROADCAST CRITIQUE

Course Name (English)	BROADCAST CRITIQUE APPROVED
Course Code	BRO551
MQF Credit	3
Course Description	This course aims to introduce students to the art of viewing, evaluating and appreciating various kind of broadcast programs. It also helps students to understand the diversity of perspectives and approaches in developing and applying a good understanding and critical appreciation of broadcast programs.
Transferable Skills	Critique writing skills, critical thinking
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation, Journal/Article Critique
CLO	CLO1 Interpret various types of broadcast critique elements CLO2 Display critical approaches for various television programs professionally CLO3 Display techniques and skills in writing, reviewing and presentation of a broadcast critique in a group CLO4 Evaluate issues and problems in the broadcasting industry critically
Pre-Requisite Courses	No course recommendations
Topics	
1. The Context for Criticism 1.1) The Power of Television 1.2) Characteristics of the Medium of Television 1.3) The Need for Critical Analysis of Television	
2. Foundations of Television Criticism 2.1) The Mass Society 2.2) Popular Culture, Media and Television Criticism	
3. Critical Approaches to Television Discourse 3.1) Classification of Types of Television Criticism 3.2) Types of Television Criticism: Problems and Solutions	
4. Writing Television Criticism 4.1) Stages of Critical Analysis 4.2) Academic and Journalistic Writing about Television	
5. Semiotic Criticism 5.1) The Ambiguous Status of the Text 5.2) Semiotic Approaches to Television Criticism 5.3) Structural Approaches to Television Criticism	
6. Genre Criticism 6.1) History of Genre Criticism 6.2) Writing Genre Criticism	
7. Rhetorical Criticism 7.1) Traditional Rhetorical Vocabulary 7.2) Types of Rhetorical Analyses of Television 7.3) Writing Rhetorical Criticism	
8. Narrative Criticism 8.1) Vocabularies for Narrative Analysis 8.2) Writing Narrative Criticism	

<p>9. Auteur Criticism 9.1) Evolution of Auteur Theory and Criticism 9.2) Auteur Television Criticism 9.3) Writing an Auteur-Centered Criticism</p>
<p>10. Production Context Criticism 10.1) Political Economy and Industrial Relations Perspectives 10.2) Frameworks for Production Context Criticism 10.3) Writing Production Context Criticism</p>
<p>11. Ideological Criticism 11.1) The Development of Ideological Theory and Criticism 11.2) Ideological Theory and Cultural Studies Criticism 11.3) Writing Ideological Criticism</p>
<p>12. Reader-Oriented Criticism 12.1) Audience in the Text 12.2) Writing Reader-Oriented Criticism</p>
<p>13. Audience Ethnographic Criticism 13.1) Cultural Studies and Audience Ethnographic Criticism 13.2) Elements of Ethnographic Criticism 13.3) Writing Audience Ethnographic Criticism</p>
<p>14. Cultural Criticism 14.1) History of Cultural Criticism 14.2) Cultural Studies Approach to Television Criticism 14.3) Television, Popular Culture and Viewers' Resistance to Power 14.4) General Concepts in Cultural Studies Criticism 14.5) Sociocultural Criticism</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Analysis on public opinion of programs in newspaper, magazines and seminar working papers	15%	CLO1
	Case Study	Critiquing broadcast or film in a creative journalistic style	15%	CLO2
	Group Project	To produce a full research on the broadcast and film industry in Malaysia	30%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Peter Orlik 2009, <i>Electronic Media Criticism: Applied Perspectives</i>, Routledge/Taylor and Francis Group • Laurie Ouellette 2002, <i>Viewers Like You? How Public TV Failed the People</i>, Columbia University Press • Gerald Mast 1992, <i>Film Theory and Criticism: Introductory Reading</i>, Oxford University Press • Peter Orlik 1988, <i>Critiquing Radio and Television Content</i>, Boston: Allyn and Bacon
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	