



UNIVERSITI TEKNOLOGI MARA

COM167: INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES

<b>Course Name (English)</b>	INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES <b>APPROVED</b>
<b>Course Code</b>	COM167
<b>MQF Credit</b>	3
<b>Course Description</b>	The introductory course is designed to introduce the basic principle of communication and media studies. Students are exposed to the nature of communication and the media and its importance to man's life. To understand the communication media, this course provides understanding of important media studies, elements of communication and early communication models to explain the communication process. It presents new approaches in introducing students to the nature of communication that are mediated by technology, both the traditional mass media and the new media as well as ethical consideration in various media practices.
<b>Transferable Skills</b>	Knowledge in communication and media industries; values, ethics and accountability; and lifelong learning skills
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Problem Based Learning (PBL), Presentation, Industrial Talk
<b>CLO</b>	CLO1 Explain the impact of evolutions of communication and media towards society. CLO2 Demonstrate the various moral issues of communication and media in the convergence age. CLO3 Discuss the relevance role of Communication and media on culture and society.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Mass and Global Media in Everyday Life</b> 1.1) Introduction 1.2) Communication process 1.3) Mass media Industries 1.4) Impact of convergence on media business 1.5) Today's communications network	
<b>2. Mass Media, Theory, Culture, Society and Ethics 1</b> 2.1) Early media studies 2.2) How TV affects children's Behavior 2.3) Media and violence 2.4) Media and values	
<b>3. Mass Media, Theory, Culture, Society and Ethics 2</b> 3.1) Early media studies 3.2) How TV affects children's Behavior 3.3) Media and violence 3.4) Media and values	
<b>4. Books: Restructure the page</b> 4.1) Mass market paper back 4.2) How do books get published? 4.3) Types of book in the market 4.4) Business, the players and convergence impact 4.5) Impact of new technologies on production and consumption	

<p><b>5. Newspapers: Expanding the delivery options</b></p> <p>5.1) Early news in mass media  5.2) Technologies advantages towards new audiences  5.3) Business, the players and convergence impact  5.4) Newspapers' impact to audience  5.5) Today's newspaper</p>
<p><b>6. Magazines and audience</b></p> <p>6.1) Early magazines and culture  6.2) Types of magazines  6.3) Business, the players and convergence impact  6.4) Today's newspaper</p>
<p><b>7. Recording and the options demands</b></p> <p>7.1) Early recording and development  7.2) Business, the players and the convergence impact  7.3) Major companies  7.4) Distribution  7.5) Rules and copyright</p>
<p><b>8. Radio: Across the wave</b></p> <p>8.1) Early radio and development  8.2) Business, the players and the convergence impact  8.3) Ratings  8.4) Digital radio</p>
<p><b>9. Movies: Visualize the future prospect</b></p> <p>9.1) Early production and development  9.2) Movies challenge: Television  9.3) Business, the players and the convergence impact  9.4) Towards digital technology  9.5) Radio programming  9.6) Concentrated power</p>
<p><b>10. Television: Anytime, Anywhere 1</b></p> <p>10.1) Early television and development  10.2) Business, the players and the convergence impact  10.3) Ratings  10.4) Public TV</p>
<p><b>11. Television: Anytime, Anywhere 2</b></p> <p>11.1) Satellite technology  11.2) TV news bring global events  11.3) TV programming  11.4) Digital TV</p>
<p><b>12. Internet: Digital media</b></p> <p>12.1) Early television and development  12.2) Business, the players and the convergence impact  12.3) Digital Media support convergence  12.4) Intellectual Property Rights  12.5) Towards new concepts</p>
<p><b>13. Media support: Advertising and potential consumers</b></p> <p>13.1) Early advertising and development  13.2) Business, the players and the convergence impact  13.3) Internet and advertising  13.4) Regulations</p>
<p><b>14. Media support: Public Relations and the strategies concept</b></p> <p>14.1) Early Public Relations and development  14.2) Business, the players and the convergence impact  14.3) Internet and Public Relations  14.4) Public Relations strategies</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Test	n/a	30%	CLO1
	Group Project	Group work the various issues of communication and media in the convergence age that emphasize the attribute of values	20%	CLO2
	Individual Project	Assignment on the role of communication and media that emphasize the attribute of Information retrieval and management	10%	CLO3
	Individual Project	Assignment on the role of communication and media that emphasize the attribute of Information Retrieval And Management	20%	CLO3
	Online Quiz	n/a	10%	CLO1
	Presentation	Group work the various issues of communication and media in the convergence age that emphasize the attribute of values	10%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Shirley, B 2015, <i>Media impact: An introduction to mass media</i>, 11 Ed., Stamford: Cengage Learning</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Rodman, G 2012, <i>Mass Media in a Changing World, 4th edition</i>, McGraw Hill: New York New York</li> <li>Baran, S.J 2009, <i>Introduction to Mass Communication: Media Lite</i>, New York: McGraw Hill.</li> <li>Dominick, Joseph R 2009, <i>The Dynamics of Mass Communication Media in t</i>, Ed., , New York: Mc Graw Hill [ISBN: ]</li> <li>Vivian, J 2008, <i>The Media of Mass Communication. , Ed., , Allyn &amp; Bacon: Boston. [ISBN: ]</i></li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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