



**UNIVERSITI TEKNOLOGI MARA**

**COM711: CONTEMPORARY ISSUES IN MEDIA AND CULTURAL STUDIES**

<b>Course Name (English)</b>	CONTEMPORARY ISSUES IN MEDIA AND CULTURAL STUDIES <b>APPROVED</b>
<b>Course Code</b>	COM711
<b>MQF Credit</b>	3
<b>Course Description</b>	This course provides a broader theoretical context to the discourse on media studies by focusing on current major areas of concern. The course will examine contemporary issues and their impact on the study of the media, that includes, the recurring debate on cultural imperialism, cultural identity, neocolonialism, globalization, media hegemony, cyber balkanization etc.
<b>Transferable Skills</b>	<ul style="list-style-type: none"> <li>o Analytical and critical discourse (oral and writing) on contemporary issues of media and culture</li> <li>o Judgmental on sociopolitical environment in regards to contemporary issues of media and culture</li> </ul>
<b>Teaching Methodologies</b>	Lectures, Discussion, Debates, Journal/Article Critique
<b>CLO</b>	<p>CLO1 Construct knowledge of the contemporary discourse on major areas of concern in media and cultural studies</p> <p>CLO2 Develop awareness of media studies at the national, regional and international levels</p> <p>CLO3 Synthesize different perspectives in interpreting media environment and cultural issues</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Theories in Media and Cultural Studies I</b> 1.1) n/a	
<b>2. Theories in Media and Cultural Studies II</b> 2.1) n/a	
<b>3. Contemporary Issues in Media and Culture</b> 3.1) n/a	
<b>4. Modernity and postmodernity</b> 4.1) n/a	
<b>5. Culture, Globalisation and the World System II</b> 5.1) n/a	
<b>6. Culture, Globalisation and the World System I</b> 6.1) n/a	
<b>7. Discussions of Specific Issues: Cultural Imperialism</b> 7.1) n/a	
<b>8. Discussions of specific issues: Cultural and Media Hegemony</b> 8.1) n/a	
<b>9. Discussions of specific issues: Globalization</b> 9.1) n/a	
<b>10. Discussions of specific issues: Internet Media and Neocolonialism</b> 10.1) n/a	

<b>11. Discussions of specific issues: Ethical Issues in the Media</b> 11.1) n/a
<b>12. Discussions of specific issues: Clash of Civilization</b> 12.1) n/a
<b>13. Discussions of specific issues: Cyber Balkanisation</b> 13.1) n/a
<b>14. Discussions of specific issues: Multiculturalism and Pluralism</b> 14.1) n/a

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Final Test	Final test	20%	CLO1
	Group Project	Article Analysis and Presentation	30%	CLO3
	Journal/Article Critique	Journal article Review	50%	CLO2
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• <b>Muhammadi, A 1997, <i>International Communication and Globalization</i>, Sage Publication London [ISBN: 0761955534]</b></li> <li>• <b>Kees Brants, Joke Hermes, Liesbet van Zoonen 1998, <i>The Media in Question</i>, SAGE Publications Limited [ISBN: 9780761957232]</b></li> </ul>		
<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			