



UNIVERSITI TEKNOLOGI MARA

COM721: SEMINAR IN MEDIA TRENDS AND CRITICISM

<b>Course Name (English)</b>	SEMINAR IN MEDIA TRENDS AND CRITICISM <b>APPROVED</b>
<b>Course Code</b>	COM721
<b>MQF Credit</b>	3
<b>Course Description</b>	This course takes a critical view of the current media trends and critical analysis of the media trends and critical analysis of the media. It will focus on the cultural as well as aesthetic approaches toward media products.
<b>Transferable Skills</b>	Critical analysis skills Problem solving skills Research skills
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Case Study, Discussion, Presentation
<b>CLO</b>	CLO1 Adapt various approaches to thinking about mass media CLO2 Analyse with critical eye whenever consuming mass media CLO3 Complete an original project that applies critical analysis techniques
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Genre Critique</b> 1.1) n/a	
<b>2. Critical Analysis</b> 2.1) n/a	
<b>3. Critical Studies</b> 3.1) n/a	
<b>4. Media and the Global Order</b> 4.1) n/a	
<b>5. Global Critiques</b> 5.1) n/a	
<b>6. Applied Criticism</b> 6.1) n/a	

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	20%	CLO2
	Final Test	Final Test	30%	CLO1
	Group Project	Group Project	30%	CLO3
	Test	Mid Term Test	20%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Brants, Kees, Hermes, Joke and Van Zoonen, Elizabeth, <i>The Media in Question: Popular Cultures and Public Interest</i>, Sage Thousands Oaks, California</li> <li>• Featherstone, Mike, Lash, Scott and Robertson, Roland 1995, <i>Global Modernities</i>, Sage Thousands Oaks</li> <li>• Matterlart, Armand and Matterlart, Michele, <i>Theories of Communication: A short Introduction.</i>, Sage Thousands Oaks</li> <li>• Mosco, Vincent 1996, <i>The Political Economy of Communication</i>, Sage Thousands Oaks California</li> </ul>		
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Berger, A 1982, <i>Media Analysis Techniques</i>, Sage California</li> <li>• Eldridge, John, Kitzinger, Jenny and Williams, Kevin 1997, <i>The Mass Media and Power in Modern Britain</i>, Oxford University Press Oxford</li> </ul>		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			