



UNIVERSITI TEKNOLOGI MARA

NMC450: CONTEMPORARY ISSUES IN NEW MEDIA

Course Name (English)	CONTEMPORARY ISSUES IN NEW MEDIA APPROVED		
Course Code	NMC450		
MQF Credit	3		
Course Description	The changes in the media landscape, the evolution of convergence, the explosion of the web, animation and games including social media as well as their implications for business and communication environments. This course is designed to illustrate the historical development of new media. It introduces and explains the notion of new media and defines the concepts of convergence, web, animation and games. The course discusses about present the challenges that the emergence of new media pose to traditional media and the way they raised to such challenges. The focus is the how the new media alters the meaning of geographic distance, volume of communication. The student are exposed to information of how new media allows for a huge increase in the volume of communication. It also describes the uses of new media for marketing and communication oriented businesses. It present and explore with students platforms, research methods and tools that could enhance a communicator's work and initiate to expose students to new media by enabling them to engage with it. The course increases the students' awareness of the risks and opportunities that the new media offer in career development.		
Transferable Skills	Critical thinking, problem solving, Personal and Professional Development		
Teaching Methodologies	Lectures, Case Study, Web Based Learning, Discussion, Presentation		
CLO	CLO1 Analyse the eight proposition of new media and the turning of postmodern in new media CLO2 Clarify the new media issues in terms of cultural, ideology, politics, globalisation and social CLO3 Show the adaptation of social networking with currents issue of new media		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Meenakshi Gigi Durham, Douglas M. Kellner 2005, <i>Media and Cultural Studies</i>, Wiley-Blackwell [ISBN: 1405132582]• Nicholas Garnham 2000, <i>Emancipation, the Media, and Modernity</i>, Oxford University Press, USA [ISBN: 019874224X]• Lister, Martin, Dovey, Jon, Giddings, Seth. Grant, Iain. & Kelly, Kieran 2003, <i>New Media: A Critical Introduction</i>, Routledge London [ISBN: 978-041543161]</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Meenakshi Gigi Durham, Douglas M. Kellner 2005, <i>Media and Cultural Studies</i>, Wiley-Blackwell [ISBN: 1405132582]• Nicholas Garnham 2000, <i>Emancipation, the Media, and Modernity</i>, Oxford University Press, USA [ISBN: 019874224X]• Lister, Martin, Dovey, Jon, Giddings, Seth. Grant, Iain. & Kelly, Kieran 2003, <i>New Media: A Critical Introduction</i>, Routledge London [ISBN: 978-041543161]
Recommended Text	<ul style="list-style-type: none">• Meenakshi Gigi Durham, Douglas M. Kellner 2005, <i>Media and Cultural Studies</i>, Wiley-Blackwell [ISBN: 1405132582]• Nicholas Garnham 2000, <i>Emancipation, the Media, and Modernity</i>, Oxford University Press, USA [ISBN: 019874224X]• Lister, Martin, Dovey, Jon, Giddings, Seth. Grant, Iain. & Kelly, Kieran 2003, <i>New Media: A Critical Introduction</i>, Routledge London [ISBN: 978-041543161]		
Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		