



UNIVERSITI TEKNOLOGI MARA

COM168: CONTEMPORARY ISSUES IN COMMUNICATION AND MEDIA

<b>Course Name (English)</b>	CONTEMPORARY ISSUES IN COMMUNICATION AND MEDIA <b>APPROVED</b>
<b>Course Code</b>	COM168
<b>MQF Credit</b>	4
<b>Course Description</b>	This course introduces students to the development and reasons behind political, social and economic issues in both local and global media and communication context. Students will be equipped with knowledge and analytical capability to interpret these issues and recognize its importance towards national development from the media and communication perspective.
<b>Transferable Skills</b>	Teamwork Communication skills Understanding media issues Written communication Verbal communication
<b>Teaching Methodologies</b>	Lectures, Case Study, Discussion, Role Play
<b>CLO</b>	CLO1 Explain contemporary communication and media issues from Malaysia and global perspective. (PLO1) (C2) CLO2 Demonstrate values and attitudes related to in contemporary communication and media issues. (PLO4) (A3) CLO3 Display rational attitudes toward multicultural societies in Malaysia from media perspectives. (PLO3) (A3) CLO4 Demonstrate lifelong learning skills related to contemporary communication and media issues. (PLO7) (A3)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Contemporary Communication and Media Issues (CCMI)</b> 1.1) N/A	
<b>2. CCMI in local social context I (a)</b> 2.1) N/A	
<b>3. CCMI in local social context I (b)</b> 3.1) N/A	
<b>4. CCMI in local political context I</b> 4.1) N/A	
<b>5. CCMI in local economic context I</b> 5.1) N/A	
<b>6. CCMI in global social context I (a)</b> 6.1) N/A	
<b>7. CCMI in global social context I (b)</b> 7.1) N/A	
<b>8. CCMI in local social context II (a)</b> 8.1) N/A	
<b>9. CCMI in local social context II (b)</b> 9.1) N/A	
<b>10. CCMI in global political context</b> 10.1) N/A	

<b>11. CCMI local social context III</b> 11.1) N/A
<b>12. CCMI in local social context IV</b> 12.1) N/A
<b>13. CCMI global economic context II</b> 13.1) N/A
<b>14. CCMI global social context II</b> 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group project on current issues related to communication and media.	30%	CLO2
	Online Quiz	Online quiz on topic 9 and 10	20%	CLO1
	Presentation	Role play to display rational attitudes toward multicultural societies in Malaysia from media perspectives.	20%	CLO3
	Test	Students are tested on the knowledge of current issues related to communication and media.	10%	CLO1
	Written Report	Written report of the students reflection on the contemporary communication and media issues.	20%	CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Selections from CQ Researcher 2018, <i>Issues in Media</i>, SAGE Publications, Inc London [ISBN: 9781544350530]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Wilson, C.C., Gutierrez, F., and Chao, L.M. 2013, <i>Racism, Sexism, and the Media: Multicultural Issues into the New Communications Age</i>, 4th Ed., Sage Publications. London, United Kingdom [ISBN: 9781452217512]</li> <li>• CQ Researcher. 2014, <i>Issues in Race and Ethnicity</i>, SAGE Publications London, United Kingdom [ISBN: 978-148331704]</li> <li>• Ismail Sualman, Halimahton Shaari. 2013, <i>Isu kontemporari komunikasi dan media Malaysia.</i>, Penerbit UiTM Press. Universiti Teknologi MARA Shah Alam, Selangor: [ISBN: 9789674124120]</li> <li>• Kathleen T. McWhorter. 2015, <i>Reading and Writing About Contemporary Issues.</i>, Pearson Niagra [ISBN: 978-01339496]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	