



**UNIVERSITI TEKNOLOGI MARA**

**COM259: CONTEMPORARY ISSUES IN DIGITAL CONTENT**

<b>Course Name (English)</b>	CONTEMPORARY ISSUES IN DIGITAL CONTENT <b>APPROVED</b>
<b>Course Code</b>	COM259
<b>MQF Credit</b>	3
<b>Course Description</b>	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.
<b>Transferable Skills</b>	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.
<b>Teaching Methodologies</b>	Lectures, Discussion
<b>CLO</b>	CLO1 Able to explain New Media Using Eight Simple Proposition CLO2 Able to evaluate contemporary issues with regards to the new media. CLO3 Apply written, oral, and visual communication to analyze and critique digital media.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Definition of New Media using eight simple propositions 1,2,3</b> 1.1) New Media vs Cyberculture 1.2) New Media As Computer Technology Used As as Distribution Platform 1.3) New Media as digital data controlled by software	
<b>2. Definitions of New Media Using Eight Simple Proposition 4,5,8</b> 2.1) New Media as the mix between existing cultural convention ad convention of software. 2.2) New Media as the aesthetics that accompany the early stage of moden media 2.3) New Media as paralled articulations of similar ideas in post ww1	
<b>3. Digital Media as Digital Data Conrolled by Software Current Economic Conditions</b> 3.1) 1. Digital Media As Aesthetics that Accompanies the Early Stge of Every New Modern Media 3.2) 2. Communication Technology	
<b>4. New Media vs. Cyberculture</b> 4.1) N/A	
<b>5. Digital Media as the Encoding of Modernist Avant-Garde New Media as Meta Media</b> 5.1) 1. Democratization of Information 5.2) 2. Response to Globalization	
<b>6. Globalization and New Media</b> 6.1) 1. Understanding the rapid dissemination of Internet access points, 6.2) 2. the digitalisation of media, and media convergence	

<b>7. Interactivity</b> 7.1) 1. Transcending Geographical Boundaries 7.2) 2. Social Restriction
<b>8. Virtual Community</b> 8.1) Understanding factors contributed for the establishment of a brand community
<b>9. Brand Community</b> 9.1) N/A
<b>10. Marketing and Communication Industry</b> 10.1) 1. Understanding how the new media change people's perception 10.2) 2. the issues with regards to society's thinking
<b>11. As a Tool for Change</b> 11.1) N/A
<b>12. Technological Determinism</b> 12.1) understanding the impact of new media towards national security
<b>13. New Media and State Governance</b> 13.1) N/A
<b>14. New Media and National Security</b> 14.1) N/A

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	60.00%
Final Assessment	40.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Case Study	Group Assignment	30%	CLO3
	Reading Response	Reading and Evaluating Assignment	30%	CLO1

<b>Reading List</b>	This Course does not have any book resources
<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