UNIVERSITI TEKNOLOGI MARA

BRO601: INTERNATIONAL BROADCASTING

Course Name (English)	INTERNATIONAL BROADCASTING `APPROVED`
Course Code	BRO601

MQF Credit	3

Course Description	This course focuses on cross-national approaches to the study of broadcasting through the discussion of economy, political and the historically development globally as well as the new media policies and practices, such as those surrounding the Internet in the First, Second and Third World Nations. The course prepares students to approach issues in communication, business and public policy from a global perspective.

Transferable Skills	Planning and organisation of the broadcasting industry globally Development of broadcasting industry globally

Teaching Methodologies	Lectures, Case Study, Discussion, Presentation

CLO	CLO1	Apply the global practice of broadcasting.
	CLO2	Discuss issues and problems related to national authority and its broadcasting systems
	CLO3	Analyze the solutions that nations have adopted when faced with the problems common to all systems
	CLO4	Demonstrate solutions that works best in getting the most out of the potentials of broadcasting

Pre-Requisite Courses	No course recommendations

Topics

1. An inquiry into the global broadcasting systems
1.1) Cross-national inquiry using the more common country-to-country approach or a problem-by problem approach to comparative analysis

2. The world of broadcasting
2.1) First, Second and Third World

3. Satellites and Broadcasting
3.1) Intercontinental relays,Domestic Satellites and Diect Broadcast Satellites

4. The cases of cable TV and to discuss trends in communication technolog
4.1) Britain and Continental Europe.

5. Direct Broadcast Satellites.
5.1) Understanding of what is satellites
5.2) Usage of satellites for broadcasting industry
5.3) Transnational broadcasting

6. Politic of Broadcasting Ownership
6.1) Origins of political controls: Government Monopoly, Third World and Private Ownership

7. BBC: Public Service Corporation Model
7.1) The Royal Charter, License and Agreement and BBC influence

8. Economics of Broadcasting
8.1) Government Funding, receiver of license fees and advertising

9. Transnational Television
9.1) Broadcasting across continent

10. Arab Broadcasting and Arabsat 10.1) Broadcasting industry in the Arab world 10.2) Transnational broadcasting across the middle east
11. Qatar's Al-Jazeera News Channel 11.1) A Middle East Ownership
12. International Broadcasting Spillover 12.1) Content across border and content sharing
13. South Asian Policy of Broadcasting 13.1) Broadcasting in India, Pakistan, Bangladesh, Sri Lanka, Bhutan and Maldives
14. Asian Satellites 14.1) Broadcasting industry in the Malay world

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment on global broadcasting system	20%	CLO1
	Case Study	Case study on broadcasting issues - 20% Presentation - 10%	30%	CLO4
	Test	Mid term test	10%	CLO3

Reading List	Recommended Text	Naomi Sakr 2001, *Satellite Realms*, 1.2.3.4.5, I. B. Tauris New York [ISBN: 1-86064-688-3]
		Sydney W. Head 1985, *World broadcasting systems: a comparative analysis*, 1,2,3,,4,7,11, Wadsworth Pub. Co. Belmont, Calif. [ISBN: 0-534-04734-3]
	Reference Book Resources	Joseph D. Straubhaar 2007, *World television: from global to local*, 1,3,5, Sage Los Angeles [ISBN: 9780803954632]
		Amos Owen Thomas 2005, *Imagi-nations and borderless television*, 2,4,5,6,7, Sage Publications, 2005. New Delhi [ISBN: 9780761933960]
		Donald R. Browne 1999, *Electronic media and industrialized nations*, 2,3,4,5, Iowa State University Press Ames [ISBN: 9780813804224]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	