



## UNIVERSITI TEKNOLOGI MARA

### COM730: GRADUATE SEMINAR

<b>Course Name (English)</b>	GRADUATE SEMINAR <b>APPROVED</b>
<b>Course Code</b>	COM730
<b>MQF Credit</b>	4
<b>Course Description</b>	<p>The goal of this course is to familiarize graduate students with new knowledge, approaches and viewpoints in diverse spheres of communication and research such that their intellectual understanding is enhanced. Thus, while discussing on contemporary issues in communication and the social sciences, this course will concurrently cover areas related to research paradigms and directions. This is aimed at refreshing them with the research process they have learnt in earlier classes. To ascertain that they gain new knowledge from various perspectives and opinions on issues related to communication, the social sciences and research works, guest lecturers will be invited to discuss and exchange ideas in their specific areas of expertise. Therefore, while providing new knowledge to the students, this course is also designed to prepare them to be critical and analytical in a social science discourse. In essence, the graduate seminar is a platform for them to acquaint with the needs of the faculty while exchanging knowledge and information on each other's readings. It is vital to emphasize that this class will be set as an actual seminar wherein students will be exposed with a particular presentation of topic related to communication and research areas in the social sciences. In every seminar presentation by the class lecturer or in some cases a guest lecturer, a student will be assigned to tape-record and jot down the information and discussion from the topic discussed after which he/she will be given one week of preparation to lead a discourse on the same topic with the class members as workshop participants. In this way, it is hoped that the students would be able to develop and hone their intellect, presentation and discussion skills on specific topics in a public forum. Further to this, in the final two weeks of the course, students are to work in a group of two to come up with a concept paper on a topic of their on the various seminars and discussions held in class. This is aimed at training them to blend ideas and thoughts such that they could develop their own specific concept and theme for an original scholarly work that is capable of communicating clear and coherent objectives, approaches and opinions. This academic assignment would be of benefit to the students because they can play a meaningful role in furthering their field of study as they have the opportunity to submit and present their paper in national conferences on communication or a related field of study.</p>
<b>Transferable Skills</b>	Demonstrateability to apply creative, imaginative and innovative thinking and ideas to problem solving.
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Practical Classes, Discussion, Presentation, Self-directed Learning, Directed Self-learning , Journal/Article Critique
<b>CLO</b>	<p>CLO1 Demonstrate an understanding and awareness of contemporary issues in communication and related fields.</p> <p>CLO2 Demonstrate an understanding of research processes and paradigms</p> <p>CLO3 Construct and elucidate critical thinking and analysis</p> <p>CLO4 Consider and compose a seminar paper that merits submission at any national level seminar on communication and related field</p> <p>CLO5 Design, compose and defend a purposeful research for their Master's thesis under the supervision of a faculty member with the right expertise in his/her field of study.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	

<b>1. Influence of TV Commercials Towards Cultural Values of a Community</b> 1.1) Course Introduction
<b>2. Cultural Values and Structural Changes in Society</b> 2.1) n/a
<b>3. Globalization and Cultural Hibridization</b> 3.1) n/a
<b>4. Tackling Multiculturalism via Human Communication</b> 4.1) A Public Relations Campaign
<b>5. A Public Relations Campaign</b> 5.1) n/a
<b>6. Online Journalism, Democracy and Social Integration</b> 6.1) n/a
<b>7. The Impact of Social Media Politics</b> 7.1) n/a
<b>8. Crisis Communications</b> 8.1) n/a
<b>9. New Paradigms in Research Methodology</b> 9.1) n/a
<b>10. Media Ethics in the Entertainment Industry</b> 10.1) n/a
<b>11. Violence Content in the Mass Media</b> 11.1) n/a
<b>12. Explicit Content in the Mass Media</b> 12.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Progress report on Event Project	20%	CLO3
	Individual Project	Term paper	30%	CLO1
	Portfolio/Log Book	Log book and Checklisy	10%	CLO4
	Seminar	Concept paper	20%	CLO5
	Written Report	Individual report on weekly presentation	20%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Christine Daymon &amp; Immy Holloway 2002, <i>Qualitative Research Methods in Public Relations and Marketing Communications</i>, Routledge London</li> <li>• Chua, B.H 2008, <i>Structure of Identification and Distancing in watching East Asian Television Drama . In B.H. Chua &amp; K. Iwasbuchi (Ed.), East Asian Pop Culture: Analysing the Korean Wave</i> Hong Kong University Press Hong Kong</li> <li>• Creswel, J.W 2003, <i>Research Design: Qualitative, Quantitative And Mix Methods</i>, Sage Publication California</li> <li>• Jennings Bryant &amp; Susan Thompson 2003, <i>Fundamentals of Media Effects</i>, McGraw Hill Boston</li> <li>• John F. Cragan &amp; Donald C. Shields 2005, <i>Understanding Communication Theory</i>, Allyn &amp; Bacon Boston</li> <li>• Irving Fang 1997, <i>A History of Mass Communication</i>, Focal Press Boston</li> <li>• Katherine Miller 2005, <i>Communication Theories: Perspective, Process and Contents</i>, McGraw Hill New York</li> <li>• Phillip Kotler &amp; Eduardo C. Roberto 1989, <i>Social Marketing: Strategies for Changing Public Behaviour</i>, The Free Press London</li> <li>• Rubin, R. B., A.M. &amp; Piele, L. J 1996, <i>Communication Research: Strategies and Sources</i>, Wadsworth Belmont, CA</li> <li>• Shearon A. Lowery &amp; Melvin L. DeFleur 1995, <i>Milestones in Mass Communication Research: Media Effects</i>, Longman New York</li> <li>• Sherwyn P. Morreale, B. H. 2007, <i>Human Communication: Motivation, Knowledge and Skills</i>, Thomson Learning Inc Belmont, CA</li> <li>• Talib, R 2000, 'Malaysia: Power Shifts and the Matrix for Consumption'. In C. B. Huat (Ed.). <i>Consumption in Asia: Lifestyles and Identities</i>, Routledge London</li> <li>• Tomlinson, John 1991, <i>Cultural Imperialism: A Critical Introduction</i>, Pinter Publishers London</li> <li>• Tomlinson, John 1999, <i>Globalization and Culture</i>, Chicago University Press Chicago</li> <li>• Wimmer, Roger D. and Dominick, Joseph R. 2007, <i>Mass Media Research: An Introduction</i>, 9th Ed., Thomson Wadsworth Belmont, CA</li> <li>• W Lawrence Neuman 2011, <i>Social Research Methods</i>, 7th Ed., Pearson Boston, MA</li> </ul>

<b>Article/Paper List</b>	<b>Reference Article/Paper Resources</b>	<ul style="list-style-type: none"> <li>• Browne, B.A 1998, Gender Stereotypes in Advertising on Children's Television in the 1990s. A Cross National Analysis, <i>Journal of Advertising</i>, 27 (1), 83-87</li> <li>• Silk, M 2002, 'Bangsa Malaysia': Global Sport, the City and the Mediated Refurbishment of Local Identities, <i>Media, Culture and Society</i>, Vol. 24, 75</li> </ul>
<b>Other References</b>	This Course does not have any other resources	