Course Name (English)	MASS MEDIA AND MALAYSIAN SOCIETY APPROVED
Course Code	COM510

MQF Credit	3

Course Description	This course focuses on the roles, functions, and effects of mass media towards Malaysian society. Various topics related to mass media and Malaysian society will be discussed throughout the studies. Among the issues are media and ideology, the economics of mass media and media effects theory. The topics will delve into the global mass media issue that has been shown worldwide and has an impact on society, either positive or negative. As the media has become globalized, there are a lot of challenges faced by Malaysian society. This study will enhance the students' knowledge about mass media and the reality in Malaysian society.

Transferable Skills	Critical thinking, social skills, communication, teamwork and interpersonal.

Teaching Methodologies	Lectures, Case Study, Discussion

CLO		
	CLO1	Explain the perspectives, theories, and concept related to Mass Media and Malaysian Society. (PLO1)
	CLO2	Study the functions and practices of social skills and responsibilities in Mass Media and Malaysian society. (PLO3)
	CLO3	Demonstrate autonomous learning towards Mass Media landscape and Malaysian society. (PLO7)

Pre-Requisite Courses	No course recommendations

Topics
1. Understanding Mass Media 1.1) The roles and functions of Mass Media 1.2) Media and responsibility 1.3) Media and technology
2. Malaysian Studies (Part 1) 2.1) Components of Malaysian government 2.2) Administrative machinery 2.3) Malaysian constitution
3. Malaysian Studies (Part 2) 3.1) Road towards independence 3.2) The formation of Malaysia 3.3) Media, ethnicity, and nation-building
4. Theories of Media Effects: An overview 4.1) Agenda Setting Theory 4.2) Uses and Gratification Theory 4.3) Spiral of Silence 4.4) Cultivation Analysis
5. The Economics of Malaysian Media 5.1) Media ownership in Malaysia 5.2) Ownership and control in Malaysian media
6. Media and Ideologies in Malaysia 6.1) Media and ideologies in Malaysia
7. Media Regulations and Issues in Malaysia 7.1) Media regulations and freedom of expression in Malaysia 7.2) Media laws and other issues in Malaysia

8. Social Effects of Media on Malaysian Society 8.1) Social Effects of Media on Malaysian Society
9. Media and Politics in Malaysia 9.1) Media and propaganda in Malaysia 9.2) Media and democracy in contemporary Malaysia
10. Media Portrayal and Issues 10.1) Minority Exclusion and Stereotypes 10.2) Gender 10.3) Class 10.4) Sexual
11. New Media and Malaysian Society 11.1) New media and social issues 11.2) New Media and civil society movements
12. Mass Media and The Social World 12.1) The relationships between various components of the Mass Media 12.2) A Model of Media and the Social World
13. Contemporary issues in Mass Media and Society 13.1) The Global Village 13.2) Digital Gap 13.3) Hybridization 13.4) Cultural Imperialism
14. Mass Media and Selected Issues in Malaysia 14.1) Media, religion, and citizenship in Malaysia 14.2) Malaysia and reality TV shows

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Case study report related mass media & Malaysian society	25%	CLO3
	Assignment	Presentation and written report analysis on case study (group)	45%	CLO2
	Final Test	Final test	20%	CLO1
	Quiz	Quiz based on certain topics	10%	CLO1

Reading List	Recommended Text	
		Trystan Summers 2017, *Media, Mass Communication and Society*, **1 Ed., The English Press New York, NY [ISBN: 978-1-9789-26]**
		Paul Hodkinson 2017, *Media, Culture and Society : An Introduction*, **2 Ed., Sage Publications Ltd London, United Kingdom [ISBN: 9781473902367]**
		Tim Highfield 2016, *Social Media and Everyday Politics*, **1 Ed., Polity Press Oxford, United Kingdom [ISBN: 9780745691350]**
		Annette Aw and Lars Willnat 2014, *Social Media, Culture and Politics in Asia*, **1 Ed., Peter Lang Publishing Inc New York, United States [ISBN: 9781433118777]**
		James Curran, Michael Gurevitch 2005, *Mass Media and Society*, **Bloomsbury Academic [ISBN: 9780340884997]**
Article/Paper List	**Reference Article/Paper Resources**	**Idid, S. A., & Pawanteh, L. 1989, Media, ethnicity and national unity,** *Media Asia*, **16(2), 78**
		Anuar, M. K. 2005, Politics and the Media in Malaysia, *Kasarinlan: Philippine Journal of Third World Studies*, **20(1), 25**
		Warren, A. M., Sulaiman, A., & Jaafar, N. I. 2014,). Social media effects on fostering online civic engagement and building citizen trust and trust in institutions, *Government Information Quarterly*, **31(2), 291**
		Sani, M. A. M. 2005, Media freedom in Malaysia, *Journal of Contemporary Asia*, **35(3), 341**
		Saxton, G. D., & Wang, L 2014, The social network effect: The determinants of giving through social media, *Nonprofit and voluntary sector quarterly*, **43(5), 850**
		Adnan, A. H. M. 2010, Employing discourse, language and television media to reconstruct the image of Islam: a case study of Malaysia, *Asian Social Science*, **6(6), 33**
Other References	This Course does not have any other resources	