



UNIVERSITI TEKNOLOGI MARA

COM651: MASS MEDIA AND SOCIETY

Course Name (English)	MASS MEDIA AND SOCIETY APPROVED
Course Code	COM651
MQF Credit	3
Course Description	This course exposes students to the usage and effects of mass media, and how or why it has become an integral part of human life. Therefore to understand the system of mass communication would mean delving into the nature of the social, political and economic order. Studying the relationships of media and society, power structure, social culture and the social order is essential.
Transferable Skills	Students gained knowledge about mass media industry and society.
Teaching Methodologies	Lectures, Case Study, Presentation, Journal/Article Critique
CLO	CLO1 Interpret the usage and effects of mass media on the contemporary society. CLO2 Demonstrate autonomous learning in issues and challenges related to mass media and society CLO3 Display high ethical standards of mass media usage in media saturated society
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Understanding mass communication and mass Media 1.1) 1.1 The characteristics of mass communication and mass media 1.2) 1.2 The roles and functions of mass media	
2. 2. The rise of mass media 2.1) 2.1 Changing media throughout history 2.2) 2.2 Media and technology 2.3) 2.3 Modern mass media	
3. 3. Mass Media and Social Relations 3.1) 3.1 Relationships between media and other social institutions.	
4. 4. Media Economy 4.1) 4.1 Media Chains and Conglomerations 4.2) 4.2 Consequences of Chains and Conglomeration	
5. 5. Media Regulation 5.1) 5.1 Why Regulate Media?	
6. 6. Media and Politics 6.1) 6.1 Political Influence on Media	
7. 7. Media and Ideology 7.1) 7.1 Media Ideology and the "Real World"	
8. 8. Media Effects Theory 8.1) 1.1 Basic theories of media effects	
9. 9. Social Effects of Mass Communication 9.1) 9.1 9.2. Media and social behavior	
10. 10. New Media 10.1) 10.1 Emerging Trends and Issues	

11. 11. Media Representation (Portrayal)

11.1) 11.1 Minority Exclusion and Stereotypes

11.2) 11.2. Gender

11.3) 11.3. Class

11.4) 11.4. Sexual

12. 12. Contemporary Issues in Mass media and Society:

12.1) 8.1 The Global Village

12.2) 8.2 Hybridization

12.3) 8.3. Cultural Imperialism

12.4) 8.4 Emerging Trends

13. 13. Analytical Studies of Mass Media and Society.

13.1) A Case Study of Mass Media in Malaysia

14. 14. Analytical Studies of Mass Media and Society

14.1) A case Study of Mass Media in Malaysia

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	n/a	35%	CLO3
	Individual Project	n/a	15%	CLO2
	Test	n/a	20%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Dominick Joseph R, (2009) (10th Edition)., <i>The Dynamics of Mass Communication</i> • Croteau D., Hoynes W. & Milan S., (2012) (4th Edition)., <i>Media/Society: Industries, Images and Audiences, California</i> • George Rodman. 2011, <i>Mass Media in a Changing World</i>, 4th. Edition Ed., McGraw-Hill Higher Education. New York

Article/Paper List	
	This Course does not have any article/paper resources

Other References	
	This Course does not have any other resources