



**UNIVERSITI TEKNOLOGI MARA**

**COM731: NEW COMMUNICATION TECHNOLOGIES**

<b>Course Name (English)</b>	NEW COMMUNICATION TECHNOLOGIES <b>APPROVED</b>
<b>Course Code</b>	COM731
<b>MQF Credit</b>	3
<b>Course Description</b>	This course is offered as a graduate seminar class. It is intended to be useful for students interested in the study of media and communication generally or of technology generally. The course covers a range of intellectual traditions and disciplines, with some emphasis on science and technology studies and the history of technology. Discussions will be mainly focused on four particular technologies, namely radio, television, the telephone, and the Internet. Major approach to the topics will address new communication technologies, their uses, and their effects. Other perspectives may include ethnography, "new" institutionalism, political economy, and cultural studies. To keep us right on track, we'll examine the technologies based on the following general issues: (1) the history of particular technology; (2) how new communication technologies work; (3) the potential and verifiable social, economic, and political consequences of their use; and (4) how new communication technologies might/should be regulated.
<b>Transferable Skills</b>	i. Critical analysis skill ii. Problem solving skill iii. Research skill
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Case Study, Discussion, Presentation, Self-directed Learning, Directed Self-learning, Journal/Article Critique
<b>CLO</b>	CLO1 Adapt with the rapid development of communication technologies, and the convergence of computer and electronic media technologies CLO2 Consider the basic technical principles and applications of important communication technologies CLO3 Display responsibilities for the effects of communication technologies on society CLO4 Evaluate thoroughly issues regarding communication regulations in Malaysia
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Communication Technologies and Historical</b> 1.1) a. Perspective on Communication Technology 1.2) b. Technology Defined 1.3) c. Technology and Science	
<b>2. Application of New Communication Technologies</b> 2.1) a. Living in the Information Age: The Communication Revolution	
<b>3. National Geographic Video: Surviving Australia's Outback</b> 3.1) a. The Structure of Communication Industries	
<b>4. The Malaysian Communications and Multimedia Commission</b> 4.1) a. Communication Policy and Technology	
<b>5. Digital Television</b> 5.1) n/a	
<b>6. Multichannel Television Services</b> 6.1) n/a	
<b>7. IPTV: Streaming Media</b> 7.1) n/a	

<b>8. Interactive Television</b> 8.1) n/a
<b>9. Satellites and Communication</b> 9.1) n/a
<b>10. Radio Broadcasting</b> 10.1) n/a
<b>11. Personal Computers</b> 11.1) n/a
<b>12. Video Games</b> 12.1) n/a
<b>13. Virtual and Augmented Reality</b> 13.1) n/a
<b>14. Home Video</b> 14.1) n/a
<b>15. Digital Audio</b> 15.1) n/a
<b>16. Digital Imaging and Photography</b> 16.1) n/a
<b>17. Networking Technologies</b> 17.1) n/a
<b>18. Telephony</b> 18.1) n/a
<b>19. The Internet and The World Wide Web</b> 19.1) n/a
<b>20. Mobile Computing</b> 20.1) n/a
<b>21. Electronic Commerce</b> 21.1) n/a
<b>22. Broadband and Home Networks</b> 22.1) n/a
<b>23. Teleconferencing</b> 23.1) n/a
<b>24. The Mobile Revolutions</b> 24.1) n/a
<b>25. Program evaluation planning and reporting</b> 25.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Journal Article Critique and Discussion / Portfolio	30%	CLO2
	Case Study	Seminar and Presentation	30%	CLO4
	Final Test	Final Test	30%	CLO1
	Test	Mid Term Test	10%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Frances Cairncross 2001, <i>The Death of Distance</i>, 1 Ed., Harvard Business Press [ISBN: 157851438X]</li> <li>August E. Grant, Jennifer H. Meadows 2012, <i>Communication Technology Update and Fundamentals</i>, 13 Ed., Taylor &amp; Francis [ISBN: 9780240824567]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Lyle, J.; McLeod 1993, <i>Communication, Media and Change</i>, Mayfield</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	