



UNIVERSITI TEKNOLOGI MARA

COM722: POLITICAL ECONOMY OF THE MEDIA

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| Course Name (English) | POLITICAL ECONOMY OF THE MEDIA APPROVED |
| Course Code | COM722 |
| MQF Credit | 3 |
| Course Description | This course examines the intricate relationship that exists between media owners and the political and economic elite. It examines how diversity of media is lost and monopolistic trends of media ownership develops. The implications of over commercialization of media business and freedom is also studied. |
| Transferable Skills | Critical Thinking, Teamwork Skill, Social Skill, Analytical Skill, Responsibility, Presentation Skill Communication Skill |
| Teaching Methodologies | Lectures, Case Study, Discussion, Presentation, Self-directed Learning |
| CLO | CLO1 Examine theories of political economy CLO2 Examine the structure and performance of world mass media CLO3 Evaluate the performance of media in promoting a democratic society |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Political Economy of the Mass Media 1.1) Political Economy, Process and Neoliberalism | |
| 2. Political Economy of the Mass Media 2.1) Political Economy, Process and Neoliberalism | |
| 3. Globalisation 3.1) n/a | |
| 4. Globalisation 4.1) n/a | |
| 5. Journalism and Political Economy 5.1) n/a | |
| 6. The History of Malaysian Politics and Its Economic Policy 6.1) n/a | |
| 7. The Policy and Regulation of Malaysian Mass Media 7.1) n/a | |
| 8. The Policy and Regulation of Malaysian Mass Media 8.1) n/a | |
| 9. The Political Economy of Malaysian Press 9.1) n/a | |
| 10. The Political Economy of Malaysian Broadcasting 10.1) n/a | |
| 11. The Political Economy of Malaysia Advertising 11.1) n/a | |

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| 12. Cultural Imperialism 12.1) n/a |
| 13. Presentation 13.1) Final Project Presentation |
| 14. Presentation 14.1) Final Project Presentation |

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Individual Assignment | 20% | CLO2 |
| | Case Study | Case Study 1 | 10% | CLO2 |
| | Case Study | Case Study 2 | 10% | CLO1 |
| | Final Project | Critical Analysis and Investigation on the Current Pattern of Global Political Economy | 50% | CLO3 |
| | Test | Test | 10% | CLO1 |

| Reading List | Recommended Text | <ul style="list-style-type: none"> • Yahya, Azizul 2006, <i>The Political Economy of Malaysian Mass Media</i>, UPENA UiTM • Yahya, Azizul 2005, <i>Advertising in Malaysia: The Consequences of Globalisation</i>, UPENA UiTM • Mosco, Vincent 2010, <i>Political Economy of Communication</i> |
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| | Reference Book Resources | <ul style="list-style-type: none"> • Garnham, Nicholas 1990, <i>The Political Economy of Communications</i>, SAGE London |

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| Article/Paper List | This Course does not have any article/paper resources |
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| Other References | This Course does not have any other resources |
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