

COM105e Media Communication in a Changing World

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

COM105 explores basic media communication foundational concepts and theories with an emphasis on the expanding role of new media technologies in contemporary society. The survey of mass communication media in this course includes components of print, broadcast, digital, advertising, public relations, social media platforms and the mobile communication environment in both global and local contexts.

Throughout the course, students will acquire an appreciation of how our experiences of the world are increasingly mass mediated and the impact of technology and economics of the different types of media on communication. They will identify the convergences between traditional and digital media technologies and examine critical issues and controversies facing the media industry and their effects on the society for both communities and individuals.

Topics:

- What is mass communication
- Media growth /ownership and global media trends / issues
- Today's new media industry and its key issues
- Mass communication and media: theories and Effects
- The evolving newspaper and magazines industries
- Controversies
- Evolving journalism
- The Internet and Social Media (Freedom of Expression, Privacy)
- The evolving radio and TV industries
- Global Media (Programming)
- The evolving public relations and advertising industries
- Film (Product placement)

Textbooks:

Baran, S. J.: Introduction to mass communication: media literacy and culture. 9th McGraw-Hill Education
ISBN-13: 9781259751448-AA

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Learning Outcome:

- Explain the changing operations of traditional mass media and new media.
- Discuss media's impact on communication and its effects on the audiences.
- Identify key controversial issues caused by media practices in today's society.
- Illustrate the changing characteristics of the various media platforms and their convergences.
- Evaluate traditional media and new media technologies (e.g. social media) in their application to media practices.
- Analyse and make sound judgment in approaching media issues and challenges (e.g. media speed versus credibility, internet freedom versus social responsibility).

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**