

MODULE HANDBOOK



UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminikom@unesa.ac.id website: <https://ikom.fish.unesa.ac.id/>

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Public Communication / 7020103117	(3CU X 1.59 ECTS) X 28.49= 135.89 Workhours	3 CU 4.77 ECTS	5 th / odd	Once Year	14 x meetings
1	Types of courses Lectures Structured, Assignments, Independent Study	Contact hours (3CU X 1,59 ECTS) X{(50:170) } X 28,49 Workhour s= 39, 97	Independent Study (3CU X 1,59 ECTS) X{(60:170) } X 28,49 Workhours = 39, 97	Structured Study (3CU X 1,59 ECTS) X{(60:170) } X 28,51 Workhour s= 63,95	Class size MAX 50 STUDENT
2	Prerequisites for participation (if applicable)				
3	Program Learning outcomes				
	<p>PLO 1.A Promote an attitude of devotion to God, love for the country, responsibility, and independence, as a reflection of the values of academic norms and ethics.</p> <p>PLO 2.A Apply logical, critical, and innovative thinking through the development of science and technology in their field of expertise.</p>				

	<p>PLO 3.A Able to use communication skills and utilize communication technology to solve social change communication issues.</p> <p>PLO.4 A Able to develop concepts, rules, and processes for planning and implementing social change communication programs.</p>
	<p>CLO : <i>Students are able to understand about examine the scope of public communication, human characteristics of communicants, principles of communication, perception, verbal and non-verbal communication, and rhetoric.</i></p>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Understanding the public communication approach. 2. Developing a Public Communication Strategy. 3. Public Communication Preparation Stage. 4. Public Communication Delivery Stage. 5. Evaluation of Public Communication Program 6. Public Communication Techniques 7. Role of Public Communication in Government 8. Public Communication Management Strategies 9. Strategic Management of Public Communication 10. Government Public Communication in Times of Crisis 11. Collaboration of Mass Media and Government in Public Communication
5	<p>Teaching methods <i>Lecture Course, Project based Learning.</i></p>
6	<p>Assessment methods <i>Participation, Assignment.</i></p>
7	<p>This module/course is used in the following study program/s as well -</p>
8	<p>Responsibility for module/course <i>Elective Course</i></p>
9	<p>Other information (References)</p> <ol style="list-style-type: none"> 1. Rakhmat, Jalaluddin. 2015. Psikologi Komunikasi . Bandung: Rosda Karya. 2. De Vito. 2007. Interpersonal Communication . New York: Sage Publication. 3. Littlejohn, Stephen W. 2015. Human Communications . New York: Sage Publication. 4. Clow, Kenneth E. 2008. Integrated Advertising, Promotion, and Marketing Communication. New Jersey: Prentice Hall. 5. Zarefsky, David. 2012. Public Speaking. UNited States: Pearson