

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
Media and Culture / 7020103130	(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 = 47,96	Structured Study (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhour s= 47,96	Class size MAX 50 STUDENT
2	Prerequisites for participation (if applicable)				
3	Program Learning outcomes				
	PLO 1.A Promote an attitude of devotion to God, love for the country, responsibility, and independence, as a reflection of academic values and ethics.				
	PLO 2 Show independent performance, quality, and prevent plagiarism in compiling the results of scientific field studies.				

	<p>PLO 2.A Able to apply logical, critical, systematic, and innovative thinking in the context of developing or implementing science and technology that pay attention to and apply humanities values in accordance with their field of expertise.</p> <p>PLO 2.B Able to show independent, quality, and measurable performance.</p> <p>PLO 2.C Able to assess the implications of the development or implementation of science and technology that pay attention to and apply humanities values in accordance with their expertise based on scientific rules, procedures and ethics in order to produce solutions, ideas, designs or art criticism.</p> <p>PLO 2.D Able to make decisions appropriately in the context of problem solving in their field of expertise, based on the results of information and data analysis.</p> <p>PLO 2.E Able to maintain and develop networks with supervisors, colleagues, peers both within and outside the institution.</p> <p>PLO 2.F Able to be responsible for the achievement of group work results and to supervise and evaluate the completion of work assigned to workers under his responsibility.</p> <p>PLO 2.G Able to carry out a self-evaluation process for the work group under his responsibility, and able to manage learning independently.</p> <p>PLO 2.H Able to document, store, secure, and retrieve data to ensure validity and prevent plagiarism.</p> <p>PLO 3.A Able to run communication programs through planning, implementation, and evaluation stages, in managing conventional and digital media organizations.</p> <p>PLO.4 A Able to develop the concept of rules and processes in communication strategies related to the field of marketing communication and media management.</p> <p>CLO : <i>Students are able to understand the basic issues related to culture and media studies along with theories and approaches. We will discuss the concept of culture in general, and the concept of culture in the context of media as a medium of information.</i></p>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Fundamentals of Media Studies 2. Introduction to Cultural Studies 3. Three domains of media studies: Media institutions Media messages Media audiences 4. Media institutions as a source of message production 5. Media products : Texts: Between Genre and representation 6. Screen and Visual Culture 7. Media and the Politics of Representation 8. Media, Gender, and Sexuality

	<ul style="list-style-type: none"> 9. Cultural Industry and Digital Economy 10. Cyberculture and the Digitization of Society 11. Sound Culture: Podcasting and Music 12. Fan Studies and Franchising in the Media Industry 13. Sports Media 14. Entertainment Media Ethics 15. Creating event flyers 15. Creating infographics on social media
5	<p>Teaching methods <i>Lecture Course, Case Study.</i></p>
6	<p>Assessment methods <i>Participation.</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. Brian Longhurst, et. al. 2008. <i>Introducing Cultural Studies</i>, Second Edition. Harlow: Pearson Longman. 2. Philip Rayner, Peter Wall, dan Stephen Kruger. 2004. <i>Media Studies: The Essential Resource</i>. London & New York: Routledge. 3. Jane Stokes. 2003. <i>How to Do Media and Cultural Studies</i>. London: Sage Publications. 4. Kellner, Douglas (penulis); Galih Bondan Rambatan (penerjemah); Muhammad Al-Fayyadl (editor). (2018). <i>Budaya media :cultural studies, identitas, dan politik antara modern dan postmodern / Douglas Kellner ; penerjemah, Galih Bondan Rambatan ;editor, Muhammad Al-Fayyadi</i>. Yogyakarta :: Jalasutra,.