

Module Descriptions

Module designation	Public Communication
Semester(s) in which the module is taught	5 th semester/Third Year
Person responsible for the module	Dr. Rusmini S.Pd., M.Si
Language	Bahasa Indonesia (Regular Class) Bahasa Inggris (Internasional Class)
Relation to curriculum	Compulsory course
Teaching methods	Project-Based Learning 2 workhours per week (2 x 170 minutes per week)
Workload (incl. contact hours, self-study hours)	1 CU for a bachelor's degree equals 170 minutes (50 minutes face-to-face, 60 minutes structured, 60 minutes independent learning) per week × 14 weeks, excluding mid and end-term exams. = 39.67 work hours per semester = 1.587 ECTS.
Credit points	2 Credit Units (CU) = 3.18 ECTS
Required and recommended prerequisites for joining the module	-
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> 1. Analyze public communication theories and models in various contexts. 2. Evaluate the effectiveness of public communication strategies using a critical approach. 3. Design creative public communication strategies based on information technology. 4. Integrate speaking, persuasion, and digital media skills. 5. Communicate study/research results orally and in writing using ICT.
Content	The Public Communication course examines effective communication techniques, including conveying ideas clearly, active listening, and providing constructive feedback. In addition to theory, the course emphasizes communication practice through group discussions, presentations, public speaking exercises, and the use of digital media. The course also develops interpersonal communication, teamwork, and conflict management skills. Using a reflective approach, students can identify their strengths and areas for personal development, preparing them to become ethical, creative, and adaptable professional communicators in the workplace.
Examination forms	-
Study and examination requirements	Participatory 20 Written/Oral Test 20 Performance Test 60

Reading list	<ol style="list-style-type: none">1. Morissan. (2018). <i>Teori Komunikasi Individu Hingga Massa</i>. Jakarta: Prenada Media2. Liliweri, A. (2019). <i>Komunikasi Antarpribadi</i>. Jakarta: Prenada Media.3. Effendy, O. U. (2020). <i>Ilmu Komunikasi: Teori dan Praktek</i>. Bandung: Remaja Rosdakarya.4. McQuail, D. (2020). <i>McQuail's Mass Communication Theory</i>. Sage Publications.5. Cangara, H. (2021). <i>Pengantar Ilmu Komunikasi</i>. Jakarta: Raja Grafindo Persada.
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