

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:

- Mass communication today
- The evolving print industry
- The evolving broadcast and Information and persuasive industries

Textbooks:

Baran, S. J.: Introduction to mass communication: media literacy and culture 11th McGraw-Hill
ISBN-13: 9781260590081

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	Written Exam	50
Total		100