

Description of Course Unit

Course unit title	Mass Communication
Course unit code	IT081315
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered. (If applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	3
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to explain the scope, urgency, and objectives of mass communication. 2. Students are able to explain the basic and theoretical concepts of mass communication. 3. Students are able to explain the processes and characteristics of mass communication elements/components. 4. Students are able to explain macro, micro and normative models and theories of mass communication which are linked to the phenomena and development of communication technology. 5. Students are able to explain mass communication in social, cultural, economic and political systems. 6. Students are able to explain the obstacles, challenges, and the development trends of mass communication in the digital era. 7. Students are able to describe and analyze mass communication phenomena logically, systematically, critically, and innovatively with appropriate methods and theories in a scientific report, research, or thesis/final assignment. 8. Students are able to explain and to exercise the freedom and responsibility for the use and utilization of mass communication in accordance with legal norms, social norms, ethics and regulations that apply in a mass communication system. 9. Students are able to plan, to produce, and to distribute mass communication messages logically, systematically, critically, and innovatively based on the characteristics of media channels and audiences/public in the digital era.

Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	Teori Komunikasi Introduction to Communication Studies; Communication Theory
Course content	<ol style="list-style-type: none"> 1. Scope, Characteristics, Functions, History and Revolution of Mass Communication. 2. The elements of the Mass Communication Process and Mass Communication Models 3. Mass Communication Effects. 4. The obstacles in Mass Communication. 5. Audience 6. Contemporary Mass Communication theories centered on Media. 7. Contemporary Mass Communication Theories that focus on Audience and Media Effects. 8. Normative theories of mass media and the relationship between mass media and government systems. 9. Mass Media and Society. 10. Media Ideology and Media Political Economy. 11. Trends in the development of the Mass Media Industry in the digital era. 12. Research Methods and Analysis of Content or Content of Mass Media Messages. 13. Research Methods and Audience Analysis and Mass Communication Effects. 14. Journalism, Ethics, Regulations and Legal Basis for Mass Communication.
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Hanson, Ralph E. (2020). Mass Communication: Living in a Media World. SAGE Publications. 2. Paxson, P. (2018). Mass Communications and Media Studies: An Introduction. Bloomsbury Publishing. 3. Nurudin. (2017). Pengantar Komunikasi Massa. Rajawali Pers. 4. Littlejohn, S. W. & Foss, K. A. (2014). Teori Komunikasi. Salemba Humanika. 5. Fackler, P. M. & Fortner, R. S. (2014). The Handbook of Media and Mass Communication Theory. Wiley. 6. Mcquail, D., Windahl, S. (2015). Communication Models for the Study of Mass Communications. United Kingdom: Taylor & Francis. 7. Severin, Werner. (2013). Communication Theories Pearson New International Edition Origins, Methods and Uses in the Mass Media-Pearson. 8. McQuail, Denis. (2012). Teori Komunikasi Massa. Salemba Humanika. 9. Wimmer, R. D., Dominick, J. R. (2010). Mass Media Research: An Introduction. United States: Cengage Learning. 10. Dominick, Joseph R. (2009). The Dynamics of Mass Communication: Media in the Digital Age. McGraw-Hill.
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences.
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, creative writing project outcomes, quizzes, mid and final semester exams.

Mass Communication Assessment Rubric

Project Based Learning on Digital and Conventional Platform.

Direction: chose one of the following topics as writing project topic.

1. Make a paper containing analysis and discussion of a phenomenon of the effects of mass communication on audiences using mass communication theories. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
2. Making a paper containing analysis and discussion regarding media ownership practices including conglomeration, consolidation, diversification, media commercialization using mass communication theories. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
3. Write a paper containing analysis and discussion of political economy media practices (choose one: commodification, spatialization, structure) using mass communication theories. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
4. Create a paper containing analysis and discussion of text or news discourse in a mass media using one of the methods, be it discourse analysis, framing analysis or semiotic analysis. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
5. Make a summary of material on the effects of mass communication and audiences. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
6. Summarize the material on mass communication theories. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
7. Make a summary of material on the relationship between mass media and government and society. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.
8. Make a summary of media ideology and practice material, as well as media convergence. The content is uploaded in digital platform (social media/blog/website/virtual class), printed, and presented.

Problem Based Learning on Digital Platform.

Direction: chose one of the following topics as problem topic.

1. Create scientific articles based on case examples regarding audience behavior on social media and analyze them using theories centered on audience and media effects. The content is uploaded in digital platform (social media/blog/website/virtual class).
2. Review mass communication scientific journals related to audience behavior. The content is uploaded in digital platform (social media/blog/website/virtual class).
3. Review mass communication scientific journals related to media political economy practices. The content is uploaded in digital platform (social media/blog/website/virtual class).
4. Review mass communication scientific journals regarding the content of texts or media discourse. The content is uploaded in digital platform (social media/blog/website/virtual class).

Problem Based Learning on Conventional Platform.

Direction: chose one of the following topics as problem topic.

1. Systematic group discussions in class regarding case examples related to the effects of media on audience behavior which produce solutions, summaries, and recommendations. The content is written and presented.

2. Systematic group discussions in class regarding case examples related to media literacy that produce solutions, summaries, and recommendations. The content is written and presented.
3. Provide analysis of case examples related to media political economy practices including commodification, spatialization, structure. The content is written and presented.
4. Provide analysis of case examples related to the impact of technological developments and media convergence. The content is written and presented.

Mid-term test for Mass Communication course.

Direction: Work on multiple choice questions and essays based on the material you have studied.

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.

