LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM08
Subject Title	**:** Critical Media Studies: Law & Ethics
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** Learning and understanding basic principles and knowlegde about media is as much as important as knowing and learning about law & ethics that has effects on media works in Indonesia and globally. Students need to know boundaries regarding law & ethics to understand more about media

Course Objectives **:**

1. Students have theoretical and practical knowledge related to media and technological developments that support the media
2. Students have knowledge related to the development of traditional and digital media along with the rules and ethics that apply both internationally and nationally
3. Students have the ability to understand, observe, supervise media practices that occur in accordance with the theoretical basis and developments of the times
4. Students have analytical and critical thinking skills related to media phenomena and how the media can influence society

Course Method **:** Discovery Learning, Collaborative Learning, Small Group Discussion

Learning Outcome (Competence) **:**

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content :

Week	Topic
1	Introduction
2	Media Gatekeeping
3	Powerful Media : People, Politics and Democracy
4	Presentation & Discussion (Media Gatekeeping & Powerful Media)
5	Gender Representation in Films and News
6	Gender Representation in Advertising
7	Gender Representation in Magazines
8	**Mid Term Examination**
9	Music & Pop Culture
10	Presentation & Discussion (Music & Pop Culture)
11	Political Economy of Media (communication)
12	Presentation & Discussion (Political Economy of Media)
13	Computer-Mediated Communication;
14	Uses & Gratification
15	Presentation & Discussion (CMC & Uses & Gratification)
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	• What are media? • Ideology • Cultural Studies • Structuralism	Discovery Learning
2	Media Gatekeeping	• Gatekeeping Theory • Level of media gatekeeping	Discovery Learning
3	Powerful Media : People, Politics and Democracy	• Micro & Macro • Media as "the four estate • Liberal Nations of the Media • Radical Theory of Mass Media	Discovery Learning
4	Presentation & Discussion (Media Gatekeeping & Powerful Media)	• Study case based on theory	Collaborative Learning; Small Group Discussion
5	Gender Representation in Films and News	• The powerfull of Illution (Film) • Film & Reality • Women representation in Films • Assumptions of Gender Dominance in Film • Gender in News	Discovery Learning
6	Gender Representation in Advertising	• Advertising as a symbol • Advertising Elements • 6 Male and female gender themes in advertising • Decorative & Stereotype • Semotics	Discovery Learning
7	Gender Representation in Magazines	• 4 Types of Bias • Construction in Tabloids and Magazines • The function of women's magazines is for the benefit of women • Construction of Women in Men's Magazines	Discovery Learning
8	**Mid Term Test**		
9	Music & Pop Culture	• Music as a Media Product • Music & Gender • Pop Culture	Discovery Learning
10	Presentation & Discussion (Music & Pop Culture)	• Study case based on theory	Collaborative Learning; Small Group Discussion
11	Political Economy of	• Commodification	Role – Play &

	Media (communication)	• Structural macroscopic theory • Spatialization • Structuration	Simulation, Project Based Learning Small Group Discussion
12	Presentation & Discussion (Political Economy of Media)	• Study case based on theory	Collaborative Learning; Small Group Discussion
13	Computer-Mediated Communication;	• Cyberspace and the Internet • Communication • Mediated • Computer	Discovery Learning
14	Uses & Gratification	• Acknowledging Uses & Gratification Theory	Discovery Learning
15	Presentation & Discussion (CMC & Uses & Gratification)	• Study case based on theory	Collaborative Learning; Small Group Discussion
16	**Final Examination**		

Midterm Exam Guideline : Written Test
Final Exam Guideline : Paper Submission

References :

1. Branston, G., & Stafford, R. (2010). The media student's book (5th ed.). New York, NY: Routledge.
2. Carter, C., Steiner, L., & McLaughlin, L. (Eds.). (2013). The Routledge companion to media & gender. Routledge.

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