LSPR Communication & Business Institute

Subject Syllabus

Subject Code : BDM12

Subject Title : Global Media

Subject Specification : For students in Broadcasting & Digital Media Communication Major

Subject Overview : This course is designed to give an introduction and intermediate understanding of the impact of the development of mass media on the development of society. As mass media today has evolved towards a new format that can affect more people than ever, a new understanding is needed. Students will be introduced to the history of media and its impact on the current as well as future media. In the process, students are introduced to various case studies to emphasize the need for critical thinking.

Course Objectives :

1. provide understanding and perspective towards the development of mass media.
2. examine the impact of mass media to society in the global context.
3. critically investigate the direction of media development in the future.

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

Learning Outcome (Competence) :

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

Course content :

Week	Topic
1	Historical Study of Media Globalization
2	The Dynamics of Printing Media
3	The rise of broadcast media
4	Movie and Recording Global Industry
5	Dawn of the new media (1): The birth of the internet
6	Dawn of the new media

	(2): New media revolution Read
7	Video Game Industry & Review for Midterm Exam
8	**Mid Term Examination**
9	Media and Reality
10	The rise of media business and globalization
11	Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications
12	Media and Gender
13	Digital Media, Social Media, and Globalization
14	Controls on media content
15	Media Literacy; And Review for Final Exam
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	Historical Study of Media Globalization	• Development Global Media Factors that encourage the development of media into a global industry	Discovery Learning, Small Group Discussion, Collaborative Learning
2	The Dynamics of Printing Media	• Book Industry • News paper • Magazine	Discovery Learning, Small Group Discussion, Collaborative Learning
3	The rise of broadcast media	• Radio • Television	Discovery Learning, Small Group Discussion, Collaborative Learning
4	Movie and Recording Global Industry	• Movie Industry • Music Industry	Discovery Learning, Small Group Discussion, Collaborative Learning
5	Dawn of the new media (1): The birth of the internet	• The Rise of the internet Production, Distribution, and Exhibition Social Media Sites and Search Engines Media Ethics & Privacy	Discovery Learning, Small Group Discussion, Collaborative Learning
6	Dawn of the new media (2): New media revolution Read	• New Media Old, metaphor New Media, Vanishing Resource	Discovery Learning, Small Group Discussion, Collaborative Learning
7	Video Game Industry & Review for Midterm Exam	• Video Game Industry E-Sport	Discovery Learning, Small Group Discussion, Collaborative Learning
8	**Mid Term Test**		
9	Media and Reality	• Recent issues in documentary • Documentary and assumptions about 'realism' and truth Verisimilitude and 'performance' Ethics and documentary	Discovery Learning, Small Group Discussion, Collaborative Learning

10	The rise of media business and globalization	• Identifying an Audience for Mass Media Content Determining a Genre for Mass Media Content	Discovery Learning, Small Group Discussion, Collaborative Learning
11	Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications	• Advertising Industry • Public Relations • Marketing of Communication	Discovery Learning, Small Group Discussion, Collaborative Learning
12	Media and Gender	• Feminist says about Media Digital • Women in Movie, Advertising, Magazine, Music and News Industry	Discovery Learning, Small Group Discussion, Collaborative Learning
13	Digital Media, Social Media, and Globalization	• D Lethal,Viral, Global: The Role of Mobile Media and the Growing International Scourge of Fake News Mechine Translation: Mediating Linguistic Difference in the Era of Globalization	Discovery Learning, Small Group Discussion, Collaborative Learning
14	Controls on media content	• More Allowable Government Control Over Media Content • Media and Self Regulations • Role and Ethics	Discovery Learning, Small Group Discussion, Collaborative Learning
15	Media Literacy; And Review for Final Exam	• Media Literacy • Media Literacy Tools	Discovery Learning, Small Group Discussion, Collaborative Learning
16	**Final Examination**		

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

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.
3. Jin , Dal Yong. 2021. The Routledge Handbook of Digital Media and Globalization-Routledge (ebook)
4. Turow, J. (2020). Media today: Mass communication in a converging world (7th ed.) New York, NY: Routledge.

Prepared by:	Checked by :
Dr. Lestari Nurhajati, S.Sos., M.Si.	**Sri Ulya Suskarwati, S.E, M.Si.** Head of Communication Science Study Programme
Reviewed by :	Approved by :
Mikhael Yulius Cobis, M.Si, M.M. Dean of Communication Faculty	**Dr. Janette Maria Pinariya** Vice Rector I