DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

FACULTY OF ARTS AND SOCIAL SCIENCES, UNIVERSITY OF MALAYA

(603) 7967 5423  fass_media@um.edu.my  fass.um.edu.my/departments/media-studies
MISSION & VISION

It is the department's mission to train future professionals in media and communication, as well as to support the growth and development of interdisciplinary researchers and scholars in the field. The department's vision is to become a preferred media and communication school, locally and regionally.

OBJECTIVES

1. To provide students with opportunities to develop both technical and soft skills that will enable them to embark on careers in fields including but not limited to journalism, public relations, production and new media.

2. To integrate theory and practice to deepen students' understanding of power and role of media and communication in shaping social, political and economic spheres of society, as well as organizational and personal domains of life.

3. To embark on interdisciplinary research that contributes new knowledge to the field of media and communication.
OUR STAFF & EXPERTISE
ASSOCIATE PROFESSOR DR. MD AZALANSHAH MD SYED
Audience ethnography, television and popular culture, screen and documentary production.

YBHG. PROFESOR EMERITUS DATUK ABU BAKAR HAMID
Creative writing

PROFESSOR DR. AZIZAH BINTI HAMZAH
Media product marketing, media studies, media and Gender studies, and media organization management

ASSOCIATE PROFESSOR DR. HAMEDI MOHD ADNAN
Journalism, publishing studies, and popular culture

YBHG. ASSOCIATE PROFESSOR DATIN DR. HASMAH ZANUDDIN
Communication policy, public relation, audience and media impact analysis.

DR. MOHAMAD SALEEH RAHAMAD @ AHAMAD
Modern Malay literature, creative writing, journalism studies, comparative literature, and postcolonial studies.
**DR. SITI EZALEILIA MUSTAFA**
New media, visual communication and design, and social media.

**DR. AMIRA SARIYATI FIRDAUS**
Interpersonal communication, intercultural communication, organizational communication, and ethnography of news production.

**DR. FADLI ABDULLAH**
Journalism, publishing studies, and magazine publishing studies.

**MADAM TUAN NURIZAN RAJA YUNUS**
Rhetoric and creative writing.

**MADAM NOR ZALIZA SARMITI @ SARMIDI**
Communication studies and journalism studies.
UNDERGRADUATE

Bachelor of Media Studies (3U1i)

POSTGRADUATE

Master of Arts (Publishing Studies)
Master of Media Studies (Full Coursework)
Master of Arts (by Research)
Doctor of Philosophy (Ph.D)
NUMBER OF STUDENTS

- Bachelor of Arts (Media Studies) 2013-2020: 154
- Doctor of Philosophy: 74
- Master of Publishing Studies: 64
- Master of Media Studies: 35
- Master of Arts (by Research): 16
UNDERGRADUATE

BACHELOR OF MEDIA STUDIES

We provide students with knowledge and skills for ample opportunities in journalism, public relations, advertising, publishing, creative writing, filming and broadcasting. The method of evaluation is done through assignments, class tests and final examination. Students are required to produce project papers whereby the evaluation will be based on the report.
UNDERGRADUATE

LIST OF COURSES

Core Courses
AIM1001 Introduction to Media Studies (Pengenalan Pengajian Media)
AIM1002 Introduction to Media Design (Pengenalan Kepada Perekahan Media)
AIM1003 Rhetoric and Public Speaking (Retorik dan Pengucapan Awam)
AIM1004 Writing for Media (Menulis untuk Media)
AIM1005 Media and Communication Theories (Teori Media dan Komunikasi)
AIM1006 Media Law and Ethics (Undang-undang dan Etika Media)
AIM1007 Organizational Communication (Komunikasi Untuk Organisasi)
AIM1008 Screen Production Techniques (Teknik Produksi Skrin)
AIM2001 News Reporting (Pelaporan Berita)
AIM2002 Editing (Penyuntingan)
AIM2003 Media, Culture and Society (Media, Budaya dan Masyarakat)
AIM2004 Project Paper 1 (Kertas Projek 1)
AIM3001 Industrial Training (Latihan Industri)
AIM3002 Techniques and Strategies in Public Relations (Teknik dan Strategi Perhubungan Awam)
AIM3004 Project Paper 2 (Kertas Projek 2)
LIST OF COURSES

Elective Courses

AIM2005 Photojournalism (Kewartawanan Foto)
AIM2006 Publishing Economy (Ekonomi Penerbitan)
AIM2007 Screen Writing (Penulisan Skrin)
AIM2008 Persuasive Communication (Komunikasi Pemujukan)
AIM2009 Selected Current Issues (Isu-isu Semasa Terpilih)
AIM2010 Feature Writing (Penulisan Rencana)
AIM2011 Electronic Publishing (Penerbitan Elektronik)
AIM2013 Marketing Communication (Komunikasi Pemasaran)
AIM2014 Creative Writing (Penulisan Kreatif)
AIM2015 Communication Management (Pengurusan Komunikasi)
AIM2016 Media in the Global and Local Context (Media dalam Konteks Global dan Lokal)
**LIST OF COURSES**

**Elective Courses**

AIM2017 Multimedia Production (Produksi Multimedia)
AIM2018 Creative Industry Management (Pengurusan Industri Kreatif)
AIM2019 Broadcast Journalism (Kewartawanan Penyiaran)
AIM3003 Strategic Event Management (Pengurusan Acara Strategik)
AIM3005 Political Communication (Komunikasi Politik)
AIM3006 Documentary Production (Produksi Dokumentari)
AIM3007 Public Relations and Social Media (Perhubungan Awam dan Media Sosial)
AIM3008 Language Proficiency for Professionals (Penguasaan Bahasa Untuk Profesional)
AIM3009 Magazine Publishing (Penerbitan Majalah)
AIM3010 Citizen Journalism (Kewartawanan Warga)
MASTER OF MEDIA STUDIES (FULL COURSEWORK)

This programme offers an interdisciplinary approach in order to produce critical, highly-skilled and creative media professionals. This programme is designed to accommodate fresh graduates and industry practitioners to enable them to acquire new knowledge and industry skills to face the current challenges in the media and communication industries. This special programme is also packaged for media practitioners who wish to acquire the art of managing the converging media industry.
<table>
<thead>
<tr>
<th>PROGRAMME OF MAJOR COURSE</th>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SPECIAL SEMESTER</th>
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<td>Code Course</td>
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<tr>
<td>AQA7001 Research Methodology for Media Studies</td>
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<td>AQA7004 Management of Media Organization</td>
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<td>AQA7003 Advance Media and Communication Theories</td>
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<td>AQA7002 Research Project</td>
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<td>AQA7009 Advanced Media Production</td>
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**PROGRAMME OF ELECTIVE COURSE**

<table>
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<tr>
<td>AQA7006 Media Relations and Strategic Communication</td>
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<tr>
<td>AQA7010 Media Market Research</td>
<td>3</td>
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<tr>
<td>AQA7011 Media and Society</td>
<td>3</td>
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<tr>
<td>AQA7012 Global Journalism</td>
<td>3</td>
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| Choose ONE only:          |             |
| AQA7007 Media Law, Policy and Ethics in Malaysia | 3          |
| AQA7008 Advanced Screen Production | 3          |
| AQA7013 Corporate Media Writing | 3          |

**TOTAL CREDIT**

<table>
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<th>Semester 1</th>
<th>Semester 2</th>
<th>Special Semester</th>
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<td>18</td>
<td>20</td>
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LIST OF COURSES

Core Courses
AQA7003 Advance Media and Communication Theories
AQA7001 Research Methodology for Media Studies
AQA7004 Management of Media Organisation
AQA7002 Research Project
AQA7005 Industrial Practice

Elective Course
AQA7003 Advance Media and Communication Theories
AQA7006 Media Relations and Strategic Communication
AQA7007 Media Law, Policy and Ethics in Malaysia
AQA7010 Media Market Research
AQA7011 Media and Society
AQA7012 Global Journalism
AQA7008 Advance Screen Production
AQA7009 Advance Media Production
The Master of Publishing Studies programme takes a proactive look into the world of publication, while deeply dissecting the meaning and reasons of writings both locally and internationally. Publishing requires the knowledge of many disciplines – from recognising and appreciating truly great works, to understanding and applying new technologies to the publication industry, be it a literary novel to a scientific paper, each publication has the potential to change how we think.
<table>
<thead>
<tr>
<th>Code Course</th>
<th>Credit Hour</th>
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<tr>
<td><strong>CORE COURSES</strong></td>
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<td>AOE 7001</td>
<td>Media Research</td>
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<td>AOE 7002</td>
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<td>AOE 7003</td>
<td>Writing and Editing</td>
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<td>AOE 7004</td>
<td>Management of Publishing Organizations</td>
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<td>AOE 7005</td>
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<td>AOE 7008</td>
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<td>AOE 7009</td>
<td>Journal and Magazine Publishing</td>
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<td>ATAU pilih mana-mana DUA (2) Kursus (4 kredit)</td>
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<td>AOE 7010</td>
<td>Translation</td>
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<td>AOE 7011</td>
<td>Selected Great Works</td>
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**TOTAL CREDIT**

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<th>Special Semester</th>
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<tbody>
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Total Credit: 50
POSTGRADUATE

LIST OF COURSES

Core Courses
AOE 7001 Media Research Methodology
AOE 7003 Writing and Editing
AOE 7004 Management of Publishing Organizations
AOE7005 Seminar on the World Publishing

Elective Course
AOE7006 Publishing Project
AOE7007 Publishing Technology
AOE7008 Book Marketing and Distribution
AOE7009 Journal and Magazine Publishing
AOE7010 Translation
AOE7011 Selected Great Works
The M. A. (by research) is awarded based on the foundation of the thesis prepared under supervision, resulting in an original and significant contribution, displaying extensive knowledge and comprehension of the subject and field of study. Judged by independent experts using current and internationally accepted standards, the University’s M. A. (by research) programme produces human capital, which is not only intellectual and skilful in modern technology but also very versatile and able to handle problems in real life situation. The M. A. (by research) students will carry out focused research in their area of specialisation, which is of immediate relevance to local interest.
DOCTOR OF PHILOSOPHY (PH.D)

Ph.D is University of Malaya’s premier research training degree. Ph.D is awarded based on the foundation of the thesis prepared under supervision, resulting in an original and significant contribution, displaying extensive knowledge and comprehension of the subject and field of study. Judged by independent experts using current and internationally accepted standards, the programme produces human capital, which is not only intellectual and skilful in modern technology but also very versatile and able to handle problems in real life situation. The programmes are designed to ensure the fields of study remain relevant to the needs of today. At the same time, the candidates in pursuit of their Ph.D’s foresee the changes of societal & industry standards, trends and behavioural patterns; the very same qualities that make them brilliant and effective leaders.
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