	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**	**DOCUMENT CODE** CUD/COMMUNICATIONSCIENCE/S1/1530153/2023

COURSE DESCRIPTION

COURSE	CODE :	Course Cluster	Course Unit Credit (SKS)	SEMESTER	Compiler Date
Mass Communication (1530153)		**Compulsory Courses in the Department**	**3 (4.8 ECTS)**	**4**	**January, 2 2023**

	Developer Lecture	Course Cluster Coordinator	Head of Study Programme
AUTHORISATION	**1. Yuseptia Angretnowati** **2. KHUSWATUN HASANAH** **3. SUSILASTUTI DWI NUGRAHA JATI**	Yuseptia Angretnowati	Drs. Arif Wibawa, M.Si.

Learning Outcomes (LO)	**Graduate Learning Outcomes (GLO) of the program imposed on this course**	
	A2	Play a role as a citizen with social sensitivity, nationalism, and responsibility towards the country, nation, and profession, while respecting cultural and religious diversity to enhance the quality of life based on Pancasila (LO2).
	K2	Explain the scope, nature, order, and methods of communication as the foundation for executing tasks in practical communication (LO8).
	GS1	Create creative and ethical works to foster innovation in the field of Communication (LO3).
	SS2	Analyse messages using communication concepts and theories to solve communication problems (L11).
	Course Learning Outcomes (CLO)	
	CLO1	Able to apprehend the theoretical construct of mass communication and its diverse scopes (K2)
	CLO2	Able to understand the process of mass communication (SS2)

	CLO3	Able to understand the role of mass media in modern society (A2)
	CLO4	Able to understand the challenges and issues of mass media in the contemporary era (GS1)
	CLO5	Able to understand the scope of mass media research (GS1)
	Final Ability of Each Learning Stage. (Sub-CLO)	
	Sub CLO1	Students are able to explain the definition of mass communication. (CLO 1) (C1, A1, P1)
	Sub CLO2	Students are able to explain the characteristics of mass communication. (CLO 1) (C1, A1, P1)
	Sub CLO3	Students are able to explain the functions of mass communication. (CLO 1) (C1, A1, P1)
	Sub CLO4	Students are capable of explaining the history of mass communication and media convergence. (CLO 1) (C1, A1, P1)
	Sub CLO5	Students are able to explain models of mass communication. (CLO 2) (C1, A1, P1)
	Sub CLO6	Students are able to explain the barriers of mass communication. (CLO 2) (C1, A1, P1)
	Sub CLO7	Students are able to explain the interaction between mass communication and culture. (CLO 2) (C1, A1, P1)
	Sub CLO8	Students are capable of explaining theories of mass communication. (CLO 2) (C1, A1, P1)
	Sub CLO9	Students are capable of explaining the effects of mass communication. (CLO 2) (C1, A1, P1)
	Sub CLO10	Students are capable of explaining the concept of media political economy. (CLO 3) (C1, A1, P1)
	Sub CLO11	Students are able to explain the development of mass media in Indonesia. (CLO 3) (C1, A1, P1)
	Sub CLO12	Students are capable of explaining media content analysis. (CLO 5) (C1, A1, P1)
	Sub CLO13	Students are capable of explaining audience research. (CLO 5) (C1, A1, P1)
	Sub CLO14	Students are able to understand ethics in mass communication. (CLO 5) (C1, A1, P1)

Correlation of GLO to Sub-CLO

GLO	**SS2**	**GS1**	**K2**	**A2**

	Sub CLO1			X	
	Sub CLO2			X	
	Sub CLO3			X	
	Sub CLO4			X	
	Sub CLO5	X			
	Sub CLO6	X			
	Sub CLO7	X			
	Sub CLO8	X			
	Sub CLO9	X			
	Sub CLO10				X
	Sub CLO11				X
	Sub CLO12		X		
	Sub CLO13		X		
	Sub CLO14		X		
Brief description of the course	This course will outline mass communication and delve into various aspects of its scope. The introductory materials will explain the characteristics and processes of mass communication, as well as its components such as communicators, receivers, message content, and feedback. Subsequent topics will reflect the development of mass communication, marked by the emergence of media convergence, and provide students with an understanding of the relevance of existing mass communication theories. These topics will engage students in dialogues about various mass communication phenomena within today's society.				

Study Material/Learning Materials	1. Theoretical Concepts of Mass Communication 2. Theories of Mass Communication 3. Mass Communication and Culture 4. Media Political Economy 5. Mass Communication Research 6. Ethics in Mass Communication
Library	**Main :**
	1. McQuail, Denis & Deuze, Mark. 2020. McQuail's Media and Mass Communication Theory (6th ed). London: Sage Publication Ltd. 2. Davis, Aeron. 2007. The Mediation of Power A Critical Introduction. New York: Routledge. 3. Dominick, Joseph. 2013. Dynamics of Mass Communication: Media in Transition (12th ed). New York: McGraw-Hill. 4. McLuhan, Marshall. 2001. Understanding Media (2nd ed). London: Routledge. 5. DeFleur, M. L., & DeFleur, M. H. 2022. Mass Communication Theories; Explaining Origins, Processes, and Effects (2nd ed.). New York: Routledge. 6. Jenkins, H. 2006. Convergence culture?: where old and new media collide. New York University Press.
	Supporters:
	1. Amrihani, H. A., & Ritonga, R. (2021). Freedom of the Press Regulations in Indonesia and Sweden: Limited but Free. Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia, 6(2), 353–361. https://doi.org/10.25008/jkiski.v6i2.609
Lecture	KHUSWATUN HASANAH and SUSILASTUTI DWI NUGRAHA JATI
Prerequisite courses	Introduction to Communication Science

Week	**Final Ability of each learning stage. (Sub-CLO)**	**Assessment**		**Learning Forms, Learning Methods, Student Assignments, [Estimated Time]**		**Learning Material (Topic)**	**Weightage of Assessment (%)**
		Indicator	**Criteria & Form**	**Offline**	**Online**		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**

1	Students are able to explain the characteristics of mass communication.	1. Accuracy in explaining the definition of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Conceptual definition of mass communication	
2	Students are able to explain the characteristics of mass communication.	1. Accuracy in explaining the characteristics of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Characteristics of mass communication	
3	Students are capable of explaining the functions of mass communication.	1. Accuracy in explaining the functions of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Functions of mass communication	
4	Students are able to explain the history of mass communication and media convergence.	1. Accuracy in explaining the history of mass communication and media convergence.	C = Rubric AM = Assignment	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- History of mass communication - Media convergence	
5	Students are able to explain models of mass communication.	1. Accuracy in explaining models of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Models of mass communication	

6	Students are able to explain the barriers of mass communication.	1. Accuracy in explaining the barriers of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Barriers of mass communication	
7	Students are able to explain the interaction between mass communication and culture.	1. Accuracy in explaining the interaction between mass communication and culture.	C = Rubric AM = Mid Exam	FoL = Learning Process Activities DM = Lecture SA =		- Mass Communication and Cultural Studies	
8	Mid Exam						
9	Students are able to explain theories of mass communication.	1. Accuracy in explaining theories of mass communication.	C = Rubric AM = Assignment	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- Theories of mass communication	
10	Students are able to explain the effects of mass communication.	1. Accuracy in explaining the effects of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Effects of mass communication	

11	Students are able to explain the concept of media political economy.	1. Accuracy in explaining the concept of media political economy.	C = Rubric AM = Assignment	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- Media political economy	

12	Students are able to explain the development of mass media in Indonesia.	1. Accuracy in explaining the history of mass media development in Indonesia.	C = Rubric AM = Assignment	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- Development of mass media in Indonesia	

13	Students are able to explain media content analysis.	1. Accuracy in explaining media content analysis.	C = Rubric AM = Assignment	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- Media content analysis	
14	Students are able to explain audience research.	1. Accuracy in explaining audience research.	C = Rubric AM = Assignment	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- Audience research	
15	Students are capable of understanding ethics in mass communication.	1. Accuracy in explaining audience research.	C = Rubric AM = Final Exam	FoL = Learning Process Activities DM = Lecture SA =		- Ethics in mass communication	
16	Final Exam						

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR OF COMMUNICATION SCIENCE PROGRAMME**		
Course: Mass Communication			
Code: **1530153**	**Course Unit Credit (SKS): 3 (4.8 ECTS)** **Semester: 4**	**Course Cluster:** **Compulsory Courses in the Department**	**No:** **Date:**
AUTHORISATION	AUTHORING TEAM	**Course Cluster Coordinator:** **Yuseptia Angretnowati**	**Head of Study Programme:** **Drs. Arif Wibawa, M.Si.**
Week **(1)**	**Sub CLO** **(2)**	**Form of Assesment (Assessment) (%)** **(3)**	**Weightage of Assessment (%)** **(4)**

1	Sub CLO1 Students are able to explain the definition of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
2	Sub CLO2 Students are able to explain the characteristics of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
3	Sub CLO3 Mahasiswa mampu menjelaskan fungsi komunikasi massa (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
4	Sub CLO4 Students are able to explain the functions of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment (5) Written Test () Presentation () Partisipation ()	0 0 5 0 0 0

5	Sub CLO5 Students are able to explain models of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
6	Sub CLO6 Students are able to explain the barriers of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
7	Sub CLO7 Students are able to explain the interaction between mass communication and culture. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
8	**MID EXAM**	**WRITTEN TEST**	**20**
9	Sub CLO8 Students are able to explain theories of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 5 0 0 0

10	Sub CLO9 Students are able to explain the effects of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
11	Sub CLO10 Students are able to explain the concept of media political economy. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 5 0 0 0
12	Sub CLO11 Students are able to explain the development of mass media in Indonesia. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment (5) Written Test () Presentation () Partisipation ()	0 0 5 0 0 0
13	Sub CLO12 Students are able to explain media content analysis. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment (5) Written Test () Presentation () Partisipation ()	0 0 5 0 0 0

14	Sub CLO13 Students are able to explain audience research. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment (5) Written Test () Presentation () Partisipation ()	0 0 5 0 0 0
15	Sub CLO14 Students are able to understand ethics in mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Assignment () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
16	**FINAL EXAM**	**WRITTEN TEST**	**50**
		Total Weightage of Assessment	**100%**

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR OF COMMUNICATION SCIENCE**		
1st STUDENT ASSIGNMENT PLAN			
Course	**MASS COMMUNICATION**		
Courses Code	**1530153**	**Course Unit Credits (SKS) : 3 (3-0)**	**Semester : 4**
Lecturer	KHUSWATUN HASANAH and SUSILASTUTI DWI NUGRAHA JATI and Yuseptia Angretnowati		
Assignment Form	Reviewing Articles on the Development of Mass Communication Studies		

Title Form	Journal Resume on the Development of Mass Communication Studies
Sub CLO1 and Sub CLO2 and Sub CLO3	• Students are able to explain the definition of mass communication • Students are able to explain the characteristics of mass communication • Students are able to explain the function of mass communication
Task Description	Students read an article entitled "Modern media influence: mass culture – mass - mass consciousness – mass communication" (Zheltukhina, etc, 2017) Students create a summary of the article
Object Of Assignment	Article Summary
Assignment Method	individual tasks Create a portfolio of independent activities The summary is submitted through the LSM Spada Wimaya
Form and Output Format Article Summary	
Assesment Indicators and Weightage Summary Rubric 15%	
Schedule Week 3	
Others:	

References:

Zheltukhina, M. R., Klushina, N. I., Ponomarenko, E. B., Vasilkova, N. N., & Dzyubenko, A. I. (2017). Modern media influence: mass culture – mass consciousness – mass communication. XLinguae, 10(4), 96–105. https://doi.org/10.18355/XL.2017.10.04.09

Yogyakarta, 02 January 2023	
KHUSWATUN HASANAH	
SUSILASTUTI DWI NUGRAHA JATI	
Yuseptia Angretnowati	TTD Lecturer Image not found or type unknown

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR OF COMMUNICATION SCIENCE**		
2nd STUDENT ASSIGNMENT PLAN			
Course	**MASS COMMUNICATION**		
Course Code	**1530153**	**Course Unit Credits (SKS) : 3 (3-0)**	**Semester : 4**
Lecturer	KHUSWATUN HASANAH and SUSILASTUTI DWI NUGRAHA JATI and Yuseptia Angretnowati		
Assignment Form	Analyzing Media Convergence		
Task Title	Media Convergence Analysis		

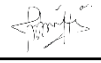
Sub CLO4 and Sub CLO5 and Sub CLO6 and Sub CLO7	• Students are able to explain the history of mass communication and media convergence • Students are able to explain models of mass communication • Students are able to explain barriers to mass communication • Students are able to explain the interaction between mass communication and culture
Task Description	Students are required to conduct a literature review on media convergence. Students analyze the concept of media convergence. Students analyze a case study on media convergence.
Object Of Assignment	Media convergence concept Media convergence case study
Assignment Method	Students conduct a literature review in groups, study the concept of media convergence, and find a case study to analyze.
Form and Output Format Point Presentation sis report	
Assesment Indicators and Weightage Report rubric	
Schedule 7th week	

Others:

References:

1. Jenkins, H. (2020). Convergence Culture: Where Old and New Media Collide. Revised and Updated Edition. New York University Press.
2. Napoli, P. M. (2018). Social Media and the Public Interest: Media Regulation in the Disinformation Age. Columbia University Press.
3. Deuze, M. (2019). Media Life. Second Edition. Polity Press.
4. Holt, J. (2018). Cultural Convergence: A Cross-Disciplinary Reader. Second Edition. Oxford University Press.
5. Flew, T. (2020). Global Media and National Policies: The Return of the State. Palgrave Macmillan.
6. Hesmondhalgh, D., & Baker, S. (2019). Creative Labour: Media Work in Three Cultural Industries. Second Edition. Routledge.
7. Couldry, N., & Mejias, U. A. (2019). The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism. Stanford University Press.
8. Van Dyck, J., & Poell, T. (2018). Social Media Society. Sage Publications.
9. Jenkins, H., Ford, S., & Green, J. (2020). Spreadable Media: Creating Value and Meaning in a Networked Culture. NYU Press.
10. Dwyer, T. (2021). Media Convergence. Third Edition. Routledge.

Yogyakarta, 02 January 2023

KHUSWATUN HASANAH	
SUSILASTUTI DWI NUGRAHA JATI	
Yuseptia Angretnowati	TTD Lecturer Image not found or type unknown

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR OF COMMUNICATION SCIENCE**

3rd STUDENT ASSIGNMENT PLAN			
Course	**MASS COMMUNICATION**		
Course Code	**1530153**	**Course Units Credits (SKS) : 3 (3-0)**	**Semester : 4**
Lecturer	KHUSWATUN HASANAH and SUSILASTUTI DWI NUGRAHA JATI and Yuseptia Angretnowati		
Assignment Form	Presenting the development and dynamics of mass communication		
Task Title	Development and Dynamics of Mass Communication		
Sub CLO8 and Sub CLO9 and Sub CLO10 and Sub CLO11	• Students are able to explain theories of mass communication • Students are able to explain the effects of mass communication • Students are able to explain the concept of media political economy • Students are able to explain the development of mass media in Indonesia		
Task Description	The list of presentation assignment review topics includes: a. the development of mass communication theory; a. mass communication effect; b. media political economy; and c. mass media landscape in Indonesia. Students conduct literature reviews on the assigned topics. Students search for relevant case studies related to the topics. Students analyze the selected case studies.		

Object Of Assignment	Concepts and theories of mass communication Case studies on the development of mass communication
Assignment Method	Students create presentation materials in groups. Students give presentations weekly according to the group distribution.
Form and Output Format Presentation materials	
Assesment Indicators and Weightage Presentation rubric (30%)	
Schedule 13th week	
Others:	
References: Main References Supporting References	
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KHUSWATUN HASANAH	
SUSILASTUTI DWI NUGRAHA JATI	
Yuseptia Angretnowati	TTD Lecturer Image not found or type unknown

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR OF COMMUNICATION SCIENCE**		
4th STUDENT ASSIGNMENT PLAN			
Course	**MASS COMMUNICATION**		
Course Code	**1530153**	**Course Unit Credits (SKS) : 3 (3-0)**	**Semester : 4**
Lecturer	KHUSWATUN HASANAH and SUSILASTUTI DWI NUGRAHA JATI and Yuseptia Angretnowati		
Assignment Form	Conducting mass media research		
Task Title	Mass media research		
Sub CLO12 and Sub CLO13 and Sub CLO14	• Students are able to explain media content analysis • Students are able to explain audience research • Students are able to understand ethics in mass communication		
Task Description	Students receive feedback from the structured group assignment. Students conduct studies on media content analysis/audience research/ethics in mass communication. Students create scientific articles based on previous assignments in groups.		
Object Of Assignment	Scientific articles		

Assignment Method	Students study the feedback from previous assignments in groups. Students study research methods and ethics in mass communication. Students conduct mini research. Students write scientific papers. Students submit their papers to national scientific journals.
Form and Output Format Scientific articles	
Assesment Indicators and Weightage Scientific article rubric (50%)	
Schedule Final exams	
Others:	
References: Main References Supporting References Independent Literature Review	
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Yuseptia Angretnowati	TTD Lecturer Image not found or type unknown