

**Template**

**Description of Course Unit according to the ECTS User's Guide 2015**

Course unit title	Film Studies
Course unit code	MED6306
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	
Year of study when the course unit is delivered (if applicable)	2021
Semester/trimester when the course unit is delivered	5
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	Ayu Usada Rengkaningtias, M.Sos.
Learning outcomes of the course unit	<ul style="list-style-type: none"> <li>- Able to explain the understanding, concepts and positions of the audience and the scope of the debate in communication studies</li> <li>- Able to explain the development and characteristics of print and audio media audiences</li> <li>- Able to explain the development and characteristics of audio-visual media audiences</li> <li>- Able to explain the development and characteristics of old media audiences</li> <li>- Able to explain the development and characteristics of new media audiences</li> <li>- Able to explain and understand the tradition of audience research, namely Uses and Gratification</li> <li>- Able to explain and understand the Reception Analysis audience research tradition</li> <li>- Able to explain and understand the cultural studies audience research tradition</li> <li>- Able to explain and analyze issues of violence in audience research</li> <li>- Able to explain and analyze gender issues in audience research</li> <li>- Able to explain and analyze religious issues in audience research</li> <li>- Able to explain the meaning of digital audience research and its scope</li> <li>- Able to explain the meaning of virtual ethnography and virtual reality on social media</li> </ul>

Mode of delivery (face-to-face, distance learning)	Distance learning
Prerequisites and co-requisites (if applicable)	-
Course content	<p>This course aims to increase students' understanding and insight into the study and research of media audiences. Giving this course aims to make students realize how important it is to analyze media audiences in the study of communication. Students are expected to understand</p> <p>the concept of media audience analysis, especially to apply it in the form of research or media research. Therefore, the material discussed in lecture meetings including the basic concepts of audiences, the development and characteristics of mass and print media audiences, the development of media audiences</p> <p>audio-visual mass, the development of media audiences (old), the development of new media audiences, the tradition of audience research: Uses and Gratification, Reception</p> <p>Analysis, Cultural Studies, Issues of violence in audience research, gender issues in audience research, religious issues in audience research, digital audience research, ethnography</p> <p>virtual on audiences, and virtual reality on social media.</p>
Recommended or required reading and other learning resources/tools	<ul style="list-style-type: none"> <li>- Mc Quail, Denis. 2011. <i>Teori Komunikasi Massa</i>, Penerjemah Agus Dharma dan Aminuddin Ram. Jakarta: Penerbit Erlangga</li> <li>- Rulli Nasrullah (2019), <i>Teori dan Riset Khalayak Digital</i>, Jakarta: Prenada Media.</li> <li>- Rahmat Kriyantono (2010), <i>Teknik Praktis Riset Komunikasi</i>, Jakarta: Prenada Media.</li> <li>- Bayu Indra Pratama (2017), <i>Etnografi Dunia Maya Internet</i>, Malang: UB Press.</li> <li>- Rachmah Ida (2014), <i>Studi Media dan Kajian Budaya</i>, Jakarta : Kencana.</li> <li>- Rulli Nasrullah (2016), <i>Teori dan Riset Media Siber (Cybermedia)</i>, Jakarta: Kencana</li> <li>- Baran, Stanley J. 2012. <i>Pengantar Komunikasi Massa Jilid 1-2 Edisi 5</i>. Jakarta: Erlangga</li> <li>- Pitra Narendra (2008), <i>Metodologi Riset Komunikasi: Panduan untuk Melaksanakan Penelitian Komunikasi</i>, Yogyakarta: BPPI.</li> </ul>
Planned learning activities and teaching methods	Presentation, Discussion, and Q and A
Language of instruction	Indonesia
Assessment methods and criteria	<p>Methods: Written and oral tests, observation</p> <p>Criteria: St. participation in the lecture, assignments, mid-semester and final examination</p>