



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

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S1/1531052/2023

COURSE DESCRIPTION

COURSE NAME		CODE :	Course Cluster	COURSE UNIT CREDIT (SKS)		SEMESTER	Compiler Date
New Media (1531052)			Communication Science/ Compulsory	T = 2 (3,2 ECTS)	P = 0	5th	07 July 2023
AUTHORIZAT ION	Developer Lecturer		Course Cluster Coordinator		Head of Study Programme		
	1. RENY TRIWARDANI 2. Yuseptia Angretnowati 3. KHUSWATUN HASANAH		 RENY TRIWARDANI		 Drs. Arif Wibawa, M.Sc.		
Graduate Learning Outcomes (GLO)	Graduate Learning Outcomes (GLO) of the program imposed on this course						
	A1	Demonstrate a spiritual, disciplined, creative, entrepreneurial, diligent, honest, excellent, and <i>bela negara</i> attitude in performing tasks within their area of expertise (LO1).					
	K3	Explain the social, cultural, ecological, political, economic, legal, and technological influences to address communication issues (LO9).					
	GS4	Able to utilise Information and Communication Technology to solve communication problems (LO6).					
	SS2	Analyse messages using communication concepts and theories to solve communication problems (L11).					
	Course Learning Outcomes (CLO)						
	CLO1	The students will describe the concepts and role of new media technologies (P3,S1)					
	CLO2	The students will define the specificities of new media as a subject area (P3,S1)					
	CLO3	The students will examine how the cultural, political, and economic environments are changing with the emergence of new media and digital technologies (P3,S1)					
	CLO4	The students will develop analytical tools for understanding the complex information society (KK2,KU4)					

CLO5	The students will develop a voice on these issues, expressed in relevant new media formats. (KK2,KU4)			
Final competencies of each learning stage (Sub-CLO)				
Sub CLO1	The students will define the concept and role of new media and its relevance to media technology (CPMK 1) (C1, A1, P1)			
Sub CLO2	The students will identify the interdisciplinary nature of new media (CPMK 2,1) (C2, A1, P1)			
Sub CLO3	The students will discuss the relevance of new media to their specific discipline (CPMK 3,2) (C2, A1, P1)			
Sub CLO4	The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting. (CPMK 5) (C2, A2, P1)			
Sub CLO5	The students will show an understanding of research methodologies on new media studies (CPMK 5,4) (C2, A2, P2)			
Correlation between GLO to Sub-CLO				
CPL	SS2	GS4	K3	A1
Sub CLO1			X	X
Sub CLO2			X	X
Sub CLO3			X	X
Sub CLO4	X	X		
Sub CLO5	X	X		

Brief Description of the Courses	It's hard to recognize how media, technology, and society are connected because media always surrounds us. This course focuses on the transformative impact of digital media and information technologies on the social, political-economic, and cultural landscape. Our objective is to develop critical resources that enable us to explore the historical evolution of these technologies and emerging forms of communication. We will also investigate the economic and political forces underpinning these changes and the sociocultural contexts from which they originate. Finally, we will consider the broader social implications of these developments. The language used in the class: Bahasa Indonesia
Materials Study/Material Learning	1. Key concepts in New Media 2. The Internet's History 3. Technology and Social Life 4. News and Information in the Age of Algorithms 5. Industry: Working in "New Media" 6. Culture: Social Media Entertainment and Celebrity 7. Privacy and Surveillance: Social Media
References	Primary : 1. Luic, Jandy. 2020. New Media. An Introduction. Jakarta: Kencana 2. Chapter 1 "What Is New Media?," in Lev Manovich, The Language of New Media (Cambridge, MA: The MIT Press, 2001), 19 to 61. 3. Chapter 2 "The Interface," in Lev Manovich, The Language of New Media (Cambridge, MA: The MIT Press, 2001), 62-93 4. Chapter 1 "Immediacy, Hypermediacy and Remediation," in Jay David Bolter and Richard Grusin, Remediation: Understanding New Media (Cambridge, MA: The MIT Press, 2000), 20-50 5. Chapter 2 "Mediation and Remediation," in Jay David Bolter and Richard Grusin, Remediation: Understanding New Media (Cambridge, MA: The MIT Press, 2000), 52- 62. 6. Flew, T. (2014). Twenty key concepts in new media." New Media. Oxford, UK: Oxford University Press. 7. Sudibyo, Agus. 2019. The Digital Universe: Liberation and Mastery. Jakarta: Gramedia 8. Stromer-Galley, J. (2017). Changing campaign tactics in the Age of Digital Media: Reflecting on a Decade of Presidential Campaigning. In Messaris, P. & and Humphreys, L. (Eds). Digital Media Transformations in Human Communication Peter Lang Secondary:

1. Ekstro?m, Mats., Lewis, Seth C. (2020). Epistemologies of digital journalism and the study of misinformation, new media & society 2020, Vol. 22(2) 205-212, SAGEPUB
2. Walter von Mettenheim and Klaus-Peter Wiedmann. 2021. The complex triad of congruence issues in influencer marketing. Journal Consumer Behavior. 2021;1-20
3. Duffy, B.E. & Chan N.K. (2019). "You never really know who's looking": imagined surveillance across social media platforms. New Media & Society, 21(1), 119-138.
4. O'Sullivan and T.Carr. 2018. Masspersonal communication: Model Bridging the mass-interpersonal divide. New media and society 2018 Vol 20(3),1161-1180
- 5.Schroeder, Ralph. (2014). Big Data and the brave new world of social media research, Big Data & Society, July-December 2014: 1-11
6. Van Dijck,J & Poell,T (2013). Understanding Social Media Logic. Media and Communication 1(1),2-14
7. Scolari. A Carlos. Media Evolution: Emergence, Dominance, Survival, and Extinction in the Media Ecology. International Journal of Communication 7 (2013), 1418-1441
- 8.Kurnia, Nova. 2005. Development of communication technology and new media: implications for communication theory. Mediators. 6(2)
9. Stevenson, M. (2018). From hypertext to hype and back again: exploring the roots of social media in the early web. In J. Burgess, A Marwick and T Poell (eds.). The SAGE Handbook of Social Media. Sage Press.
- 10.Weber, L. & Seetharaman, A. (2017). The worst job in technology: Staring at human depravity to keep it off Facebook. Wall Street Journal Online.

**Supportin
g lecturer** RENY TRIWARDANI and Yuseptia Angretnowati and KHUSWATUN HASANAH

**Prerequisit
e courses** Introduction to Communication Studies

Week-	Final ability of each learning stage (Sub-CPMK)	Assessme nt		Form of lesson Deductical methods Student assignment [Estimated Time]		Learning Materials [Reference] (Topics)	Rating Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	The students will define the concept and role of new media and its relevance to media technology	1. Ability to understand the concept and the role of new media	C = Rubric F = Assignments	FOL = Learning Process Activity DM = Lecture SA = Information-gap task		- Introduction: Key Concepts	
2	The students will define the concept and role of new media and its relevance to media technology	1. Ability to understand concepts and role of new media	C = Rubric F = Assignments	FOL = Learning Process Activity DM = Group discussion SA = Information Gap Task (Information-gap task)		- the meaning of immediacy, hypermediacy and remediation	
3	The students will define the concept and role of new media and its relevance to media technology	1. ability to understand the role of remediation theory	C = Rubric F = Assignments	FOL = Learning Process Activity DM = Group discussion SA = Reasoning-gap Task task)		- The role of remediation theory in shaping new media debates	

4	The students will identify the interdisciplinary nature of new media	1. ability to understand the logic of new media	C = Rubric F = Assignments	FOL = Learning Process Activity DM = Lecture SA = Assignment Gaps of opinion (Opinion-gap task)		- the logic of new media	
5	The students will identify the interdisciplinary nature of new media	1. ability to understand the social network and role of virtual reality environments	C=Rubrik F = Participation	FOL = Learning Process Activity DM = Lecture SA = Assignment Gaps of opinion (Opinion-gap task)		- the social network foundation - the role of virtual reality environments	
6	The students will identify the interdisciplinary nature of new media	1. ability to understand the technology and social life	C = Rubric F = Assignments F = Participation	FOL = Independent Activity DM = Summarizing SA = Creating a portfolio of activities independent		- the concept of interface - digital communication - digital technology (AI, Robotic, Mechanical Learning)	

7	The students will discuss the relevance of new media to their specific discipline	1. ability to understand the relevance of new media and its impact in the digital industry	C=Rubrik F = Presentation F = Participation	FOL = Learning Process Activity DM = Group discussion SA = Minute Paper		- The Internet's History - Technology and Social Life	
8	Mid Exam						
9	The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting.	1. ability to understand the digital landscape in Indonesia context	K= Rubric B = Case Assignments	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- New media policy in Indonesia - Digital landscape mapping in Indonesia	

10	The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting.	1. ability to understand the changing industry issues in communication studies	K= Rubric B = Case Assignments	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- Politics: News and Information in the Age of Algorithms - Digital journalism	
11	The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting.	1. ability to understand changing industry on marketing communication	K= Rubric B = Case Assignments	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- Digital marketing communication - Industry: Working in "New Media"	

12	The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting.	1. ability to understand changing industry on media and broadcasting	K= Rubric B = Case Assignments	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- Culture: Social Media Entertainment and Celebrity	
13	The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting.	1. ability to understand the changing industry issue on identity and representation	K=Rubrik B = Presentation	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- Social Media Self-Presentation - Mass-personal communication	

14	The students will show an understanding of research methodologies on new media studies	1. ability to practice a research methodology relevant to the response paper	K= Rubric B = Case Assignments B Presentation	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- Special topics on New media studies	
15	The students will show an understanding of research methodologies on new media studies	1. ability to practice a research methodology relevant to the response paper	K= Rubric B = Case Assignments B= Presentation B = UTS B = UAS	BP = Structured Assignment Activities MP = PM = case-based learning Discuss specific cases worked on collaboratively		- Special topics on New media studies - Privacy and Surveillance: Social Media	
16	Final Exam						



UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE
COMMUNICATIONS STUDY PROGRAM S1

COURSE: NEW MEDIA

Code: 1531052	Weightage of Credit Unit (T/P): 2/0 (3,2 ECTS) Semester: 5	Course Cluster : Department Compulsory Courses	No: Date:
AUTHORIZATION	DRAFTING TEAM	Coordinator MK: RENY TRIWARDANI	Head of Study Programme: Drs. Arif Wibawa, M.Sc.
Week (1)	Sub CLO (2)	Form of Assessment (Assessment) (%) (3)	Weight (%) (4)
1,2,3	Sub CLO1 The students will define the concept and role of new media and its relevance to media technology (C1, A1, P1)	Case Assignment (0,0,0) Project Assignment (0,0,0) Assignment (2,2,2) Writing Test (0,0,0) Presentation (0,0,0) Participation(0,0,0)	0 0 6 0 0 0
4,5,6	Sub CLO2 The students will identify the interdisciplinary nature of new media (C2, A1, P1)	Case Assignment (0,0,0) Project Assignment (0,0,0) Assignment (2,0,2) Writing Test (0,0,0) Presentation (0,0,0) Participation(0,2,2)	0 0 4 0 0 4

7	Sub CLO3 The students will discuss the relevance of new media to their specific discipline (C2, A1, P1)	Task Assignment (0) Project Assignment (0) Assignment (0) Writing Test (0) Presentation (3) Participation (3)	0 0 0 0 3 3
8	MIDDLE SEMESTER EVALUATION	WRITING TEST	0
9,10,11,12,13	Sub CLO4 The students will discuss changing industry issues concerning contemporary digital changes in journalism, marketing communication, and broadcasting. (C2, A2, P1)	Case Assignment (5,5,5,5,0) Project Assignment (0,0,0,0,0) Assignment(0,0,0,0,0) Writing Test (0,0,0,0,0) Presentation(0,0,0,0,5)) Participation(0,0,0,0,0)	20 0 0 0 5 0
14,15	Sub CLO5 The students will show an understanding of research methodologies on new media studies (C2, A2, P2)	Case Assignment (5,5) Project Assignment (0,0) Tasks (0,0) Writing Test (0,0) Presentation (5,5) Participation (0,0)	10 0 0 0 10 0
16	FINAL EXAM	WRITING TEST	20
Total Weightage of Assessment			100%

	UNIVERSITAS PEMBANGUNAN NASIONAL “VETERAN” YOGYAKARTA FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE BACHELOR OF COMMUNICATION PROGRAMME		
Course Name: New Media			
Code: 1531052	Course Unit Credit SKS (T/P): 3/0	Course Cluster: Communication Science	No: Date: January 31, 2023
AUTHORIZATION	DRAFTING TEAM	Course Cluster Coordination : Reny Triwardani	Head of Study Programmer:  Arif Authority

Task Plan

1. Watch the following video about the logical consequences of the existence digital media. Students provide reviews and questions that may arise after watching this video. Following is the video link:
The Physicality of Digital Media | Jordan Frith | TEDxUNT (Week 3)
2. Students create an outline of your midterm paper in the following format:
 - Topik: For Example : Microcelebrity TikTok
 - Background of the topic selection: Describe the background of the observed phenomenon, the scope of observation, and initial assumptions about the observed phenomenon.
 - Questions that arise: More than one question is allowed.
 - Theory/Concept chosen: Determine the theory/concept that serves as the foundation for thinking about the observed phenomenon (Week 8)
 - File format: 1 page doc/pdf file
3. Students make term-papers
 - Writing length 4000-6000 words (13 to 20 pages)
 - Font bebas, size 12
 - Using the citation format: APA Format
 - Writing format; a) Title b) Abstract c) Paper and d) References

		UNIVERSITAS PEMBANGUNAN "VETERAN" YOGYAKARTA FACULTY OF SOCIAL AND POLITICAL SCIENCE BACELOR OF COMMUNICATION SCIENCE PROGRAMME	
Course Subject: New Media			
Code: 1531052	Course unit credit (T/P): 3/0 (4.8 ECTS)	Course cluster : Communication Studies	No: Date: January 31, 2023
AUTHORISATION	DRAFTING TEAM	Coordinator Course : Reny Triwardani	Head of Study Program :  Arif Authority

Form of Evaluation

Week- (1)	Sub. CLO (2)	Form of Evaluation (3)	Weight % (4)
3	Sub.CLO 1; Sub CLO 2; and Sub CLO 3	Learning Video Reviews	20%
8	Sub CLO 4; Sub CLO 5; Sub CLO 6; and Sub CLO 7	Midterm exam	30%
15	Sub CLO 8; Sub CLO 9; Sub CLO 10; Sub CLO 11; Sub CLO 12 Sub CLO 13 Sub CLO 14	Project Methods	40%
		Presentation	10%
Total			100

	YOGYAKARTA "VETERAN" NATIONAL DEVELOPMENT UNIVERSITY FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE COMMUNICATION STUDY PROGRAM		
Course Subject: New Media			
Code: 1531052	Course unit credit (T/P): 3/0 (4.8 ECTS)	Course cluster : Communication Studies	No: Date: January 31, 2023
AUTHORISATION	DRAFTING TEAM	Coordinator Course : Reny Triwardani	Study Program Coordinator:  Arif Authority

Assignment Plan

1. Watch the following video about the logical consequences of the existence of digital media. Students provide reviews and questions that may arise after watching this video. Following is the video link: The Physicality of Digital Media | Jordan Frith | TEDxUNT (Week 3)
2. Students create an outline of their midterm paper in the following format:
 - Topik: Misal: Microcelebrity TikTok
 - Background of the topic selection: describe the background of the phenomenon being observed, the scope of the observations and the initial assumptions on the phenomenon being observed.
 - Questions that appear: There can be more than one question
 - The theory/concept you choose: Determine the theory/concept that forms the basis for thinking in reading the phenomenon being observed (Week 8)
 - Format file : 1 page file doc/pdf
3. Students make term papers
 - Writing length 4000-6000 words (13 to 20 pages)
 - Font bebas, size 12
 - Using the citation format: APA Format
 - Writing format; a) Title b) Abstract c) Paper and d) References