	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAM OF COMMUNICATION SCIENCE**	**DOCUMENT CODE** CDU/COMMUNICATION SCIENCE/S1/1530382/2023

COURSE DESCRIPTION

COURSE (C)	CODE:	COURSE CLUSTER	COURSE UNIT CREDIT (SKS)	SEMESTER	COMPILER DATE
Political Economy of Media	**1530382**	**Communication Science**	**2 (3.2 ECTS)**	**6**	**October 20th 2022**

	Developer Lecturer	Course Cluster Coordinator	Head of Study Programme
AUTHORISATION	**1. KURNIA AROFAH**	KURNIA AROFAH	Drs. Arif Wibawa, M.Si.

Learning Outcomes (LO)	**Graduate Learning Outcomes (GLO) of the program imposed on this course**	
	SS2	Analyze messages using communication concepts and theories to solve communication problems (LO9).
	GS3	Able to produce independent and group performance of high quality in accordance with standards and ethics of communication (LO5).
	K3	Explain the social, cultural, ecological, political, economic, legal, and technological influences to address communication issues (LO7).
	K1	Explain the paradigms, perspectives, traditions, and theories that support analytical skills in the field of communication (LO5).
	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).
	Course Learning Outcomes (CLO)	

CLO1	Able to master the historical substance in the study of media political economy (K1)
CLO2	Able to identify various theoretical substances related to various perspectives in media political economy (K3)
CLO3	Able to understand media policies in micro, meso and macro contexts based on social sensitivity, nationalism, culture, religion and Pancasila (A2)
CLO4	Able to be critical of contemporary media phenomena and issues from the perspective of media political economy (SS2)
CLO5	Able to make analytical studies of communication phenomena from the perspective of media political economy (GS3)
Final ability of each learning stage (Sub-CLO)	
Sub CLO1	Able to know the historical substance of the development of media political economy (CLO 1) (C2, A3, P2)
Sub CLO2	Able to identify the theoretical substance and perspective of media political economy (CLO 1) (C4, A3, P2)
Sub CLO3	Able to understand the structure of the media industry from the perspective of media political economy (CLO 2) (C2, A4, P2)
Sub CLO4	Able to identify current media political economy issues (CLO 4) (C4, A3, P2)
Sub CLO5	Able to understand the micro context of media political economy (CLO 3) (C2, A2, P2)
Sub CLO6	Able to understand the context of media political economy meso (CLO 3) (C2, A2, P2)
Sub CLO7	Able to understand the macroeconomic context of media politics (CLO 3) (C2, A2, P2)
Sub CLO8	Able to understand media policy and regulation from the perspective of media political economy (CLO 4) (C2, A2, P2)
Sub CLO9	Able to analyse phenomena in the media industry from the perspective of media political economy(CLO 4,5) (C4, A4, P2)

Sub CLO10	Able to extract topics from text (CLO 4,5) (C4, A4, P2)

Sub CLO11 Able to write a report on the results of analysing phenomena in the media industry from the perspective of media political economy (CLO 4,5) (C6, A4, P2)

Correlation of GLO to Sub-CLO

GLO	SS2	GS3	K3	K1	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	X			
Sub CLO10	X	X			
Sub CLO11	X	X			

Brief description of the course	This course provides a more comprehensive understanding of media policies. The materials presented in this course involve a deeper exploration of various theoretical substances related to different perspectives in media political economy. After completing this course, students are expected to be able to conduct a study on phenomena in the media industry using a media political economy perspective. The course is taught using the Indonesian language as the medium of instruction.

Study Material/Learning Materials	1. Historical and theoretical substance of media political economy 2. Structure of the media industry 3. Globalisation and political economy 4. Transition of old media to new media 5. Commodification 6. Spatialisation 7. Structuration 8. Media policy and regulation
Library	**Main :**
	1. Mosco, V. (2009). The Political economy of Communication. Sage Publications 2. Wasco,J., Murdock, G., Sousa,H. (2014). The Handbook of Political Economy of Communication. Wiley Blackwell
	Supporters :
	1.Deuze, M., Prenger, M. (2019). Making Media, Productiom, Practices and Profession. Amsterdam University Press 2.Ibrahim, I.S. (2014). Komunikasi dan Komodifikasi: Mengkaji Media dan Budaya dalam Dinamika Globalisasi. Yayasan Pustaka Obor Indonesia3. Sudibyo, A. (2004). Ekonomi Politik Media Penyiaran. LkiS 4. Chomsky, N. (2011). Manufactoring Consent: The Political Economy of the Mass Media. Knopf Doubleday 5. Holt, J. Perren, A. (2011). Media Industries: History, Theory, and Method. Wiley
Lecturer	KURNIA AROFAH

Prerequisite subjects	None

Week	**Final ability of each learning stage(Sub-CLO)**	**Assesment**		**Learning Forms, Learning Methods, Assignments**		**Learning Materials [Library] (Topic)**	**Weithage of assessment (%)**
		Indicators	**Criteria & Forms**	**Offline**	**Online**		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**
1	Able to know the historical substance of the development of media political economy	1. Able to know the historical substance of the development of media political economy	C = Rubrik AM = Mid Exam AM = Final Exam	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Explanation of RPS and lecture contract - Introduction to the basic concepts and perspectives of media political economy with its various variants - Library 1 and 2	

2	Able to identify the theoretical substance and perspective of media political economy	1. Accuracy in explaining the historical and theoretical substance of media political economy	C = Rubrik AM = Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Capitalism, liberalism and neoliberalism as the socio-historical context of the development of the mass media industry - Library 1 and 2	

3	Able to understand the structure of the media industry from the perspective of media political economy	1. Accuracy in explaining the structure of the media industry	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Internal structure of the media organisation - External structure in the media industry	

4	Able to identify current media political economy issues	1. Accuracy of identification of media political economy issues	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Economic and political globalisation and how it relates to media industry	

5	Able to identify current media political economy issues	1. Accuracy of identification of media political economy issues	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Transition from old media to new media in the perspective of media political economy	

6	Able to understand the micro context of media political economy	1. Accuracy in explaining the concept of commodification	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Commodification of content - Commodification of labour - Commodification of the Audience	

7	Able to understand the meso-economic context of media politics	1. Accuracy in explaining the concept of spatialisation	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Vertical and horizontal integration - conglomerates and media concentration	
8	Mid Exam						

9	Able to understand the macro context of media political economy	1. Able to explain the concept of structuration	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- The concepts of structuration and hegemony	

10	Able to understand the macro context of media political economy	1. Explain the concept of structuration	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Structuration of social class, gender, race	

11	Able to understand media policy and regulation from the perspective of media political economy	1. Able to explain media policy and regulation from the perspective of media political economy	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Policies and regulations in the media industry in Indonesia	

12	Able to analyse phenomena in the media industry from the perspective of media political economy	1. Able to convey the results of analysis of communication phenomena	C = Rubrik AM = Presentation	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Analyse communication phenomena from a media political economy perspective	

13	Able to perform topic extraction from text	1. Able to determine the topic of the text	C = Rubrik AM = Presentation	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Presentation of essay topics based on the results of the analysis in the study phenomena and literature	

14	Able to write a report on the results of analysing phenomena in the media industry from the perspective of media political economy	1. Able to convey the results of the analysis in the form of a simple research report	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Writing Coaching Essay - Simple interpretation of research results	

15	Able to write a report on the results of analysing phenomena in the media industry from the perspective of media political economy	1. Able to convey the results of the analysis in the form of a simple research report	C = Rubrik AM= Case Task	FoL = Form of Lesson DM = Deductical Methods PM = Student Assignment		- Writing Coaching Essay - interpretation of simple research results	
16	Final Exam						

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Course: Political Economy of Media			
Code: 1530382	Course Unit Credit: 3.2 ECTS	Course Cluster: Communication Science	No: Date: January 31st 2023
AUTHORISATION	AUTHORING TEAM	Course Cluster Coordinator: Kurnia Arofah	Koordinator Prodi: Arif Wibawa

Form of Assesment

Week (1)	Sub. CLO (2)	Form of Assesment (3)	Weightage of Assessment % (4)
3	Sub.CLO 1; Sub CLO 2; and Sub CLO 3	Article Review	20%
8	Sub CLO 4; Sub CLO 5; Sub CLO 6; and Sub CLO 7	Mid 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

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Student Assignment

1. Students provide a review of a scholarly article discussing contemporary and influential media political economy (Week 3).
2. Students develop an understanding of the relationship between economics, politics, and media within the context of media political economy. They are required to conduct a media political economy analysis on a relevant topic or issue. Possible topics or issues related to media political economy include:
   a. The influence of media ownership on political news coverage
   b. The relationship between advertising and media content
   c. The impact of social media on political economy
   d. The role of media in elections
   e. The effects of globalization on the media industry
   (Week 16).