



LSPR Communication & Business Institute

Subject Syllabus

Subject Code	: IR03
Subject Title	: Global Media & Communication
Subject Specification	: For students in International Relations Communication
Subject Overview	:

This course is designed to give an introduction and intermediate understanding about the impact of the development of mass media towards the development of society. As mass media today has evolved towards a new format that can affect more people than ever before, a new understanding is needed. Students will be introduced to the history of media and its impact towards the current as well as future media. In the process, students are introduced to various case studies to emphasize the need for critical thinking

Course Objectives :

At the completion of this course, students are expected to:

1. Provide understanding and perspective towards the development of mass media.
2. Examine the impact of mass media to the society in the global context.
3. Critically investigate the direction of media development in the future.

Course Method :

The course will employ general lectures followed by discussion, classical or in small groups, depending on the needs. Students will also have presentation assignment to demonstrate their understanding and analysis on issues being discussed.

Learning Outcome (Competence) :

- Knowledge : Global Digital Media Trend & Innovations, Media Literacy & Critical Thinking, Media Regulations & Policy, Media Ethics & Privacy
- Skill : Broad Communication Capabilities, Creative Thinking, An Analytical Mind, Tech Fluency, Teamwork, Writing Compelling Ideas, Leadership Abilities
- Attitude : Enthusiasm, commitment, and innovative

Course content :

Week	Topic
1	Introduction to The Course
	Social Media
2	Cyber Debates
	Interaction & Identity
3	Communities & Network
	Digital Visuality & Visibility
4	Feeling Digital & Review for Midterm Exam
	Digital Citizenship
5	Digital Power & Exploitation
	Digital Activism
6	Mobile Culture
	Software, Algorithms & Data
7	Digital Social Research
	The Research Process & Review for The Final Exam
8	Final Examination

Grading System & Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items. The acceptable grade for LSPR-Jakarta S1 programme is **50 and above**.

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories: GPA of

0.00 – 1.99 = Fail

GPA of 2.00 – 2.49 = Pass

GPA of 2.50 – 2.99 = Credit

GPA of 3.00 – 3.49 = Merit

GPA of 3.50 – 4.00 = Distinction

Session	Title/Topic	Area Discussion	Activities
1	Introduction to The Course	- Overview - Reading Materials - Coursework	Interactive lectures / Small Group Discussion / Collaborative Learning
	Social Media	- Digital Tools and Platforms for Being Social - Social Facts, Action, Cooperation and Presence - Self Presentation - The Rise of Networked Publics	Interactive lectures / Small Group Discussion / Collaborative Learning
2	Cyber Debates	- Digital Revolution - Technological Determinism and Internet Centrism - The Surrender of Culture To Technology - The Wisdom of the Crowd	Interactive lectures / Small Group Discussion / Collaborative Learning
	Interaction & Identity	- Active Users, Mutual Relations - From Body to Content - Out of Sync & Out of Sight - Hyperpersonal Interaction	Interactive lectures / Small Group Discussion / Collaborative Learning
3	Communities & Network	- Cosy Realities - Creating Online Colonies - Third Places & Beyond - Pseudo-Community - Network Society	Interactive lectures / Small Group Discussion / Collaborative Learning
	Digital Visuality & Visibility	- The Frenzy of the Visible - Selfie City & Selfies as Social Actions - Online Videos as Social Actions - Layers of Visual Sociality	Interactive lectures / Small Group Discussion / Collaborative Learning
4	Feeling Digital & Review for Midterm Exam	- Networks of Friction - Affective Intensity - The Faceless Multitude - Grab & Resonance	Interactive lectures / Small Group Discussion / Collaborative Learning
	Digital Citizenship	- Digital Citizens and Divides - Internet Competence - Public Sphere - Master-Slave Architectures - Continued Structural Transformations	Interactive lectures / Small Group Discussion / Collaborative Learning
5	Digital Power & Exploitation	- Authority in Online Tribes - Playbour and Exploitation - The Emancipatory Politics of Technology - Cybertyping and Binary Switches	Interactive lectures / Small Group Discussion / Collaborative Learning
	Digital Activism	- The Meme of Protest - Why Governments are Afraid of the Internet - Personalised Politics	Interactive lectures / Small Group Discussion / Collaborative Learning

		& The Logic of Connective Action	
		- A Digital Repertoire of Contention	
6	Mobile Culture	- A New Situational Geography	Interactive lectures / Small Group Discussion / Collaborative Learning
		- Contextual Variability	
		- Online All of the Time	
		- Hyper-Coordination	
	Software, Algorithms & Data	- A Universal Engine on Which the World Runs	Interactive lectures / Small Group Discussion / Collaborative Learning
		- The Like Economy	
		- Algorithms & Calculated Publics	
		- Challenging Big Data	
7	Digital Social Research	- The Data Environment	Interactive lectures / Small Group Discussion / Collaborative Learning
		- Revealing the Messy Details	
		- Thinking about What We Capture	
		- Digital Research Ethics	
	The Research Process & Review for The Final Exam	- Formulating the Research Question	Interactive lectures / Small Group Discussion / Collaborative Learning
		- Framing the Field & Collecting Data	
		- Analysing and Interpreting Data	
		- Digital Ethnography as method	
8		Final Test	

Individual Presentation/Group Presentation/Class Participation Guideline:

Group presentations/class participations will become the main focus of the sessions. It is expected that the students will be using Power Point system during their presentation. Group presentations/class participations are the most effective in sharpening your ability in understanding the materials being discussed. The assigned chapters are intended to give you practice in assembling materials, data, analysis to support an understanding of subject in the real world. Furthermore, this method will provide a vehicle by which to apply the theories, concepts, and analytical devices. Finally, the discussion forum provides an opportunity to argue your position and to learn from others by listening to their comments and criticisms.

We recommend that you read your materials more than once. As part of your preparation for class, it is expected that you analyze the materials in your group. In class, we will examine completely all aspects of the situation: facts, assumptions, alternatives, and recommendations.

Final Paper Guideline : Written Examination

References :

Branston, G., & Stafford, R. (2010). The media student's book (5th ed.). New York, NY: Routledge.
 Turow, J. (2014). Media today: Mass communication in a converging world (5th ed.) New York, NY: Routledge.
 Lindgren, Simon. 2017. Digital Media and Society. London: Sage Publication Inc.
 Jin, Dal Yong. 2021. The Routledge Handbook of Digital Media and Globalization. New York: Routledge

Chandler, D. and Fuchs, C. (eds.) 2019. Digital Objects, Digital Subjects: Interdisciplinary Perspectives on Capitalism, Labour and Politics in the Age of Big Data. London: University of Westminster Press.

Prepared by:

Checked by :

Dr. Lestari Nurhajati, M.Si.
Subject Coordinator



Dr. Dendy Muris, M.Si
Head of Communication Science E-Learning
Study Programme

Reviewed by :

Approved by :



Mikhael Yulius Cobis, M.Si, M.M.
Dean of Communication Faculty



Dr. Janette Maria Pinariva
Vice Rector I