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|  <div>LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME</div> | INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI | | | | CODE RPS/PGP/S2/DCMM/ODD/PEMM |
| SEMESTER LEARNING PLAN | | | | | |
| SUBJECT | CODE | Subject Cluster | Credit (credits) | SEMESTER | Date of Compilation |
| Political Economy of Mass Media . | MAS9381 | | 3 credits | 3 | February 2022 |
| Authority/Approval | RPS Development Lecturer | | Subject Coordinator | | Head of Study Program |
| | Hersinta, PhD | | Hersinta, Ph.D | | Dr. Andika Witono, MM |
| Learning Outcomes | PLO - Study Program charged to the Subject | | | | |
| | PLO 1 – K1 | PLO 1 – K1 <i>Mastering communication research paradigms encompassing ontology, epistemology, axiology, and methodology of communication science and its various forms of engineering.</i> This course requires students to understand theories of the political economy of media, including the concepts of ideological dominance, media ownership, and the relationship between economic power and control over public information. | | | |
| | PLO 2 – K2 | PLO 2 – K2 <i>Produce innovative work and solve problems in society in the communications industry and technology in the field of communications and professional practice through research to produce innovative and tested work.</i> | | | |

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| | | Students are expected to be able to examine and research the structure of the media industry and produce critical analyses based on data and political economic theory. |
| | PLO 3 – GS1 | <p>PLO 3 – GS1 <i>Able to design, develop and evaluate logical, critical, systematic and creative thinking through scientific research or create design works, works of art and other products in the field of science and technology based on scientific rules, procedures and ethics.</i> Students must be able to convey scientific criticism of media and power systems in academic and popular formats, as a form of critical, systematic and creative evaluation.</p> |
| | PLO 4 – SS2 | <p>PLO 4 – SS2 <i>Produces innovative, applicable, and productive work in the fields of social technology, management in the field of communication, and communication-related matters.</i> Students are trained to generate solutions or alternatives to political economic media issues through communication strategies based on social justice and diversity.</p> |
| | PLO 5 – S2 | <p>PLO 5 – S2 Upholding <i>humanitarian values in carrying out duties based on religion, morals, and ethics.</i> This course instills ethical attitudes and social responsibility in criticizing unequal media systems and fighting for equal access to information.</p> |
| | Course Learning Outcomes (CLO) | |
| | CLO 1 | <p>Students are able to explain the main theories of the political economy of media and analyze the relationship between media ownership, political power, and information production in local and global contexts. Students are also able to critique the dynamics of the mass media industry using a political economy approach as an analytical framework.</p> <p>Related PLO: K1, K2, GS1</p> |

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| | CLO 2 | Students are able to compile scientific studies or data-based presentations on the structure of the media industry and its impact on information diversity, as well as design advocacy strategies or alternative media based on communication justice values. Related PLO: K2, SS2, GS1 |
| | CLO 3 | Students demonstrate critical, ethical, and responsible attitudes in responding to issues of media dominance and unequal access to information, as well as a concern for media pluralism and the right to equal communication. Related PLO: S2, GS1 |
| | Final Competencies for Each Learning Stage (Sub-CLO) | |
| | <p>Meeting 1 Students are able to understand the introduction to the political economy of media and trace the historical roots of this approach in communication studies. (PLO: K1, GS1)</p> <p>Meeting 2 Students are able to explain basic concepts such as media ownership, control, ideology, and commodification in the context of the media industry. (PLO: K1, K2)</p> <p>Meeting 3 : Students are able to identify media economic models and compare media capitalist systems in various countries. (PLO: K2, GS1)</p> | |

Meeting 4

: Students are able to analyze media ownership structures and their implications for freedom and diversity of information.
(PLO: K1, SS2)

Meeting 5

: Students are able to explain the role of the state and media policy in regulating economic and information power relations.
(PLO: K2, GS1)

Meeting 6

Students are able to differentiate the roles of public media, private media, and community media in the political economy of communication.
(PLO: K2, SS2)

Meeting 7

: Students are able to compile a brief study on media concentration and monopoly issues in the Indonesian media landscape.
(PLO: K2, GS1)

Meeting 8 – Midterm Exam

Students evaluate the relationship between media ownership, ideological control, and public policy in the form of a case study.
(PLO: K1, K2, GS1)

Meeting 9

: Students are able to explain the digital political economy and how platforms like Google, Meta, and TikTok influence the circulation of information.
(PLO: K2, SS2)

Meeting 10

: Students are able to analyze the practice of commodifying user data and its implications for digital communication rights.
(PLO: SS2, GS1)

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| | <p>Meeting 11 : Students are able to connect the political economy of media with issues of information justice, alternative journalism, and cultural resistance. (PLO: K1, S3)</p> <p>Meeting 12 : Students are able to design communication advocacy strategies based on democratic values and public information transparency. (PLO: SS2, GS1)</p> <p>Meeting 13 : Students are able to write analytical papers that critique the relationship between media, politics, and economics in Indonesia. (PLO: K1, GS1)</p> <p>Meeting 14 Students are able to convey the results of their studies in the form of academic presentations with scientific arguments and a critical attitude. (PLO: GS1, S3)</p> <p>Meeting 15 – Final Exam Students are tested on their analytical skills in evaluating the political economy of media systems through actual case studies. (PLO: K1, K2, GS1, SS2)</p> <p>Meeting 16 (Remedial/Review/Final Presentation) Students reflect on their understanding of the political economy of media and present a synthesis of the overall learning. (PLO: S3, GS1)</p> |
| | <p>Correlation of PLO to Sub-CLO</p> |

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| <p>Study Material: Learning materials</p> | <p>Study Material:</p> <p>1. Basic Theories and Concepts of Political Economy of Media</p> <ul style="list-style-type: none"> • Definition and history of the political economy of media • Marxist and neo-Marxist approaches • Media as a means of production and ideology <p>Reference:</p> <ul style="list-style-type: none"> • Books: Mosco, V. (2020). <i>The Political Economy of Communication</i> (3rd ed.). SAGE Publications. (Book) • Journal: Hardy, J. (2014). "Critical Political Economy of the Media: An Introduction". <i>International Journal of Communication</i> , 8, 2781–2785. (Journal) <hr/> <p>2. Media Ownership Structure and Its Consequences</p> <ul style="list-style-type: none"> • Concentration of media ownership • Commodification of information and culture • Media convergence <p>Reference:</p> <ul style="list-style-type: none"> • Books: McChesney, R.W. (2015). <i>Rich Media, Poor Democracy: Communication Politics in Dubious Times</i> . The New Press. (Book) • Journal: Noam, E.M. (2016). "Who Owns the World's Media?" <i>Journal of Media Economics</i> , 29(3), 135–145. (Journal) <hr/> |
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3. Media, State, and Regulation

- The role of the state in the media industry
- Media privatization and deregulation
- Media and political interests

Reference:

- Books: Freedman, D. (2014). *The Contradictions of Media Power* . Bloomsbury Publishing. (Book)
 - Journal: Dahiya, R. (2019). "Media Regulations in the Digital Age: The Role of the State". *Journal of Media Law and Ethics* , 7(2), 97–110. (Journal)
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4. Global Media and Information Inequality

- Media globalization and cultural imperialism
- Western media dominance and local resistance
- The political economy of digital media

Reference:

- Books: Fuchs, C. (2021). *Media, Capitalism and the Political Economy of Communication* . Palgrave Macmillan. (Book)
 - Journal: Thussu, D.K. (2020). "Reimagining Global Media in the Digital Age". *Global Media and Communication* , 16(1), 21–38. (Journal)
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| | <p>5. Critique of Ideology and Discourse Production</p> <ul style="list-style-type: none"> • Media and hegemony • Dominant discourse vs counter discourse • Media as an arena of ideology <p>Reference:</p> <ul style="list-style-type: none"> • Books: Kellner, D. (2017). <i>Media Spectacle and the Crisis of Democracy</i> . Routledge. (Book) • Journal: Couldry, N., & Mejias, U.A. (2019). "Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject". <i>Television & New Media</i> , 20(4), 336–349. (Journal) |
| Library | Main |
| | <p>Main Library:</p> <ol style="list-style-type: none"> 1. Mosco, V. (2020). <i>The Political Economy of Communication</i> . SAGE Publications. (Book) 2. McChesney, R. W. (2015). <i>Rich Media, Poor Democracy</i> . The New Press. (Book) 3. Freedman, D. (2014). <i>The Contradictions of Media Power</i> . Bloomsbury. (Book) 4. Fuchs, C. (2021). <i>Media, Capitalism and the Political Economy of Communication</i> . Palgrave. (Book) 5. Hardy, J. (2014). "Critical Political Economy of the Media". <i>International Journal of Communication</i> . (Journal) |
| | Supporters |

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| | Supporting Library: <ol style="list-style-type: none"> 1. Kellner, D. (2017). <i>Media Spectacle and the Crisis of Democracy</i> . Routledge. (Book) 2. Couldry, N., & Mejias, U. A. (2019). "Colonialism Data". <i>Television & New Media</i> . (Journal) 3. Thussu, D. K. (2020). "Reimagining Global Media". <i>Global Media and Communication</i> . (Journal) 4. Noam, E.M. (2016). "Who Owns the World's Media?" <i>Journal of Media Economics</i> . (Journal) 5. Dahiya, R. (2019). "Media Regulations in the Digital Age". <i>Journal of Media Law and Ethics</i> . (Journal) |
| Instructional Media | Software: Power Point, Google Form. Hardware: Computer, <i>Infocus</i> , <i>Whiteboard</i> , Marker. Learning Methods: Case Based Learning, Project Based Learning, Research Based Learning |
| Supporting lecturer | <ol style="list-style-type: none"> 1. Prof. Rajab Ritonga 2. Prof. Lely Ariannie |
| Course Requirements | |

| Week 2 | Final Competencies for Each Learning Stage (Sub-CLO) | Evaluation | Learning Format; Learning Method; Student Assignments [Time Estimate] | Learning Materials [Library] | Assessment Weight (%) |
|--------|--|--|---|--|-----------------------|
| 1 | Students are able to explain the basic concepts of media political | Able to explain the definition and approach to the political economy of media. | Explanation of material (120'), guided discussion (30') | Book: Mosco (2020), Journal: Hardy (2014) | 5% |

| Week 2 | Final Competencies for Each Learning Stage (Sub-CLO) | Evaluation | Learning Format; Learning Method; Student Assignments [Time Estimate] | Learning Materials [Library] | Assessment Weight (%) |
|--------|--|---|---|--|-----------------------|
| | economy and differentiate between critical and liberal approaches. | | | | |
| 2 | Students are able to analyze media ownership structures and their implications for the independence of journalism. | Able to differentiate between types of ownership and their impact on media content. | Explanation of material (120'), case study and discussion (30') | Book: McChesney (2015), Journal: Noam (2016) | 5% |
| 3 | Students are able to evaluate the role of the state in regulating the media and communications industry. | Able to analyze state intervention in the media ecosystem. | Explanation of material (120'), media policy study (30') | Book: Freedman (2014), Journal: Dahiya (2019) | 5% |
| 4 | Students are able to understand the influence of globalization and media convergence on the distribution of information power. | Able to explain the concept of media imperialism and globalization. | Explanation of material (120'), reflective discussion (30') | Book: Fuchs (2021), Journal: Thussu (2020) | 5% |
| 5 | Students are able to assess how the media produces and disseminates dominant ideologies through discourse representation. | Able to analyze media content using a political-economic approach. | Explanation of material (120'), content analysis practice (30') | Book: Kellner (2017), Journal: Couldry & Mejias (2019) | 5% |
| 6 | Students are able to link the theory of political economy of media with the development of digital technology and data. | Able to connect digital capitalism and media ecosystems. | Explanation of material (120'), group discussion (30') | Book: Fuchs (2021), Journal: Couldry & Mejias (2019) | 5% |
| 7 | Students are able to design a political economy analysis framework for contemporary media studies. | Able to develop a research framework based on political economy. | Explanation of material (120'), discussion of research design (30') | References weeks 1–6 | 5% |

| Week 2 | Final Competencies for Each Learning Stage (Sub-CLO) | Evaluation | Learning Format; Learning Method; Student Assignments [Time Estimate] | Learning Materials [Library] | Assessment Weight (%) |
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| 8 | Midterm exam | Evaluation of understanding of political economic theory and approaches to media | Case study based written test (120') | All references weeks 1–7 | 10% |
| 9 | Students are able to identify the discourse of hegemony and symbolic power in media reporting. | Able to interpret media content from a critical perspective. | Explanation of material (120'), study of media content (30') | Book: Kellner (2017), Journal: Hardy (2014) | 5% |
| 10 | Students are able to map the main actors and institutions in the global digital media ecosystem. | Able to describe the ecosystem and power relations of digital media. | Explanation of material (120'), mapping of media structure (30') | Book: Fuchs (2021), Journal: Thussu (2020) | 5% |
| 11 | Students are able to compile a critical analysis of the impact of media concentration on freedom of information. | Able to write reflective essays based on literature studies. | Case discussion (60'), essay assignment (90') | Book: McChesney (2015), Journal: Noam (2016) | 5% |
| 12 | Students are able to compare media policies between developed and developing countries. | Able to present the results of cross-country media policy studies. | Group presentation (120'), inter-group discussion (30') | Book: Freedman (2014), Journal: Dahiya (2019) | 5% |
| 13 | Students are able to evaluate the potential of alternative and independent media in challenging the dominance of media capitalism. | Able to propose strategies to strengthen independent media. | Strategy discussion and reflection (120') | Journal: Hardy (2014), Thussu (2020) | 5% |
| 14 | Students are able to compile research proposals on the political economy of media based on contemporary issues. | Able to compile research proposals. | Proposal presentation (120'), feedback discussion (30') | All previous references | 5% |
| 15 | Final exams | Final evaluation of mastery of concepts and application of | Case study based exam or final project presentation | All references weeks 1–14 | 10% |

Notes:

1. Study Program Graduate Learning Outcomes (PLO-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The PLO charged to a course is a number of learning outcomes of study program graduates (PLO-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CLO) is a capability that is specifically described from the PLO that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CLO) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.*
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the percentage of the assessment for each sub-CLO achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CLO, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment , **BM**= Independent Learning.

| No | Forms of Learning Blended Learning (On-Line/E-Learning) | EL |
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| 1 | <i>E-Learning Videos</i> | EL-1 |
| 2 | <i>Discussion at Forum</i> | EL-2 |

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| 3 | <i>Video Conference or Webinar (Web Seminar)</i> | EL-3 |
| 4 | <i>E-simulation using software</i> | EL-4 |
| 5 | <i>Vlog Presentation</i> | EL-5 |
| 6 | <i>Writing Paper Online</i> | EL-6 |

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. Presence.

This component has a point value of **10%** of the total face-to-face meetings in class.

b. Task.

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points** .

c. Midtest (Mid Semester Exam).

The mid-term exam (Midtest) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The Midtest can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The Midtest grade is weighted at **20%**.

d. Final Exam (End of Semester Exam).

The final exam (Final Exam) is conducted in the 16th week of the total number of meetings. The Final Exam assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The Final Exam can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The Final Exam grade is weighted at **30%**.

Assessment Rubric

| Level/Grade | Numbers/Scores | Job Description/Indicators |
|-------------|----------------|---|
| A | 90.00 – 100 | This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts. |
| A- | 85.00 – 89.99 | This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy. |
| B+ | 80.00 – 84.99 | This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy. |
| E | ≤79.99 | This is the achievement of students who do not carry out assignments and do not understand the material at all. |