

## COURSES SUMMARY

AOE 7001 Research Methodology	This course is an introductory social research methodology course designed to provide students with general exposure to research methods in media and communication. This course is also provides preliminary guidance to starting student's research dissertation.
AOE 7002 Dissertation	In consultation with supervisor, students are required to produce a dissertation with the design and conduct research on any topic related to publishing/media studies
AOE 7003 Writing and Editing	This course aims to provide knowledge and skill of writing and copy editing. Students also will be introduced theoretically and practically to editor tasks. Apart from that students are required to apply aspect of stylistic, rhetoric, logic, readability, etc.
AOE 7004 Management of Publishing Organisations	The main emphasis will be given on the publication, organisation concept, management concept, editorial management, marketing, and economy of publishing.
AOE7005 Seminar on Publishing World	Student will be exposed to the various and loaded issues, problems and threaten from new media in publishing world scenario.
AOE 7006 Publishing Project	This course will expose students to real processes and management in the media publishing field. Students are given the publishing project and are given full responsibility to manage and administer the project until it is successfully published.
AOE 7008 Book Marketing and Distribution	Students will be guided to understand and to apply elements of creating the right products, decide the right price, embarking the right promotion and physical distribution for reading materials
AOE 7007 Publishing Technology	This course introduces the technology that has been used in a media publication process. Students will be exposed to publication and printing method and process and the materials related to those processes. The current changes and the uses of new technology in publishing industry also will be discussed in this course.
AOE 7009 Journal and Newsletter Publishing	This course discussed journal and magazine publishing process from an editorial and management perspective. Students will be exposed to writing style and technique relevant to the two forms of publications.
AOE 7010 Translation	This course will introduce the concepts, process, and techniques of texts translation to students. Students will be guided to translate texts by using the right technique.
AOE 7011 Great Works	This course will introduce the concept of great works in literature as well as non-fiction. Students will choose books to read and analyse.

For more information, please contact:

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# MASTER OF ARTS Publishing Studies

Department of Media Studies, Faculty of Arts & Social Sciences,  
University of Malaya, MALAYSIA



**MASTER OF ARTS (PUBLISHING STUDIES)** programme takes a proactive look at the world of publishing, while deeply dissecting the meaning and reasons of writings both locally and internationally. Publishing requires the knowledge of many disciplines – from recognising and appreciating truly great works, to understanding and applying new technologies. Be it a literary novel or a scientific paper, each publication has the potential to change how we think. Words can open the eyes of the world.

## Who is it for?

This programme is designed for:

- Someone who wish to equip themselves with the knowledge and skills needed in publishing world.
- Local and foreign students who have a keen interest in writing, management, editorial, scholarly communication and publishing-related aspects.

## Academic Staff & Area of Expertise

### Head of Department

Dr Md Azalanshah Md Syed (Ph.D - RMIT)

# Audience Ethnography#Television and Popular Culture# Screen & Documentary Production

### Assoc. Professor

Assoc. Prof. Dr Hamed Mohd Adnan (Ph.D - UM)

#Journalism#Publishing Studies#Popular culture#Mass Media

Dr Hasmah Zanuddin (Ph.D - Westminster)

# Communication Policy#Public Relations #Audience & Media Impact Analysis

### Lecturers

Dr Mohamad Saleeh Rahamad (Ph.D - UM)

#Modern Malay Literature#Editing# Comparative Literature#Creative Writing

Dr Amira Sariyati Firdaus (Ph.D - Melbourne)

#Communication # Ethnography of News Production

Dr Siti Ezaleila Mustafa (Ph.D - UM)

#Technology & Publishing#New Media#Media Studies

Dr Shahreen Mat Nayan (Ph.D - Denver)

#Rethoric#Strategic Communication#Media Studies

Pn. Nor Zaliza Sarmiti @ Sarmidi (MA - UKM)

#Journalism#Communication

Pn. Tuan Nurizan Raja Yunus (MA - UM)

#Rethoric#Creative Writing#Malay Literature

### Entry Requirement

- A Bachelor's degree or equivalent with CGPA of at least 3.0 or equivalent; or
- Applicants with a Bachelor's degree CGPA of 2.7 to 2.99 may be considered if meet at least ONE of the following criteria:
  1. Have relevant work experience; or
  2. Produce publications in their respective fields; or
  3. Scholarship recipients; or
  4. Graduates of the University of Malaya; or
  5. Government servants, or
- Applicants with a Bachelor's degree CGPA of 2.5 to 2.69 may be considered if meet at least TWO of the criteria in (1) to (4) above.

### English Requirements (International students)

Obtain a Band 6 in the IELTS (Academic) or minimum score 600 in TOEFL (PBT)

### Duration of Study

- Minimum: 3 semesters
- Maximum: 8 semesters

### Programme Structure

The programme consists of TWO parts:

- a. Part One (1) which consists of coursework totaling 15 credits:
  - ii. Three (3) core courses, each of 3 credits and one course of 2 credits, totalling 11 credits; and
  - iii. Publishing Project with 4 credits OR two (2) elective courses, each of 2 credits, totalling 4 credits, selected from a list of courses offered by the Department.
- b. Part Two (2) consists of a research project leading to a writing a dissertation of about 30,000 words (35 credits). Candidates must pass Part One (1) before they are able to proceed to Part Two (2)

### List of Courses

Compulsory courses:

- AOE7001 Research Methodology
- AOE7002 Dissertation
- AOE7003 Writing and Editing
- AOE7004 Management of Publishing Organisations
- AOE7005 Seminar on Publishing World

Elective courses:

- AOE7006 Publishing Project
- AOE7008 Book Marketing and Distribution
- AOE7007 Publishing Technology
- AOE7009 Journal and Newsletter Publishing
- AOE7010 Translation
- AOE7011 Great Works