



**UNIVERSITY
OF MALAYA**

The Leader in Research & Innovation

Department of Media Studies

Faculty of Arts and Social Sciences

Master of Media Studies (MMS)

Contact

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Jabatan Pengajian

media

جابتن قعاجين ميديا Studies Department
FAKULTI SASTERA & SAINS SOSIAL ■ UNIVERSITI MALAYA

Master of Media Studies (Full Coursework)

The Master of Media Studies programme offers an interdisciplinary approach in order to produce critical, highly skilled and creative media professionals. This programme is designed to accommodate fresh graduates and industry practitioners to enable them to acquire new knowledge and industry skills to packaged for the media practitioners who wish to acquire the art of managing the converging the media industry.

Course Structure

The programme has a total load of forty-two (42) credits consisting of:

1. Three (3) core courses whereby each courses consist of three credits; AND
2. Research Project consists of fourteen (14) credits; AND
3. Industrial Practice consists of four (4) credits; AND
4. Five (5) elective courses whereby each course contains of three (3) credits.

Language Requirement

English

A non-Malaysian application whose degree is from university or institution of higher learning where the medium of instruction for the degree is not English language shall be required:

1. To obtain a score of 550 for a paper-based total, a score of 213 for a computer-based total or a score of 80 for Internet-based total for the Test of English as a Foreign Language (TOEFL); or
2. To obtain a band of 6 for the International English Language Testing System (IELTS).

Entry Requirement

Programme of study by Fully Coursework

- (1) A Bachelor's Degree or equivalent; or
- (2) A professional qualification from a recognised professional body; or
- (3) To obtain a band of 6 for the International English Testing System (IELTS).

Intake Schedule: **September**

Local fresh graduate are encourage to apply.
No official transcript needed.

Career Opportunity

Corporate Media Executive
Media and Communication Coordinator
Strategic Communication Office
Brand Marketing Officer
Research Writer
Media Entrepreneur
Media Specialist

Fees

Local Student: RM 11,066.00

International Student: RM 20, 821.00

Study Plan

Component				Overall Credit (Per-semester)
Core Course		Elective Course		
Subject	Credit	Subject	Credit	
Semester 1				
AQA7003 Advance Media and Communication Theories	3	Choose four (4) only: AQA7006 Media Relations and Strategic Communication AQA7007 Media Law, Policy and Ethics in Malaysia AQA7010 Media Market Research AQA7011 Media and Society AQA7012 Global Journalism	3	18
AQA7001 Research Methodology for Media Studies	3		3	
			3	
			3	
			3	
			3	
Semester 2				
AQA7004 Management of Media Organisation	3	Choose one (1) only: AQA7008 Advance Screen Production AQA7009 Advance Media Production	3	20
AQA7002 Research Project	14		3	
Special Semester				
AQA7005 Industrial Practice	4			4
Total Credit				42

Overall Credit: 42

Course Offered

Core Course

AQA7001

Research Methodology for Media Studies

This course is based on two orientation to research. Firstly, it looks at research methods for the media practitioners to analyse media processes, products and effects. Secondly, it looks research process involved creating media product (research creation). The course also touches on the preparation of research proposals and research and project reports.

AQA7002

Research Project

This subject offers student with a chance to attain further professional practices especially those that innovative products. Student shall work with selected group from organization that are profit-oriented and non-profit oriented as well as volunteer group in order to come out with media product in various genres.

AQA7003

Advance Media and Communication Theories

The course introduces students to the three major theoretical perspectives in media and communication studies, namely the Positivist Perspective, the Interpretive Perspective, and the Critical/Cultural Perspective. The course then discusses several media and communications theories from each perspective. To clarify the association between theory and real world phenomena, students will be guided through the analyses of journal articles related to the theories and perspective studies.

AQA7004

Management of Media Organization

This course introduces concept and structure of media organization. Main emphasis will be given on organization concept, management concept, marketing and economy of publishing. Discussion involving topics such as issue and problem, small organizational structure, relationship with external environment, especially audience and industry.

AQA7005

Industrial Practice

This course will expose student to the media industry as a means of preparing them for the real working world. Students will receive efficient, practical experience related to media management in public or private sector. The course is offered to student who have taken all courses in Semester 1 and 2 for them to apply knowledge that they have studied.

Elective Course

AQA7006

Media Relations and Strategic Communication

This course discusses the main methods based on the style approach to strategic management and technical skills needed in management and communication research. The key to effective management, campaign design and the tools needed to develop and present a comprehensive campaign.

AQA7007

Media Law, Policy and Ethics in Malaysia

This course introduces students to laws governing media and communications in Malaysia, as well as the various bodies serving media development and regulatory functions.

AQA7008

Advanced Screen Production

In this course student will work with supervising lecturer to produce and direct a major screen production project of 6-8 minutes duration. Under the supervision of the lecturer, students will manage the allocated production project including budget, crew, cast, scheduling, permissions, and logistics.

AQA7009

Advanced Media Production

In this course student will focus on the process of producing effective contemporary media with considerations for their personal, intellectual, technological, cultural, historical, and ethical components. Students will work as individual and in groups on production assignments and exercises creative brainstorming, planning and pre-production cinematography, editing, storytelling and distribution. In this hand-on course student will expand their media production knowledge and skills. Their work should meet professional standard and have an aesthetics development.

AQA7010

Media Market Research

This course focuses on developing skills that are practical in nature, yet grounded in theory. This course is designed to give student a very practical understanding of how marketing research is conducted and managed for optimal result. The course will provide students with the capability to effectively plan and manage market research project as well conduct basic data analysis. The course also aims to provide a basic quantitative and qualitative analysis.

AQA7011

Media and Society

In this course student will discover how 'media/ and society are integral to each other. It will train students to use critical approach to appreciate media usage within the surrounding of political landscape, economy, and culture. Students will develop skills in describing, researching and analysis media and cultural test they articulate, using techniques and conceptual frameworks developed within the field of media studies. Student will also reflect on the ways different media and communication discipline interpret and approach the society.

AQA7012

Global Journalism

Students are introduced to local and transnational technological and politic-economic structure within which news organization and journalists operate, and the major debates and issues within the field of global journalism studies. Through the course, student will become familiarized with major news players in Malaysia and globally.

Academic Staff and Their Expertise

Prof. Dr. Azizah Hamzah

Media product marketing, media studies, media and gender studies, and media organization management

Associate Prof. Dr. Hamedi Mohd Adnan

Journalism, publishing studies, and popular culture

Ybhg. Associate Prof. Datin Dr. Hasmah Zanuddin

Communication policy, public relation, audience and media impact analysis.

Dr. Mohamad Salleh Rahamad @ Ahamad

Modern Malay literature, creative writing, journalism studies, comparative literature, and postcolonial studies.

Dr. Md Azlanshah Md Syed

Audience ethnography, television and popular culture, screen and documentary production.

Dr. Siti Ezaliela Mustafa

New media, visual communication and design, and social media.

Dr. Amira Sariyanti Firdaus

Interpersonal communication, intercultural communication, organizational communication, and ethnography of news production.

Dr. Shahreen Mat Nayan

Rhetoric, strategic communication, media studies, and social change.

Tuan Nurizan Raja Yunus

Rhetoric and creative writing.

Nor Zaliza Sarmiti @ Sarmidi

Communication studies and journalism studies.

Dr. Mohd Amir Bin Mat Omar

Mass communication, multimedia production, graphic design, and professional writing.

Activities



Momentum 2017: Media Studies Screening & Exhibition Night

Photographer: Abodi Ya



Media Camp



Running Media



Photographer: Alya Iskandar, Aishah Hakim