



**Universitas Negeri Surabaya  
Fakultas Bahasa dan Seni  
Program Studi S1 Sastra Inggris**

Kode Dokumen

## RENCANA PEMBELAJARAN SEMESTER

MATA KULIAH (MK)	KODE	Rumpun MK	BOBOT (sks)	SEMESTER	Tgl Penyusunan
Language And Media	7920202112		T=2 P=0 ECTS=3.18	0	24 November 2024
<b>OTORISASI</b>	<b>Pengembang RPS</b>		<b>Koordinator RMK</b>		<b>Koordinator Program Studi</b>
	.....		.....		Dr. Ali Mustofa, S.S., M.Pd.

<b>Model Pembelajaran</b>	Case Study																																	
<b>Capaian Pembelajaran (CP)</b>	CPL-PRODI yang dibebankan pada MK																																	
	Capaian Pembelajaran Mata Kuliah (CPMK)																																	
	Matrik CPL - CPMK																																	
	<table border="1" style="margin: auto;"> <tr> <td style="width: 100px; height: 30px;">CPMK</td> </tr> </table>	CPMK																																
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	Matrik CPMK pada Kemampuan akhir tiap tahapan belajar (Sub-CPMK)																																	
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 50px;">CPMK</td> <td colspan="16" style="text-align: center;">Minggu Ke</td> </tr> <tr> <td style="width: 20px;">1</td><td style="width: 20px;">2</td><td style="width: 20px;">3</td><td style="width: 20px;">4</td><td style="width: 20px;">5</td><td style="width: 20px;">6</td><td style="width: 20px;">7</td><td style="width: 20px;">8</td><td style="width: 20px;">9</td><td style="width: 20px;">10</td><td style="width: 20px;">11</td><td style="width: 20px;">12</td><td style="width: 20px;">13</td><td style="width: 20px;">14</td><td style="width: 20px;">15</td><td style="width: 20px;">16</td> </tr> </table>	CPMK	Minggu Ke																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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**Deskripsi Singkat MK** This subject offers an introduction to contemporary cultural studies by focusing on the media and their effects in everyday life where English is the medium of communication. It analyses advertisements, movies, television, and new media using approaches across registers of textuality, industry, and social practice. This subject provides students with an understanding of the importance of media forms and technologies in everyday life. All teaching learning activities are conducted through lecturing, discussion, question-answer, observation, and presentation.

<b>Pustaka</b>	<b>Utama :</b>
	<ol style="list-style-type: none"> <li>1. Branston, Gill., and Stafford, Roy. 2010. The Media Student's Book (5th ed). London and New York: Routledge.</li> <li>2. Burton, Graeme. 2002. More Than Meets the Eye: an Introduction to Media Studies (3rd ed). London: Arnold.</li> <li>3. Kellner, Douglas. 1995. Media Culture: Cultural Studies, Identity and Politics between the Modern and the Postmodern . London and New York: Routledge.</li> <li>4. MacRury, lain. 2009. Advertising . London and New York: Routledge.</li> </ol>
	<b>Pendukung :</b>

**Dosen Pengampu** Lina Purwaning Hartanti, S.Pd., M.EIL.

Mg Ke-	Kemampuan akhir tiap tahapan belajar (Sub-CPMK)	Penilaian		Bentuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [ Estimasi Waktu ]		Materi Pembelajaran [ Pustaka ]	Bobot Penilaian (%)
		Indikator	Kriteria & Bentuk	Luring (offline)	Daring (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	To show understanding of the elements of semiotic analysis	1.To explain the elements of semiotic analysis 2.To discuss the elements of semiotic analysis		LecturingDiscussionQuestion-Answer 2 X 50			0%
2	To show understanding of the elements of semiotic analysis	1.To explain the elements of semiotic analysis 2.To discuss the elements of semiotic analysis		LecturingDiscussionQuestion-Answer 2 X 50			0%
3	To show understanding of concepts of representation	1.To explain the concepts of representation 2.To discuss the concepts of representation		LecturingDiscussionQuestion-Answer 2 X 50			0%

4	To show understanding of concepts of representation	1.To explain the concepts of representation 2.To discuss the concepts of representation		LecturingDiscussionQuestion-Answer 2 X 50			0%
5	To show understanding of concepts of representation To explore the strategies and techniques of the advertising world	1.To observe representations in advertisements 2.To describe representations in advertisements		ObservationDiscussion 2 X 50			0%
6	To show understanding of concepts of representation To explore the strategies and techniques of the advertising world	1.To observe representations in advertisements 2.To describe representations in advertisements		ObservationDiscussion 2 X 50			0%
7	To show understanding of concepts of representationTo use concepts of representation in media texts, especially advertisements To examine the use of representation in advertisements	1.To compare the construction of representations in a range of media texts and across media forms 2.To discuss the construction of representations in a range of media texts and across media forms 3.To use concepts of representation, selection, omission and construction in the evaluation of media texts, especially advertisements 4.To analyze the use of representation in advertisements		DiscussionPresentation 2 X 50			0%
8	To show understanding of concepts of representationTo use concepts of representation in media texts, especially advertisements To examine the use of representation in advertisements	1.To compare the construction of representations in a range of media texts and across media forms 2.To discuss the construction of representations in a range of media texts and across media forms 3.To use concepts of representation, selection, omission and construction in the evaluation of media texts, especially advertisements 4.To analyze the use of representation in advertisements		DiscussionPresentation 2 X 50			0%
9	Mid-term Test	To compare representation, selection, omission and construction in the evaluation of media texts and across media forms	<b>Kriteria:</b> Undergraduate Research Presentation Rubric	Oral Presentation (max 20 minutes) 2 X 50			0%

10	To examine how the application of the different media technologies affects the meanings that can be created in the representations	<ol style="list-style-type: none"> <li>1.To identify characteristics of media technologies</li> <li>2.To analyze the use of media codes and conventions in constructing representations</li> <li>3.To analyze how different media technologies affect the construction, distribution and consumption of media representations</li> </ol>		LecturingObservationDiscussion 2 X 50			0%
11	To examine how the application of the different media technologies affects the meanings that can be created in the representations	<ol style="list-style-type: none"> <li>1.To identify characteristics of media technologies</li> <li>2.To analyze the use of media codes and conventions in constructing representations</li> <li>3.To analyze how different media technologies affect the construction, distribution and consumption of media representations</li> </ol>		LecturingObservationDiscussion 2 X 50			0%
12	To explore the implications of new media technologies for the production and consumption of media products	<ol style="list-style-type: none"> <li>1.To identify characteristics and capabilities of new media technologie</li> <li>2.To discuss the relationships between new and existing media technologies</li> <li>3.To analyze the creative and social impact of new media technologies, including changes in the production, distribution and consumption of media</li> </ol>		LecturingDiscussionPresentation 2 X 50			0%
13	To explore the implications of new media technologies for the production and consumption of media products	<ol style="list-style-type: none"> <li>1.To identify characteristics and capabilities of new media technologie</li> <li>2.To discuss the relationships between new and existing media technologies</li> <li>3.To analyze the creative and social impact of new media technologies, including changes in the production, distribution and consumption of media</li> </ol>		LecturingDiscussionPresentation 2 X 50			0%

14	To examine the construction, distribution and interpretation of society 19s values as represented in media texts	<ol style="list-style-type: none"> <li>1.To describe a social issue or discourse that is constructed, represented and distributed through media texts</li> <li>2.To analyze the relationships between dominant, oppositional and emerging values in society and media texts</li> <li>3.To analyze the relationship between a discourse or issue, society 19s values and media texts</li> <li>4.To compare representations in media texts</li> </ol>		ObservationPresentationDiscussion 2 X 50			0%
15	To examine the construction, distribution and interpretation of society 19s values as represented in media texts	<ol style="list-style-type: none"> <li>1.To describe a social issue or discourse that is constructed, represented and distributed through media texts</li> <li>2.To analyze the relationships between dominant, oppositional and emerging values in society and media texts</li> <li>3.To analyze the relationship between a discourse or issue, society 19s values and media texts</li> <li>4.To compare representations in media texts</li> </ol>		ObservationPresentationDiscussion 2 X 50			0%
16							0%

**Rekap Persentase Evaluasi : Case Study**

No	Evaluasi	Persentase
		0%

**Catatan**

1. **Capaian Pembelajaran Lulusan Prodi (CPL - Prodi)** adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. **CPL yang dibebankan pada mata kuliah** adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampilan umum, ketrampilan khusus dan pengetahuan.
3. **CP Mata kuliah (CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. **Sub-CPMK Mata kuliah (Sub-CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. **Indikator penilaian** kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. **Kreteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
7. **Bentuk penilaian:** tes dan non-tes.
8. **Bentuk pembelajaran:** Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. **Metode Pembelajaran:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
10. **Materi Pembelajaran** adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. **Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.

