



Universitas Negeri Surabaya
Faculty of Social and Legal Sciences
Communication Science Bachelor Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																	
Media and Culture	7020103130		T=3	P=0	ECTS=4.77	7	July 17, 2024																																	
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator																																		
			Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																		
Learning model	Case Studies																																							
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																							
	PLO-9	Able to produce message content for various communication purposes using various types of communication channels, both conventional channels and digital channels, which are beneficial to society and in accordance with applicable legal, social and ethical norms.																																						
	Program Objectives (PO)																																							
	PLO-PO Matrix																																							
		<table border="1" style="margin: auto;"> <tr> <td style="width: 50px;">P.O</td> <td style="width: 50px;">PLO-9</td> </tr> </table>		P.O	PLO-9																																			
P.O	PLO-9																																							
PO Matrix at the end of each learning stage (Sub-PO)																																								
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 30px;">P.O</td> <td colspan="16" style="text-align: center;">Week</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>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16						
P.O	Week																																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																								
Short Course Description	This course covers issues related to cultural and media studies along with their theories and approaches. We will discuss the concept of culture in general, and the concept of culture in the context of media as an information medium. Lectures will discuss culture on general media channels, such as television, fiction, films, newspapers and magazines, industry, pop culture, pop music, consumption in everyday life, as well as the internet and social media. Then this lecture also covers material on Media and Political Representation, social criticism theory, Cultural Studies, and Cultural Studies in mass media content.																																							
References	Main :																																							
	<ol style="list-style-type: none"> 1. Brian Longhurst, et. al. 2008. Introducing Cultural Studies, Second Edition. Harlow: Pearsong Longman. 2. Philip Rayner, Peter Wall, dan Stephen Kruger. 2004. Media Studies: The Essential Resource. London & NewYork: Routledge. 3. Jane Stokes. 2003. How to Do Media and Cultural Studies. London: Sage Publications. 4. Kellner, Douglas (penulis); Galih Bondan Rambatan (penerjemah); Muhammad Al-Fayyadl (editor). (2018). Budaya media : cultural studies, identitas, dan politik antara modern dan postmodern / Douglas Kellner ; penerjemah, Galih Bondan Rambatan ; editor, Muhammad Al-Fayyadi. Yogyakarta :: Jalasutra,. 																																							
	Supporters:																																							
Supporting lecturer	Putri Aisiyah Rachma Dewi, S.Sos., M.Med.Kom. Gilang Gusti Aji, S.I.P., M.Si. Muhammad Danu Winata, S.Sos, M.A., M.Si (Han).																																							
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)																																	
		Indicator	Criteria & Form	Offline (offline)	Online (online)																																			
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																																	

1	Media Studies Foundations	1.Student accuracy in understanding and explaining the material 2.Student activity in class.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50	- Face-to-face lectures, discussions, group activities	Material: Basics of Media Studies Literature: <i>Brian Longhurst, et. al. 2008. Introducing Cultural Studies, Second Edition. Harlow: Pearson Longman.</i>	5%
2	Introduction to Cultural Studies	1.Student accuracy in understanding and explaining 2.Student activity in class	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Introduction to Cultural Studies Bibliography: <i>Brian Longhurst, et. al. 2008. Introducing Cultural Studies, Second Edition. Harlow: Pearson Longman.</i>	5%
3	Three domains of media studies: Media institutions Media messages Media audiences	Students are able to understand the three domains of media studies and become the foundation for conducting analysis	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Three domains of media studies: Media institutions Media messages Media audience Bibliography: <i>Jane Stokes. 2003. How to Do Media and Cultural Studies. London: Sage Publications.</i>	5%
4	Media institutions as sources of message production	Study the production process and distribution of message information from various mass media institutions.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Media institutions as a source of message production References: <i>Kellner, Douglas (author); Galih Bondan Ramatan (translator); Muhammad Al-Fayyadl (editor). (2018). Media culture: cultural studies, identity, and politics between modern and postmodern / Douglas Kellner; translator, Galih Bondan Rambat; editor, Muhammad Al-Fayyadi. Yogyakarta :: Jalasutra,.</i>	5%

5	Media products: Text: Between genre and representation	Students are able to understand, explain and analyze media products.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Media products: Text: Between genre and representation Reader: <i>Jane Stokes. 2003. How to Do Media and Cultural Studies. London: Sage Publications.</i>	5%
6	Screens and Visual Culture	Examining several textual or contextual approaches to the understanding of visuality as a social discourse.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Screen and Visual Culture Bibliography: <i>Kellner, Douglas (writer); Galih Bondan Ramatan (translator); Muhammad Al- Fayyadl (editor). (2018). Media culture: cultural studies, identity, and politics between modern and postmodern / Douglas Kellner; translator, Galih Bondan Rambat; editor, Muhammad Al- Fayyadi. Yogyakarta :: Jalasutra,.</i>	5%
7	Media and the Politics of Representation	Discusses media and the politics of representation which includes definitions and theories of representation, as well as how the media constructs meaning about identity and differences in society.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Media and Political Representation Bibliography: <i>Kellner, Douglas (writer); Galih Bondan Ramatan (translator); Muhammad Al- Fayyadl (editor). (2018). Media culture: cultural studies, identity, and politics between modern and postmodern / Douglas Kellner; translator, Galih Bondan Rambat; editor, Muhammad Al- Fayyadi. Yogyakarta :: Jalasutra,.</i>	5%

8	Media, Gender, and Sexuality	Focusing on basic foundations that provide an understanding of gender perspectives from different schools of thought, historical aspects of the first wave of feminism, second wave feminism, gender differences and gender diversity as well as more detailed thoughts on more subtle aspects related to cultural studies and media.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Media, Gender, and Sexuality Bibliography: <i>Philip Rayner, Peter Wall, and Stephen Kruger. 2004. Media Studies: The Essential Resource. London & New York: Routledge.</i>	5%
9	Midterm exam	UTS	Form of Assessment : Participatory Activities, Tests				10%
10	Cultural Industry and Digital Economy	Examining various processes of cultural commoditization, along with marketing mechanisms.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Cultural Industry and Digital Economy Bibliography: <i>Philip Rayner, Peter Wall, and Stephen Kruger. 2004. Media Studies: The Essential Resource. London & New York: Routledge.</i>	5%
11	Cyber Culture and Digitalization of Society	Explains how the internet, digital media and computer technology have changed the current cultural landscape from a communication and cultural perspective.	Form of Assessment : Participatory Activities, Tests	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Cyber Culture and the Digitalization of Society Reader: <i>Brian Longhurst, et. al. 2008. Introducing Cultural Studies, Second Edition. Harlow: Pearson Longman.</i>	5%
12	Sound Culture: Podcasting and Music	Explaining cultural forms through the use of new media amidst the development of digital technology.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Sound Culture: Podcasting and Music Readers: <i>Philip Rayner, Peter Wall, and Stephen Kruger. 2004. Media Studies: The Essential Resource. London & New York: Routledge.</i>	5%
13	Fan Studies and Franchising in the Media Industry	Understand the various forms and types of fan contexts and collaboration between fans in the mass media industry.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Fan Studies and Franchising in the Media Industry Library: <i>Brian Longhurst, et. al. 2008. Introducing Cultural Studies, Second Edition. Harlow: Pearson Longman.</i>	5%

14	Sports Media	Discusses the context of development, form, scope of reporting and media management in the field of sports.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Sports Media Bibliography: <i>Kellner, Douglas (author); Galih Bondan Ramatan (translator); Muhammad Al-Fayyadl (editor). (2018). Media culture: cultural studies, identity, and politics between modern and postmodern / Douglas Kellner; translator, Galih Bondan Rambat; editor, Muhammad Al-Fayyadl. Yogyakarta :: Jalasutra..</i>	5%
15	Entertainment Media Ethics	Explaining behavioral limitations in carrying out all forms of activities in entertainment media.	Form of Assessment : Participatory Activities	- Lectures, discussions, face-to-face group activities 3 X 50		Material: Entertainment Media Ethics Reader: <i>Jane Stokes. 2003. How to Do Media and Cultural Studies. London: Sage Publications.</i>	5%
16	Final exams	UAS	Form of Assessment : Test				20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	72.5%
2.	Test	27.5%
		100%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

