**DEPARTMENT OF COMMUNICATION**

**UG COURSE SYNOPSIS**

**STUDY PLAN 171**

**DEPARTMENT REQUIRED COURSES**

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| NO. | COURSE CODE | COURSE TITLE | SYNOPSIS |
| 1. | COMM 1000 | Introduction to Communication | The course discusses the meaning, process, functions, development and issues of communication as a science and profession. |
| 2. | COMM 1020 | Media and Society | To equip students with the understanding of how and why mass media operate differently in different countries. The course enables students to explore the development of communication and mass media in a Muslim society, from the early practice up to the present time. |
| 3. | COMM 1030 | Interpersonal Communication | The course discusses concept, process, principles, and techniques of effective interpersonal communication in non-formal and formal setting. It includes an investigation into the process of communication, verbal, nonverbal communication, listening, interpersonal relationships, conflicts and challenges. |
| 4. | COMM 1040 | Mediated Communication | This course is an essential element in studying media in new digital age today, which offers opportunity beyond traditional media. Students will learn critical perspectives on social and cultural aspects of digital and social media. |
| 5. | COMM 2050 | Intercultural Communication | This course is meant to provide an understanding of the concept, problems and practices of intercultural communication, interethnic, as well as inter-religious communication, specifically in the Malaysian context. Principles of intercultural communication in various contexts, such as business, education, and health will also be discussed. |

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| 6. | COMM 2300 | Statistics for Communication | The course will provide an introduction to a variety of descriptive and inferential statistical techniques that are normally used in communication research. Special emphasis will be given to the analysis of nominal, ordinal, interval, and ratio data. |
| 7. | COMM2400 | Foundation of Communication in Islam | The course discusses the concepts, content, and ethics of Islamic communication through a survey of relevant passages from the Qur’an and the Sunnah as well as their relevance to modern day communication. |
| 8. | COMM2500 | Principles of Public Relations | This course introduces important principles, theories, models, and functions of public relations. Besides, the course also addresses the practice of public relations in business organization, non-profit organization and government agency. Students are also exposed to the importance of ethics in public relations profession. |
| 9. | COMM 2999 | Research Methodology | This course provides an overview of qualitative and quantitative approaches to communication research, with emphasis on common designs of quantitative research. It is designed to give students basic understanding of a variety of concepts and issues in communication research such as relationship between theory and research, stating problems and hypotheses, defining and measuring concepts, drawing samples, collecting and analyzing data, and report writing. |
| 10. | COMM3090 | Professional Speech Communication | This course discusses the concepts, principles and techniques of effective professional speech communication in various contexts and requires students to put into practice the techniques learned. |
| 11. | COMM 3200 | Media and Communication Theory | The course emphasizes on the key theories and models in the study of media and communication |
| 12 | COMM 3250 | Communication Law and Ethics | The course covers the areas of law in Malaysia governing communication and examines their operation in the Malaysian context. It also discusses the communication ethics in the West and explores the prospects of formulating framework of ethics in the Islamic perspective. |
| 13. | COMM 3560 | Integrated Marketing Communication | This course discusses the theories, concepts and principles of integrated marketing communication. The practical aspect of integrated marketing communication will be demonstrated through the illustration of an integrated marketing communication campaign plan, guided and evaluated by Islamic values. |
| 14. | COMM 4451 | Public Opinion | This course discusses the concept, nature, formation and functions of public opinion; concept, theories, and principles of persuasion; theories of influence, principles of persuading individuals, groups and the masses. |
| 15. | COMM 4460 | Thinking Techniques for Communicators | The course discusses the concepts and techniques of thinking and their relevance to modern day life-world whereby potentialities for brain-smart man moving toward *ulul-albab*being is being developed. This course also addresses thinking practices in thinking organizations. |
| 16. | COMM 4480 | Global News Media | This course will equip students with the knowledge of the changing role and impact of the new technology on global news media. It will focus on the technological development and direction of news/information flow among nations, the need to continue the debate on the new world information and communication order and the monopoly of the information highway by countries in the northern hemisphere. It will also take a look at globalization and its outcomes especially in developing nations such as Muslim countries. |
| DEPARTMENT SPECIALIZED COURSES   1. INTEGRATED MEDIA JOURNALISM | | | |
| 1 | COMM 3000 | Journalism: Forms and Genre | This course discusses the principles and practices of journalism from Western and Islamic Perspectives. It will include journalism as profession and emphasize on the roles of Muslim journalists. |
| 2 | COMM 3022 | Feature Writing | This course provides students with an understanding of basic concepts, principles and practices of writing feature articles for newspapers and magazines. Emphasis will be given to writing styles and techniques. |
| 3 | COMM 3310 | Professional Media Practices | This course examines contemporary electronic media such as radio, television and digital technologies. Organizational structures, policy issues, cultural impacts, and electronic media laws and ethics will be the main focus of discussion. |
| 4 | COMM 3320 | Media Presenting and Announcing | This course provides students with the different skills needed in media presentation. Among others, it will equip the students with skills for voice control, nonverbal cues, facial expression and oral presentation that are applicable for different media platforms. Voice Training for Radio and Television will give the tools and techniques to work in broadcasting and use voice to communicate successfully in the media. |
| 5 | COMM 3620 | Media Production | In this course, students will develop their skills on technical and editorial, in all platforms of media; television, radio and online. This course will focus on many aspects of the Industry including the roles in the business world and engineering world, storyboarding, consumer technology and filming and editing. |
| 6 | COMM 4310 | Advanced Journalistic Writing | This course provides students with an understanding of the principles and practices of broadcast and new media news writing with convergence issues in mind.  The course teaches students how to prepare materials for presentation through the broadcast/cable media with emphasis on newswriting for oral presentation, field reporting, audio and video recording techniques, and news programme formats. With the development and growth of compact mobile transmitting devices, such as cell phones, smart phones, even iPhones, and cyberspace connections, a new form of personal journalism has arisen. Through blogging, tweeting, and communicating to sites such as YouTube, any individual anywhere in the world theoretically can instantly send observations of events that might qualify as news to millions of viewers, readers, or listeners. |
| 7 | COMM 4320 | News analysis | This course will develop the theoretical background knowledge and skills necessary for critically analysing various information products or news generated by the increasingly global news media and social media. The basic premise of this course is rejecting the naïve assumption that all news is an accurate and objective reflection of reality, highlighting news distortions and consistent view of the world will be systematically examined. |
| 8 | COMM 4430 | Creative Media Design | This course provides students with wide range of intellectual, creative and technical skills. The course emphasis on the application of skills to develop ideas and present information by designing, presenting and communicating ideas and information suited to the genuine needs of the end-user. |
| 9 | COMM 4500 | Visual Communication | This course introduces students to the core principles of design communication and visual theory. Students are equipped with the ability to work imaginatively and creatively in graphic and visual media on knowledge of how to create information images in all forms from the static to motion graphics. |
| DEPARTMENT SPECIALIZED COURSES   1. STRATEGIC COMMUNICATION | | | |
| 1. | COMM 3501 | Strategic Communication | The course discusses fundamental theories, concepts, and applications of strategic communication to meet a variety of organizational goals. It provides students with an overview of strategic communication practices at work. |
| 2. | COMM 3502 | Corporate Writing | This course emphasizes on techniques of effective writing for media and business writing for an organization in corporate communication setting. Students will be introduced to various business writing and corporate publications such as annual report, CSR report, backgrounder, proposal paper and situation report, as well as report writing and writing of emails and memos. The course addresses the importance of corporate writing to generate publicity and establish good stakeholder relations. |
| 3. | COMM 3504 | Media Planning | The course provides an introduction to strategic media planning and the process used to place messages in media in order to reach particular audiences. It emphasizes the process of critically evaluating media options, purchasing or placing strategic communication in media outlets, scheduling media weight in a manner that achieves communication goals, and evaluating the impact of media on audience. |
| 4. | COMM 3505 | Strategic Human Relations | This course discusses the meaning, process, purpose, barriers, theories and principles of human relations in both formal and informal context. Emphasis will be given to principles of relating with superiors, subordinates, and co-workers. In addition, relating with parents, marriage partners, children, relatives, neighbors, friends, employees and customers will also be discussed. |
| 5. | COMM 4421 | Diplomatic Communication | The course discusses the practices and principles of diplomatic communication  from the Western and Islamic perspectives. Topic discussed will include the  meaning of diplomacy, the roles of a diplomat, and communication as a tool of  diplomacy, diplomatic letters, diplomatic phone calls, diplomatic press  conferences, diplomatic speeches and diplomatic negotiations. |
| 6. | COMM 4501 | Communication Planning Management | This course emphasizes on process of strategic communication plan that include research, planning, action and evaluation. Students will be exposed to the importance of integrating research and theory in communication strategic planning. At the same time, students will have the opportunity to produce actual communication plan to address client’s problem. |
| 7. | COMM 4502 | Crisis and Change | This course emphasizes the nature and importance of issues, crises and crisis management and its impact on the organisation and society. Students will learn to distinguish features of crisis preparedness, and to prevent escalation of negative consequences of crisis situations. Additionally, students will learn theories and concepts relating to crisis management. |
| 8. | COMM 4504 | Reputation Management | The course discusses the concepts of corporate reputation and analyzes the fundamental roles that communication plays in the building of corporate reputation. |
| 9. | COMM 4505 | Communication Training and Consultancy | The course discusses the concepts and theories related to training and consultancy within the realm of communication activities at workplace. |

**KULLIYYAH REQUIRED COURSES**

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| 1 | COMM 4995  Cross listed with COMM 3995,3996,3997,3998,3999) | Practical Traning | The course aims to provide hands-on experience and practical training in communication related field. Students are required to undergo training in an organization for at least 12 weeks. Students must record their involvement with the organization through a logbook and a full report must be produced for final assessment and grading purposes. Besides logbook and report, assessment from host supervisor and academic supervisor are also part of the final assessment. |
| 2 | COMM 4994 | Final Year Project | This core course is offered for students to conduct a communication research project independently, from start to finish under the supervision of one of the faculty members. This course is not held like other coursework because it involves one-to-one supervision rather than classroom instruction. The report should contain no more than 10,000 words. |