MASTER OF MEDIA STUDIES (MMS)

Department of Media and Communication Studies
Faculty of Arts and Social Sciences
University of Malaya
**COURSE STRUCTURE**

The programme has a total load of forty-two (42) credits consisting of: 1. Three (3) core courses whereby each course consists 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.  

**Total credit hour: 42 credits**

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**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 face the current challenges in the media and communication industries.

This special programme is also packaged for media practitioners who wish to acquire the art of managing the converging media industry.

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**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).

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**ENTRY REQUIREMENT**

**SEMESTER 1**

<table>
<thead>
<tr>
<th>Code Course</th>
<th>Credit Hour</th>
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<tbody>
<tr>
<td>AQA7001 Research Methodology for Media Studies</td>
<td>3</td>
</tr>
<tr>
<td>AQA7003 Advance Media and Communication Theories</td>
<td>3</td>
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</tbody>
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**SEMESTER 2**

<table>
<thead>
<tr>
<th>Code Course</th>
<th>Credit Hour</th>
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<tbody>
<tr>
<td>AQA7004 Management of Media Organization</td>
<td>3</td>
</tr>
<tr>
<td>AQA7002 Research Project</td>
<td>14</td>
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</tbody>
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**SPECIAL SEMESTER**

<table>
<thead>
<tr>
<th>Code Course</th>
<th>Credit Hour</th>
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<tbody>
<tr>
<td>AQA7005 Industrial Practice</td>
<td>4</td>
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**PROGRAMME OF MAJOR COURSE**

**PROGRAMME OF ELECTIVE COURSE**

<table>
<thead>
<tr>
<th>Code Course</th>
<th>Credit Hour</th>
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</thead>
<tbody>
<tr>
<td>AQA7006 Media Relations and Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>AQA7007 Media Law, Policy and Ethics in Malaysia</td>
<td>3</td>
</tr>
<tr>
<td>AQA7010 Media Market Research</td>
<td>3</td>
</tr>
<tr>
<td>AQA7011 Media and Society</td>
<td>3</td>
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<tr>
<td>AQA7012 Global Journalism</td>
<td>3</td>
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<tr>
<th>Code Course</th>
<th>Credit Hour</th>
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<tbody>
<tr>
<td>AQA7008 Advanced Screen Production</td>
<td>3</td>
</tr>
<tr>
<td>AQA7009 Advance Media Production</td>
<td>3</td>
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</tbody>
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**TOTAL CREDIT**

<table>
<thead>
<tr>
<th>Credit Hour</th>
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<tbody>
<tr>
<td>18</td>
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<td>20</td>
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<td>4</td>
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<tr>
<td>42</td>
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Preference will be given to applicants holding a Bachelor's Degree with a CGPA of 3.0 and above. Equivalent qualifications and results approved by the University Senate with three years work experience in a media related field may also be considered.

Malaysian applicants should have at least a Credit in Bahasa Melayu/Bahasa Malaysia in SPM, and passed SPM English or other English language qualifications recognized as equivalent by the Malaysian Government and approved by the University Senate.

International applicants should possess a TOEFL score of at least 550, or a Band 6 in IELTS (academic).
CAREER OPPORTUNITY

Corporate Media Executive
Media and Communication Officer
Strategic Communication Officer
Research Writer
Media Entrepreneur
Media Specialist

FEES

LOCAL STUDENT
RM 16,757.00

INTERNATIONAL STUDENT
RM 36,170.00

COURSES OFFERED

AQA7001 Research Methodology for Media Studies
This course is based on two orientations to research. Firstly, it looks at research methods for the media practitioners to analyze media processes, products and effects. Secondly, it looks at the research projects involved in creating media products (research creation). The course also touches on the preparation of research proposals and research and project reports.

AQA7002 Research Project
This subject offers students a chance to obtain further professional practices especially those innovative products. Students will work with selected groups from the organisations that are profit-oriented and non-profit oriented as well as volunteer groups in order to come out with media products 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 perspectives studied.

AQA7004 Management of Media Organization
This course introduces concepts and structure of media organization to students. Main emphasis will be given on organisation concept, management concept, marketing, and economy of publishing. Discussion involving topics such as issue and problem, small organisational structure, relationship with external environment, especially audience and industry.

AQA7005 Industrial Practice
This course will expose students 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 students who have taken all courses in Semester 1 and 2 for them to apply all knowledge that they have studied.
**COURSES OFFERED**

**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 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 subject students will work with a supervising lecturer to produce and direct a major screen production project of 20-30 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 individuals and in groups on production assignments and exercises, creative brainstorming, planning, and production, cinematography, editing, storytelling and distribution. In this hands-on course student will expand their media production knowledge and skills. Their work should meet professional standard and have an aesthetic 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 students a very practical understanding of how marketing research is conducted and managed for optimal results. The course will provide students with the capability to effectively plan and manage market research projects as well as 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 approaches to media usage within the surrounding of political landscape, economy, and culture. Students will develop skills in describing, researching and analyzing media and cultural text they articulate, using techniques and conceptual frameworks developed within the field of media studies. Students will also reflect on the ways different media and communication disciplines interpret and approach the society.

**AQA7012 Global Journalism**
Students are introduced to local and transnational technological and political-economic structures within which news organizations and journalists operate, and the major debates and issues within the field of global journalism studies. Through the course, students will become familiarized with major news players in Malaysia and globally.
ACADEMIC STAFF AND THEIR EXPERTISE

ASSOCIATE PROFESSOR DR. MD AZALANSHAH MD SYED
Audience ethnoigraphy, television and popular culture, screen and documentary production.

YBHG. PROFESOR EMERITUS DATUK ABU BAKAR HAMID
Creative writing.

PROFESSOR DR. AZIZAH BINTI HAMZAH
Media product marketing, media studies, media and Gender studies, and media organization management.

ASSOCIATE PROFESSOR DR. HAMEDI MOHD ADNAN
Journalism, publishing studies, and popular culture.

YBHG. ASSOCIATE PROFESSOR DATIN DR. HASMAH ZANUDDIN
Communication policy, public relation, audience and media impact analysis.

DR. MOHAMAD SALEEH RAHAMAD @ AHAMAD
Modern Malay literature, creative writing, journalism studies, comparative literature, and postcolonial studies.

ACADEMIC STAFF AND THEIR EXPERTISE

DR. SITI EZALEILA MUSTAFA
New media, visual communication and design, and social media.

DR. AMIRA SARIYATI FIRDAUS
Interpersonal communication, intercultural communication, organizational communication, and ethnography of news production.

DR. FADLI ABDULLAH
Journalism, publishing studies, and magazine publishing studies.

MADAM TUAN NURIZAN RAJA YUNUS
Rhetoric and creative writing.

MADAM NOR ZALIZA SARMITI @ SARMSI
Communication studies and journalism studies.
SHAPING THE FUTURE

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Faculty of Arts and Social Sciences
50603 Kuala Lumpur, Malaysia

(603)-7967 5423  /medcomUM