

**CURRICULUM OF
MAGISTER IN COMMUNICATION SCIENCES (MC)
FACULTY OF SOCIAL AND POLITICAL SCIENCES
THE UNIVERSITY OF BENGKULU**



2022



CURRICULUM

Education Master Program (S2) Communication Studies FISIP Begkulu University is held on the basis of the Semester Credit System which is measured by Semester Credit Units (SKS). In accordance with the latest regulations, the Regulation of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 44 of 2015 concerning National Standards for Higher Education. Furthermore, based on the Decree of the Chancellor of the University of Bengkulu Number 1241/UN30/HK/2016 concerning the Magister in Communication Sciences Curriculum. The total number of credits applicable to the Master of Magister in Communication Sciences is 38 credits. The study period that can be taken by students is four semesters or two years with the distribution of credits as follows:

Semester 1 of 17 credits

Semester 2 of 13 credits

Semester 3 of 6 credits (Thesis and Thesis Proposals)

Semester 4 of 8 credits (Thesis, seminar results Research and Scientific Work)

The cumulative study load of the Magister Program is 38 credits/ 57,38 ECTS, (confirmation in document tabel 7 MC with 54,36 ECTS) consisting of :

Theory	= 30 credits	= 45,3 ECTS
Thesis proposal	= 1 credit	= 1,51 ECTS
Thesis	= 6 credits	= 9,06 ECTS
Research seminars	= 0 credits	= 0 ECTS
Scientific work	= 1 credits	= 1,51 ECTS

The study time of the Magister in Communication Sciences is scheduled for four semester or 2 (two) years. In its implementation, it can be taken a maximum of three semesters and a maximum of eight semesters (four years).



The following is the distribution of courses per semester, credits, course codes and their descriptions:

SEMESTER I

1	Course	SKS	3
Philosophy and Ethics of Communication		Code	MIKOM-131
Description			
<p>of the difference in science, study of philosophy, art, culture and religion and reasoning; Material objects and practices on ethics, norms in communication science; Knowledge sharing and scientific method; ethics and philosophy of Socrates Plato, Aristotle BC in building the scientific foundation of communication; medieval ethics and philosophy (5-17 or dark ages) associated with communication science; modern ethics and philosophy relate to the science of communication; Problems and problem solving through ethics and philosophy in relation to information and communication technology development; Understanding and values of Islam in relation to the development of ethical studies in the philosophy of communication; Catholic and Protestant Christian understanding and values in relation to the development of ethical studies in the philosophy of communication; Hindu understanding and values in relation to the development of ethical studies in the philosophy of communication; Understanding and values of Buddhism and Confucianism in relation to the development of ethical studies in the philosophy of communication; Understanding and values of ethics and philosophy of law and communication; Understanding and values of ethical construction of communication, media and broadcasting and criticism; Delivery, understanding, problem solving communication evasion in life.</p>			



2	Course	SKS	3
Perspective of Communication Theory		Code	MIKOM-123
Description			
<p>This course explores, describes and examines various approaches in the social sciences, and various perspectives in Communication Studies. Therefore, this course examines the history of intellectual development and human civilization, philosophy and theory of social science, history of communication theory development, and paradigms in communication science. In addition, this course examines contextual theories of communication, both through objective and subjective approaches. With such an understanding, students are expected to have adequate theoretical provisions to explain various communication phenomena at the level of reality.</p> <p>Lecture Objectives</p> <ol style="list-style-type: none">1. Provide students with an understanding of: the history of intellectual development and human civilization, philosophy and theory in the social sciences, the history of the development of communication theory, paradigms in communication science.2. Examine contextual communication theories based on objective and subjective approaches.3. Provide students' intellectual ability to understand and explore communication phenomena using contextual communication theory.			



3	Course	SKS	3
Political Marketing Communication	Code	MIKOM-133	
Description			
<p>Teaches communication related to ideas, ideas, vision and programs of political institutions/institutions related to public interest including political influence, political charisma, political authority, and various other aspects of political interests, so that students are able to planning, determining, implementing, critiquing and controlling political communication and political marketing in society.</p> <p>Subject matter : The development of political marketing communications; The theoretical foundation of political marketing communication; The theoretical foundation of political marketing communication; Political markets and forms of political markets; Political market segmentation; Campaigns for political marketing; Diplomacy, Negotiation and Political Lobby; Market approach strategy and the commercialization of the political world; Political marketing communications research.</p>			

4	Course	SKS	3
Political Economy of Media	Code	MIKOM-134	
Description			
<p>This course is designed to provide students with a basic understanding and ability to analyze the mass media, not only as a source of information and entertainment, but as an economic and political institution. Included in that context is how economic power and government policies affect the development of the media industry and <i>media content</i> in Indonesia and in several other countries in the world.</p> <p>Subject matters: Media Hegemony, Business conglomeration and media agenda, Media regimes in the politicization and commercialization of media, Propaganda models and public opinion, Mass media and democracy, Media cooperation, Political economy theory of media, Monopoly of media and press system, Framing and media ideology.</p>			



5	Course	SKS	3
Sociology of media and communication		Code	MIKOM-135
Description			
<p>teaching of this course aims to describe social processes that interact with the field of communication and vice versa, the impact of media on social and cultural life of the community. sociology of media and communication also describes the variety of media in the realm of communication and how the media are functionally and structurally. Furthermore, it also discusses the relationship between communication and media with the social media environment (political power, government system, society, ideology and politics, technology, business interests and capital owners.</p> <p>The subjects of this course include: sociology of communication media (ontology, epistemology and methodology).); mass media and society; community communication technology; media organizations and media systems; media & social and <i>qualities</i>; social interaction, social institutions and mass media, capitalist media; social media and communication issues and media wars; communication and social change.</p>			

6	Courses	SKS	2
Intercultural Communication		Code	MIKOM-126
Description			
<p>subject: Understanding, Relationships, and Concepts of Intercultural Communication; The Importance of Intercultural Communication; Theories in Intercultural Communication; Culture and the Effects of Its Differences in Communication; Cultural Patterns; Perception in Intercultural Communication; Culture shock; Intercultural Verbal Communication; Nonverbal Communication; Intercultural Communication Barriers; Intercultural Communication in Context; Women in Communication and Appearance</p>			



SEMESTER II

1	Course	SKS	2
Public Information Management		Code	MIKOM-231
Description			
<p>Introduction to Public Information Management : Ontology, Epistemology and Methodology; Management, Information and Public; The process of establishing a system for the Freedom of Public Information Act; Public Information Freedom Policies and Regulations Established; Factors influencing the development of public information freedom systems and policies; Ideology and freedom of Public Information; Media and Freedom of Information Act to support Transparency</p>			

2	Course	SKS	3
Organizational Communication		Code	MIKOM- 232
Description			
<p>This course describes aspects of organization and their implications for organizational communication, not only organizational communication but also organizational communication with its environment (External Communication). Organizational communication systems are influenced by organizational characteristics, therefore this course begins with an understanding of organizations, these organizational aspects include organizational growth associated with innovation, conflict and decision making, organizational climate and culture. These aspects are in touch with the organization.</p>			



3	Course	SKS	3
Qualitative Research Methods	Code	MIKOM-233	
Description			
<p>qualitative research methods course is a compulsory subject in the master of communication science program which is intended to provide comprehensive knowledge and understanding of a series of principles, variations of paradigms, concepts and theories within the scope of qualitative research methods for science communication, as well as providing intellectual abilities to students to be able to use these concepts and theories in analyzing phenomena and problems related to the field of communication.</p> <p>The qualitative research methods course is an advanced course <i>for</i> the master's level, therefore students already understand and have taken social research methods courses. This is because this qualitative research method course will discuss in more detail and in depth one of the research methods used to examine social and communication problems. In addition, this qualitative research methods course also provides <i>a frame</i> for research planning courses.</p>			

4	Course	SKS	3
Quantitative Research Methods	Code	MIKOM-234	
Description			



This course aims to provide students with an understanding of: Understanding science, research, and science; Quantitative Research Paradigm, research contribution in the development of science; Research Steps Quantitative Research, Formulation of Thinking Framework, Hypotheses and Research Variables, Sampling Techniques, Measurement of Research Variables and Instruments, Uses of Statistics and Mathematics in Research, Data Analysis Techniques, Conclusions, and Reporting Research Results.

5	Courses	SKS	2
Business Communication		Code	MIKOM-235
Description			
This course discusses: communication in the workplace, communicating in small groups and teams; listening and nonverbal communication in the workplace; writing process; persuasive and sales messages; negative message; reports and proposals; speaking skills.			

SEMESTER III

1	Cours e	SKS	1
Proposal		Code	MIKOM-226
Description			



Masters must have the ability to be creative in their field, synthesize and draw conclusions from a research activity, in addition to the depth and breadth of mastery of knowledge.

For this reason, each student can prepare a thesis proposal. The thesis proposal is a development of a research synopsis that has been planned by students since semester 1. In semester 2, students are expected to have a research topic in line with the application of the research method course. At the beginning of semester 3, students can enter a thesis proposal course at KRS. The proposal that has been prepared will be approved through the feasibility of the proposal in the form of an oral exam with the lecturer who discusses the proposal. After the proposal feasibility test, the program coordinator will assign a thesis supervisor to guide students to continue writing the thesis.

2	Course	SKS	6
Thesis		Code	MI KO M- 422
Description			
<p>The thesis can be done if the student has corrected the proposal seminar based on the recommendations of the 4 reviewing lecturers as evidenced by the signing of the repair form. The thesis draft manuscript has been approved and signed by the two thesis supervisors (main supervisor and co-supervisor). The thesis examination must be attended by all thesis examiners. Consists of the main supervisor and assistant supervisor as well as 2 other examiners. This course is offered in semester 3 and semester 4.</p>			

SEMESTER IV



1	Course	SKS	6
Thesis		Code	MIKOM-422
Description			
<p>The thesis exam can be done if the student has corrected the proposal seminar based on the recommendations of the 4 reviewing lecturers as evidenced by the signing of the repair form. The thesis draft manuscript has been approved and signed by the two thesis supervisors (main supervisor and co-supervisor). The thesis examination must be attended by all thesis examiners. Consists of the main supervisor and assistant supervisor as well as 2 other examiners.</p>			
2	Course	SKS	0
Research Result Seminar		Code	MIKOM-401
Description			
<p>The research result seminar aims to:</p> <ol style="list-style-type: none"> Get input from the discussion team in order to improve student research results. Knowing the feasibility of the research results (has met the scientific requirements). <p>The seminar on research results was attended by a minimum of 3 lecturers who discussed the seminar consisting of at least one thesis supervisor and 2 lecturers who discussed the seminar. This seminar is led by one of the student's thesis supervisors. This seminar is open, which can be attended by other Communication Science Masters students who want to watch the seminar. Other requirements are written in detail in CHAPTER VI.</p>			

3	Courses	SKS	1
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Scientific Work	Code	MIKOM-423
Description		
<p>In accordance with the regulations of the Director General of Higher Education (Circular Letter (SE) Number: 152/E/T/2012, concerning the Publication of Scientific Work) that one of the requirements for graduation for Masters students is to have published a paper in <u>national scientific journals</u>, preferably those accredited by Dikti. With a special allocation for scientific papers totaling 1 credit, of course this will be an advantage because students are indeed focused on writing scientific papers. Scientific work does not have to be the result of a thesis, but articles that have been sent or published since becoming an MIKOM Masters student. Scientific work is a requirement for conducting seminars. Proof of delivery in the form of an email can be printed and then submitted to the seminar committee / program manager. Assessment of scientific work is carried out by the manager. If a student's scientific article is published (or only information is <i>accepted</i> from the journal editor) it will get a maximum/excellent score. Given the many choices of scientific journals available with varying periodicity of publications, students can take advantage of scientific journals in accordance with the systematics that each scientific journal has.</p>		