



**UNIVERSITAS DIPONEGORO**  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
**PROGRAM STUDI S1 ILMU KOMUNIKASI**

Jl. Prof. Soedharto, Kampus Tembalang, Semarang  
Telp. (024) 7465408

**RENCANA PEMBELAJARAN SEMESTER (RPS)**

**EDISI REVISI KE - 2**

Mata Kuliah	Kode	Rumpun MK		Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
Mass Communication	SIK21307	Compulsory		3	3	16/08/2020
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi	
	Hapsari Dwiningtyas Tandiyo Pradekso				S. Rouli Manalu	
Capaian Pembelajaran (CP)	CPL – Prodi					
	Ability to master the concepts and theories in the field of communication studies.					
	CP - MK					
	On successful completion of this course students will be able to: 1. Explain the key concepts of mass communication 2. examine specific issues in mass communication 3. Explain media literacy and media business 4. Analyse mass media forms and mass media effects 5. Apply and critically analyze global media phenomenon.by using mass communication theories					
Deskripsi Mata Kuliah	According to Baran (2019), mass communication is <b>“public communication transmitted electronically or mechanically.”</b> The course explores the basic concepts, definitions, elements, and specific contexts in the area of mass communication. This course gives attention for understanding and analysing mass communication cases and contexts by discussing: media literacy, mass media effects, media business, written media, electronic media, strategic communication media, and online media.					
Materi Pembelajaran/ Pokok Bahasan	1. An Introduction to mass communication					

	2. Mass Communication, culture, and media literacy 3. Written Media: Books and Magazine, Newspaper 4. Electronic Media: Audio and Popular Music 5. Electronic Media: Film & Television 6. Internet and social media 7. Strategic Communication: Advertising and Public Relation 8. Convergence and the reshaping of mass communication 9. Global Media 10. The media business 11. Theories: The Medium and Production 12. Theories: Content and Effects 13. Theories: Motivations, Uses, and Consumption 14. Media Literacy
Pustaka	1. Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7 <sup>th</sup> Edition), LA: Sage Publications 2. Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10 <sup>th</sup> Edition), New York: McGraw-Hill Education 3. Littlejohn, S.W. (2017), <i>Theories of Human Communication</i> , (11 <sup>th</sup> Edition), Long Grove: Waveland Press Inc. 4. Potter, W. J. (2016), <i>Media Literacy</i> (8 <sup>th</sup> Edition), Los Angeles: Sage
Media Pembelajaran	<b>Perangkat keras:</b> Computer, Internet, LCD Projector, Audio-Visual Gadgets
	<b>Perangkat Lunak</b> Kulon2, Ms Teams, SSO
Team Teaching	1. Hapsari Dwiningtyas 2. Tandiyo Pradekso
Mata Kuliah Syarat	-

Week	Topics Learning Outcomes	Sun Topic & Reading materials/course references		Student learning experiences/assessment	% Grade
(1)	(2)	(3)	(4)	(5)	(6)
1	Student should be able to explain and analysis basic concepts of mass communication.	- Basic concepts of mass communication. - Chapter 1: Hanson, Ralph E.	Lecture, class discussion. [TM: 3 x 50"] Course references reading and review	Class discussion, class participation.	2%

		<p>(2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</p> <ul style="list-style-type: none"> <li>- Chapter 1: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	<p>[BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>		
2	Student should be able to explain and analyze media literacy and cultural context of mass communication.	<ul style="list-style-type: none"> <li>- Cultural context of mass communication.</li> <li>- Chapter 1: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> <li>- Chapter 1: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%
3	Student should be able to explain and analyze the development and the future of books, newspaper and magazine	<ul style="list-style-type: none"> <li>- The development and the future of books, newspaper, and magazine</li> <li>- Chapter 4, 5: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> <li>- Chapter 3, 5: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> <li>- Chapter 6: Hanson, Ralph E. (2019), <i>Mass Communication:</i></li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%

		<p>Living in a Media World (7th Edition), LA: Sage Publications</p> <ul style="list-style-type: none"> <li>- Chapter 4: Baran, Stanley J. (2019), Introduction to Mass Communication: Media Literacy and Culture (10th Edition), New York: McGraw-Hill Education</li> </ul>			
4	Student should be able to explain and analyze audio mass media	<ul style="list-style-type: none"> <li>- The development and the future of audio media</li> <li>- Chapter 7: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> <li>- Chapter 7: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%
5	Student should be able to describe and analyze film & Television as mass media	<ul style="list-style-type: none"> <li>- The culture of film &amp; Television</li> <li>- Chapter 8: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> <li>- Chapter 6 : Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%
6	Student should be able to explain and analyze the digital media culture.	<ul style="list-style-type: none"> <li>- Digital Media Culture</li> <li>- Chapter 10: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%

		<ul style="list-style-type: none"> <li>- Chapter 10: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education.</li> </ul>	Group activities (discussion, writing presentation paper) [BT: 3 x 60"]		
7	Student should be able to explain and analysis advertising and PR as a part of mass media culture	<ul style="list-style-type: none"> <li>- Strategic Communication and Mass Media Culture</li> <li>- Chapter 11: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> <li>- Chapter 12: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]	Group writing, presentation, and argumentation, class discussion, class participation.	2%
<b>8</b>	<b>Mid Term Test</b>				<b>40%</b>
9	Student should be able to describe and analyze the convergence of mass media.	<ul style="list-style-type: none"> <li>- The Convergence of Mass Media</li> <li>- Chapter 2: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]	Group writing, presentation, and argumentation, class discussion, class participation.	2%
10	Student should be able to explain and analyze the global media society	<ul style="list-style-type: none"> <li>- The Global Media Society</li> <li>- Chapter 15: Hanson, Ralph E.</li> </ul>	Group presentation, lecture, class discussion. [TM: 3 x 50"]	Group writing, presentation, and argumentation, class discussion, class	2%

		<p>(2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</p> <ul style="list-style-type: none"> <li>- Chapter 15: Baran, Stanley J. (2019), <i>Introduction to Mass Communication: Media Literacy and Culture</i> (10<sup>th</sup> Edition), New York: McGraw-Hill Education</li> </ul>	<p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	participation.	
11	Student should be able to explain and analyze the consolidation and globalization of media business.	<ul style="list-style-type: none"> <li>- The Media Business</li> <li>- Chapter 3: Hanson, Ralph E. (2019), <i>Mass Communication: Living in a Media World</i> (7<sup>th</sup> Edition), LA: Sage Publications</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%
12	Student should be able to explain and analyze the Medium and Production Theories	<ul style="list-style-type: none"> <li>- The medium and Production Theories</li> <li>- Chapter 5: Littlejohn, S.W. (2017), <i>Theories of Human Communication</i>, (11th Edition), Long Grove: Waveland Press</li> <li>- Chapter 4: McQuail D., Windahl, S. (1993). <i>Communication Models for the Study of Mass Communication</i>, New York: Routledge.</li> <li>- Chapter 4: McQuail D., Windahl, S. (1993). <i>Communication Models for the Study of Mass Communication</i>, New York: Routledge</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%

13	Student should be able to explain and analysis Content & Effect Theories	<ul style="list-style-type: none"> <li>- The Content and Effect Theories</li> <li>- Chapter 5: Littlejohn, S.W. (2017), Theories of Human Communication, (11th Edition), Long Grove: Waveland Press Inc.</li> <li>- Chapter 4: McQuail D., Windahl, S, (1993). Communication Models for the Study of Mass Communication, New York: Routledge</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%
14	Student should be able to explain and analysis Motivation, Uses, and Consumption Theories	<ul style="list-style-type: none"> <li>- The Motivation, Uses, and Consumption Theories</li> <li>- Chapter 5: Littlejohn, S.W. (2017), Theories of Human Communication, (11th Edition), Long Grove: Waveland Press Inc.</li> <li>- Chapter 4 &amp; 5 McQuail D., Windahl, S, (1993). <i>Communication Models for the Study of Mass Communication</i>, New York: Routledge</li> </ul>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%
15	Student should be able to explain and analysis digital media literacy	<ul style="list-style-type: none"> <li>- Digital Media Literacy</li> </ul> <p>Chapter 1 &amp; Chapter 2: Potter, W. J. (2016), Media Literacy (8th Edition), Los Angles: Sage</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper)</p>	Group writing, presentation, and argumentation, class discussion, class participation.	2%

			[BT: 3 x 60"]		
16	Final Exam				40%