



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

# FACULTY OF MODERN LANGUAGES AND COMMUNICATION

**POSTGRADUATE PROGRAMME**  
**DEPARTMENT OF COMMUNICATION**

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# W E L C O M E

I am delighted to welcome you to postgraduate study at the Faculty of Modern Languages and Communication, Universiti Putra Malaysia.

The decision you have made to undertake postgraduate study is an important and significant one and I know that many important considerations surround your reasons to return to study. The decision to pursue a higher degree is often a fundamental one because it is a life changing decision. It can impact on one's future potential and the ability to advance professionally.

I am sure you have made the right choice to commence postgraduate study at UPM.

UPM has always been respected in the region for the high quality of its teaching and research, but never more so than today. All indicators of good teaching, student satisfaction and research have helped place UPM in the highest echelon of Malaysian universities.

The Faculty of Modern Languages and Communication at Universiti Putra Malaysia offers a diverse range of flexible, high-quality postgraduate programmes that are designed to complement your work, lifestyle and family commitment. We, at the Faculty of Modern Languages and Communication, aim to assist our students to fulfill their dreams through the pursuit of academic excellence. To achieve this, we run a portfolio of quality courses and this forms part of our best practices at the Faculty. This is why over 300 postgraduate students join us yearly from within and outside Malaysia.

There is no doubt in my mind that you are capable of achieving great things here and when you leave, with your UPM degree. My commitment, and the commitment of my colleagues, both academic and administrative, is to assist you, as best as we can to achieve your aspirations.

On behalf of academic faculty, administrative staff, students and alumni of the Faculty of Modern Languages and Communication, I would like to welcome you to a life-long association with UPM and I wish you all the best in your endeavour of postgraduate study. We hope that you find your time as a UPM student intellectually stimulating and personally rewarding.

Kind regards,

*Ain Nadzimah Abdullah*

Deputy Dean

Graduate Studies and International Affairs

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

# ABOUT THE DEPARTMENT OF COMMUNICATION

The Department of Communication, Faculty of Modern Languages and Communication was first established on 2<sup>nd</sup> May 1979 and was known as the Department of Development Communication but was later called the Department of Communication on 1<sup>st</sup> July 1997, in line with the renaming of the university from Universiti Pertanian Malaysia to Universiti Putra Malaysia. At present, the Department of Communication offers two broad study programme, namely the Bachelor of Communication programme and the Graduate Studies in Communication programme. The Department of Communication commenced its academic programme by initially offering the Graduate Studies in Communication in 1998, before eventually offering the Bachelor of Communication programme of study a few years later.

With regards to the Bachelor of Communication degree programme, the department offers four main disciplines of study, namely Human Communication, Corporate Communication, Journalism and Broadcasting.

In terms of the Graduate Studies programme, the Department of Communication offers the Masters degree and the Doctor of Philosophy degree. The Masters degree programme which is offered at the Department of Communication comprises of i) Masters without thesis programme which is also known as the Master of Corporate Communication and ii) the Master of Science (with thesis) programme which offers five disciplines of study namely Development Communication, Journalism, Communication Technology, Human Communication and Organizational Communication. There are two disciplines which is offered under the Doctor of Philosophy programme, namely PhD in Human Communication and PhD in Mass Communication.

# **Doctor of Philosophy Programme**



## **DOCTOR OF PHILOSOPHY (COMMUNICATION)**

### **INTRODUCTION**

The programme aims to equip candidates with knowledge of theories and applications relevant to the field of communication. Candidates are exposed to the latest development and issues in communication and they pursue an in-depth study of a specific area of communication of their interest. This programme is meant for academicians and professionals in the public and private sectors to pursue their studies in one of the following areas of specialization:

(1) Human Communication and (2) Mass Communication

### **ENTRANCE REQUIREMENT**

Applicants must possess a Master's Degree in Communication or related fields from recognised universities with a minimum CGPA of 3.50.

## **PROGRAMME REQUIREMENTS**

### **a. Credit Requirements**

Candidates pursuing this programme are required to complete a minimum of 3 credits or, any other related courses approved by the supervisory committee.

#### **List of Courses**

KOM6117 Communication Research Design            3 credits OR

any other courses if required by the candidate's supervisory committee.

### **b. Other Requirements**

#### **i. Thesis**

SPS6999            Doctoral Research

The candidate is required to register for the course SPS6999 Doctoral Research every semester throughout his/her candidature. This course entails a research project and at the end of the candidature, the candidate will submit a thesis. The thesis will then be sent for examination and a viva voce will be held to determine the candidate's competence in the area of study.

#### **ii. Seminar**

SPS6903            Seminar

The candidate is required to enroll for the course SPS6903 that represents a presentation of the research proposal. This course should be taken when the candidate's research proposal has been approved by his/her supervisor. The course will be assessed and the candidate will be given either a Satisfactory or Unsatisfactory grade.

#### **iii. Comprehensive Examination**

The candidate pursuing the doctoral programme is required to pass a written and oral comprehensive examination. This examination is taken upon completion of all coursework stipulated in the programme. It is designed to evaluate the candidate's knowledge in the area of study, and his/her ability to integrate knowledge about research and theory to address basic issues in the area concerned.

# **Master of Science Programme**



## MASTER OF SCIENCE (COMMUNICATION)

### INTRODUCTION

The programme aims to equip candidates with knowledge of theories and applications relevant to the field of communication. This programme is designed to prepare candidates for employment in the communication and media industry. The Department offers five areas of emphasis at the Master's level: (1) Development Communication, (2) Journalism, (3) Communication Technology, (4) Human Communication, and (5) Organisational Communication.

### ENTRANCE REQUIREMENT

Applicants must possess a Bachelor's Degree in Communication or related fields from recognised universities with a minimum CGPA of 3.0.

## **PROGRAMME REQUIREMENTS**

### **a. Credit Requirements**

Candidates pursuing this programme are required to complete a minimum of 6 credits of coursework.

#### **List of courses**

KOM5113 Communication Research Methods 3 credits AND

any other course(s) approved by the supervisory committee.

### **b. Other Requirements**

#### **i. Thesis**

SPS5999 Master's Research

The candidate is required to register for the course SPS5999 Master's Research every semester throughout his/her candidature. This course entails a research project and at the end of the candidature, the candidate will submit a thesis. The thesis will then be sent for examination and a viva voce will be held to determine the candidate's competence in the area of study.

#### **ii. Seminar**

SPS5903 Seminar

The candidate is required to enroll for the course SPS5903 that represents a presentation of the research proposal. This course should be taken when the candidate's research proposal has been approved by his/her supervisor. The course will be assessed and the candidate will be given either a Satisfactory or Unsatisfactory grade.

# **Master Programme Without Thesis**



## MASTER OF CORPORATE COMMUNICATION

### INTRODUCTION

The programme aims to equip candidates with knowledge of theories and applications relevant to the field of corporate communication. In this programme, candidates are exposed to latest developments in the communication industry. Through a series of lectures and practical assignments, the programme aims to contribute to a higher level of professionalism among future and current practitioners of corporate communication and professionals in the media industry. Special focus is given to various aspects of corporate communication, such as planning, preparing, organising and utilising corporate communication in the operation of an organisation.

### ENTRANCE REQUIREMENTS

- Applicants must possess a Bachelor's Degree in Communication or any related discipline, with a minimum CGPA of 2.5 from a recognised university,
- Applicants with a CGPA of at least 2.5 must have a minimum of one year work experience after graduation (Bachelor's Degree) in any related field,
- Applicants with a CGPA of less than 2.5 but with 3 years or more work experience after graduation (Bachelor's Degree) may be considered.

## ADDITIONAL REQUIREMENTS

- Working experience must be AFTER graduation (Bachelor's Level). Working experience before graduation WILL NOT be considered.
- Please include proof of employment with your application. For example, verification letter from your employer or letter of appointment or latest pay slip or any other relevant documents.

## PROGRAMME REQUIREMENTS

### a. Credit Requirements

Candidates pursuing this programme are required to complete a minimum of **40 credits** of graduate level coursework. Credits are distributed among compulsory courses, elective courses and research project or comprehensive examination as follows:

Compulsory courses	21 credits
Elective courses	19 credits
<b>Total</b>	<b>40 credits</b>

### List of Courses

#### i. Compulsory Courses (21 credits)

KOM5111	Communication Theory	3 credits
KOM5113	Communication Research Methods	3 credits
KOM5115	Statistics for Communication Research	3 credits
KOM5315	Organizational Communication	3 credits
KOM5317	Theory and Practice of Corporate Communication	3 credits
KOM5321	Advanced Public Relations	3 credits
KOM5325	Integrated Marketing Communication	3 credits

**ii. Elective Courses (19 credits)**

KOM5117	Data Analysis and Interpretation	3 credits
KOM5210	Public Speaking for Professionals	3 credits
KOM5211	Interpersonal Communication	3 credits
KOM5213	Psychology of Communication	3 credits
KOM5215	Intercultural Communication	3 credits
KOM5217	Strategies of Communication	3 credits
KOM5319	Communication and Decision Making	3 credits
KOM5323	Principles of Advertising	3 credits
KOM5327	Crisis Communication	3 credits
KOM5331	Brand Communication	3 credits
KOM5419	Presentation Media	3 credits
KOM5711	Special Topics in Corporate Communication	1 credit
FBK5600	Master Research Project Seminar	1 credit
FBK5989	Research Project	6 credits

**b. Other Requirements**

**i. FBK5989 Research Project 6 credits**

Candidates may opt for the Research Project if they obtained an average of B+ for KOM5113 Communication Research Methods and KOM5115 Statistics for Communication Research.

**ii. CE00MS Comprehensive Examination**

Candidates who opt for 6 credits of electives subjects instead of Project Paper are required to sit for and pass the comprehensive examination at the end of their final semester of study upon fulfilling the credit requirements.



# **List and Synopsis of The Courses**

# LIST AND SYNOPSIS OF THE COURSES

**KOM6111      Advanced Communication Theory      3 credits**

This course covers philosophical or meta-theoretical issues; perspectives of communication theories; development of communication theories; elements and types of communication theory; specific human and mass communication theories

**KOM6115      Advanced Statistics for Communication Research      3 credits**

This course covers a variety of multivariate statistical techniques including multiple regression; correlation; analysis of variance; discriminant analysis; factor analysis and non-parametric statistics. This course focuses on the applied statistics by data analysis techniques using SPSS.

**KOM6117      Communication Research Design      3 credits**

This course focuses on the requirements, issues and considerations in designing and implementing quantitative research in mass communication, journalism, and human communication. The emphasis of this course is on understanding and mastering the research process. The course covers the role of theory in research, conceptual framework, instrument and measurement, sampling procedures, issues of validity and reliability in relations to generalizability of findings, resource planning and ethics.

**KOM6119      Qualitative Methods in Communication Research      3 credits**

The course covers methods of qualitative research which includes data collection, data analysis and report writing. The difference between qualitative and quantitative research and theories related to qualitative research are examined.

**KOM6315      Current Development in Organizational Communication      3 credits**

This course covers the development of the field of organizational communication in terms of current theoretical, methodological and policy issues; focusing on communicating organizational change; organizational communication development and training; leadership communication and decision making; image and reputation management; organizational communication evaluation; and culture and ethics in organizational communication.

**KOM6519      Trends and Challenges in Mass Communication      3 credits**

This course covers issues and challenges of mass communication at the national and global level; emphasizing the current research in mass communication; laws and policy; market competition; media contents; media ownership; media influence and effect; direction and flow of international media contents; international mass communication system; main players of international media; communication media convergence; and mass media and global peace.

**KOM5111      Communication Theory      3 credits**

This course covers an analysis of contemporary theories of human communication, with an emphasis on the similarities and differences found in the processes of communication. The course also deals with the development of communication theory and current issues in communication theory.

**KOM5113      Communication Research Methods      3 credits**

This course covers the development of research in communication and the role of theory in research. It deals with the research process in communication research as a whole including developing research problems, defining concepts, formulating objectives and so on. Discussions pertaining to procedures and methods in conducting research work as well as writing research reports are also emphasized in the course.

**KOM5115      Statistics for Communication Research      3 credits**

This course discusses a variety of statistical techniques used in descriptive and inferential analysis. Special emphasis is given to the analysis of data obtained from quantitative communication research. The topics covered include descriptive and inferential statistics, exploratory data analysis, and hypothesis testing. This course focuses on the applied rather than theoretical aspects of statistics.

**KOM5117      Data Analysis and Interpretation      3 credits**

This course covers the basics of statistics, an introduction to SPSS, data entry, exploratory data analysis, analysis of differences, analysis of association, analysis of relationship, data presentation and report writing.

**KOM5210      Public Speaking for Professionals      3 credits**

This course covers the concept of speech communication, verbal communication, non-verbal communication, manifestation of nervousness and communication apprehension, audience analysis, informative format, persuasive format and three types of appeal in speech.

**KOM5211      Interpersonal Communication      3 credits**

This course covers the definition and process of interpersonal communication, characteristics of the communicator and situations that influence interpersonal relations as well as communication in organizations. It also involves communication strategies and communication effectiveness as well as conceptual, practical and research issues.

**KOM5213      Psychology of Communication      3 credits**

This course covers the domain of psychology of communication as a field of inquiry; the concept of self and others; attribution and defense mechanisms in communication; stereotype and prejudice; interpersonal attraction and relationship; social and group influence; message structure and appeal; psychology of media; research themes and issues in communication psychology.

**KOM5215      Intercultural Communication      3 credits**

This course covers the history of intercultural communication as a field of practice and inquiry; domain of intercultural communication; perspectives of intercultural communication inquiry; conceptual foundation; role of identity in intercultural communication; theories of cultural variability; cultural influences on communication in various contexts; theories of intercultural communication; ethics and intercultural communication; issues and agendas of intercultural communication.

**KOM5217      Strategies of Communication      3 credits**

This course covers the process of developing communication strategies with an emphasis on problem gauging, behavioral specification of objectives, situation analysis, strategy formulation, audience analysis, application of communication theories and research results, and evaluation.

**KOM5219      Development Communication      3 credits**

This course covers the concept and principle of development communication; development of theories in development communication; the theoretical paradigm shift; media, information and social change; communication support for development programs; sustainable development; participatory development communication and current issues in development communication.

**KOM5315      Organizational Communication      3 credits**

This course covers nature of organizational communication; group communication in organization; communication networks; leadership communication; organization culture and communication audit in organizations.

**KOM5317      Theory and Practice of Corporate Communication      3 credits**

This course covers the theoretical and practical aspects of corporate communication; management of organizational image, identity and reputation; branding and corporate advertising; media relations and corporate writing; investor relations; employee communication; government affairs; corporate social responsibility; customer relations; corporate communication research.

**KOM5319      Communication and Decision Making      3 credits**

This course covers the role of information in decision making. This course deals with rationality in decision making, the process and strategies involved in decision making, information seeking and decision making at individual, family, community, organizational and national levels, as well as the delivery of results through suitable strategies of communication.

**KOM5321      Advanced Public Relations      3 credits**

This course covers the fundamental concepts, theories, elements and principles of public relations. It involves a survey of current practices and problems in the field of public relations, functions of public relations, application of ethics and professionalism of public relations, as well as management of public relations activities and campaigns.

**KOM5323      Principles of Advertising      3 credits**

This course covers the foundation of advertising by discussing topics such as advertising and society, the process of marketing and the scope of advertising; the different types of research in advertising and the strategic planning in advertising; analyze the different channels of communication through which advertising messages are conveyed and develop the media planning strategy.

**KOM5325      Integrated Marketing Communication      3 credits**

This course covers the functions of Integrated Marketing Communications in the context of advertising. Discussions on the strategic marketing communication by means of direct marketing, Internet-based marketing, interactive media, sales promotion, public relations, corporate advertising and direct selling are also given focus in the course. Discussions also include evaluation of a company's marketing and promotional situation, and Integrated Marketing Communications strategies and programs.

**KOM5327      Crisis Communication      3 credits**

This course covers the concepts of crisis, crisis management, and crisis communication. This course also deals with theories of crisis communication and crisis management approaches, steps in crisis prevention, preparation, recognition, containment and recovery and creating a crisis communications plan for managing organizational crises.

**KOM5331 Brand Communication 3 credits**

This course focuses on how brands and branding have increasingly become a focus of any organization in their corporate communications and marketing activities. Theoretical insights will be used to critically evaluate current brand campaigns, and to discuss the role of corporate and marketing communications in making such campaigns successful.

**KOM5413 Communication Technology for Development 3 credits**

This course covers the characteristics of communication technology, the use of communication technology for national development, theories of technological development, effects of new communication technology on society, suitability of a communication technology to be used for development, analysis of factors which encourage the development and spread of communication technology in developing countries, digital divide and communication technology and the future.

**KOM5415 Cyber Communication 3 credits**

This course covers on the growth of cyber communication especially the Internet and World Wide Web. It also discusses the applications of cyber communication in education, business, entertainment and recreation, politics, development and communication activities.

**KOM5417 Issues in Communication Technology 3 credits**

This course covers issues pertaining to the roles, influences and effects of communication technology on members of society at national and global level; government systems and the activities of private sectors. Strategies to utilize communication technology effectively are formulated.

**KOM5419 Presentation Media 3 credits**

This course covers theories and practices of media preparation for presentations; properties of communication media; media anatomy; the importance of media in presentations; typography; visuals and graphics; audio and sounds; media production; presentation techniques; media evaluation and management of communication media unit.

**KOM5515 Global Journalism 3 credits**

This course covers history and development of global journalism; structure of international news management; news making and the sources of the news; the flow and sharing of news; the impact of communication technology on journalism; and ethics, laws and policies of international journalism.

**KOM5517 Writing, Editing and Publishing 3 credits**

This course covers the theoretical and practical aspects of journalistic writing, editing and publishing; writing for print media; writing for broadcast media; readability index measurement; news, feature and review writing; picture selection and caption writing; editing styles; legal and ethical issues in editing; publishing technology; copyright and electronic publishing.

**KOM5711 Special Topics in Corporate Communication**

**1 credit**

This course covers methods of identifying, evaluating and suggesting strategies for improvement regarding a particular problem or issue in communication. The students will formulate a systematic inquiry and learning strategy on their own initiative with advice from the supervisor.

**FBK5600 Master Research Project Seminar**

**1 credit**

This course covers the preparation and presentation of a Master's research project proposal, encompassing an introduction to the research topic, theoretical framework, scope of the study, objectives, statement of the research problem, literature review, research design and methodology.

**FBK5989 Research Project**

**6 credits**

This course covers guided research that involves using appropriate methodology to address a research problem, collecting and analysing relevant data, preparing a proposal, and writing a research paper following a suggested format for the purpose of presentation.

# Fees

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## DOCTOR OF PHILOSOPHY

	1 <sup>st</sup> semester (RM)	2 <sup>nd</sup> – 4 <sup>th</sup> semester (RM)	5 <sup>th</sup> – 6 <sup>th</sup> semester (RM)	7 <sup>th</sup> and subsequent semesters (RM)
Local Students	2,462.50	2,212.50	1,650.00	2,650.00
International Students	5,762.50	4,012.50	3,450.00	3,800.00

## MASTER OF SCIENCE

	1 <sup>st</sup> semester (RM)	2 <sup>nd</sup> – 3 <sup>rd</sup> semester (RM)	4 <sup>th</sup> semester (RM)	5 <sup>th</sup> and subsequent semesters (RM)
Local Students	1,900.00	1,650.00	1,150.00	1,650.00
International Students	5,750.00	3,850.00	3,350.00	3,600.00

## MASTER (Without Thesis)

Basic Fees & Credit Fees	Local Students	International Students
First semester	RM 1,200.00	RM 2,200.00
Second and subsequent semesters	RM 950.00	RM 1,950.00
Final semester	RM 950.00	RM 1,950.00
Credit fee (per credit)	RM 200.00	RM 300.00

Refer to [www.sgs.upm.edu.my](http://www.sgs.upm.edu.my) for further information.

# HOW TO APPLY

Apply online at [www.sgs.upm.edu.my](http://www.sgs.upm.edu.my)

## Our Contact

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Friday : 1215-1445

Closed on Saturday, Sunday and Public Holiday



**FAKULTI BAHASA MODEN DAN KOMUNIKASI**

**UPDATED OCTOBER 2013**