

Mass Communication

Introduction

Mass Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Broadcasting. Mass Communication Program has two concentrations, i.e. Journalism Broadcasting and Creative Broadcasting. Both concentrations offer knowledge and skills related to the overall broadcasting program production process, from pre-production to post-production, in television, radio and digital media. Journalism Broadcasting emphasizes on creating news-related broadcasting program, meanwhile Creative Broadcasting focuses on producing creative program of broadcasting, such as drama, game show, music, infotainment, etc.

All concentrations offer advanced ICT and globally minded approach as the characteristic of BINUS UNIVERSITY. Not only our curriculum is up-to-date with industrial needs, but it also complies with the national standard of curriculum. Our curriculum consists of three-years study on-campus, and one-year enrichment program. During their four-years of study, students will be able to acquire professional, as well as international experiences.

Vision

A leading Communication Program creating professionals with integrity, creative, open-minded, and digitally savvy.

Mission

The mission of Communication Program is to contribute to the global community through the provision of world-class education by:

1. Recognizing, nurturing and rewarding the most creative and value adding talents, both lecturers and students.
2. Educating students in the fundamental skills, knowledge, research and practice of communication science, by providing high quality and up-to-date teaching and learning experiences; and prepare them to continue their advance studies.
3. Conducting research and professional services in communication field for society development.
4. Preparing students for strategic positions in communication field as professionals in public relations or broadcasting in a challenging global world.
5. Improving the quality of life of the global community through research and community development activities.

Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of theoretical knowledge in communication to be implemented in research and community development.
2. To prepare students with organizational and business knowledge in order to become successful professionals in broadcasting.
3. To equip students with applied communication and entrepreneurial skills through enrichment programs to face the challenging global world.

Student Outcomes

After completing the study, graduates are:

1. Able to analyse cases in communication in order to provide a solution with the communication science approach.
2. Able to conduct communications research by implementing the theories and concepts of communication science.
3. Able to design solutions in communication science approach in order to deal with crisis communication both internally, externally, or community using a various media.
4. Able to demonstrate professional ethics of communication that appropriate with the context and relevant purposes.
5. Able to write ethically to different level of societies using both, conventional and digital media.
6. Able to conduct professional communication to build and maintain relationships with stakeholders using relevant channel.
7. Able to recognize and seize business opportunities in communication field.
8. Able to produce ethical news program for multi-platform media.
9. Able to produce ethical creative program for multi-platform media.

Prospective Career of the Graduates

Both concentrations in Mass Communication Program offer diverse prospective career in broadcasting industries, such as Producer of TV/Radio, Radio Announcer, Radio Station Consultant, TV Presenter, TV/Radio Reporter, Digital Media Specialist, Multimedia Specialist, Professional Content Creator, etc.

Curriculum

Mass Communication Program consists of 146 credits, divided into 8 semesters. Our 3+1 curriculum provides three-years of study on campus which will strengthen students' academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft-skills. In order to ensure the quality of our graduates, we collaborate with various national and international industries, HEI, government and non-profit organizations through guest lecturing/sharing sessions/seminars, Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process are also supported by a modern public relations laboratory, television and radio broadcasting laboratory. All laboratories are available in Kemanggis and Alam Sutera campus.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	COMM6100	Introduction to Communication Science	4	20	
	COMM6383	Philosophy and Ethics of Communication	2		
	LANG6030	Indonesian	4		
	COMM6386	Writing Fundamentals	4		
	COMM6389	Public Speaking*	4		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	20	
	COMM6012	Theory of Communication	4		
	COMM6382	Introduction to Sociology*	2		
	COMM6384	Introduction to Politics*	2		
	COMM6385	Interpersonal Communication*	4		
	COMM8108	Psychology of Communication*	2		
	COMP6177	Computer Laboratory in Communication Context	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	COMM6388	Contemporary Writing**	2		
	CHIN6096	Chinese Language in Mass Communication	4		
	ENTR6003	Entrepreneurship I	2		
	STAT6080	Statistics in Communication Context	4		
	COMM6099	Intercultural Communication*&**	4		
	COMM6402	Introduction to Multimedia*	2		
	COMM6014	Theory of Mass Communications	4		
4	CHAR6015	Character Building: Agama	2	22	
	COMM6129	Organizational Communication*&**	4		
	COMM6387	Social Design Thinking	4		
	COMM6019	Public Opinion*&**	2		
	COMM8082	Media Convergence*&**	2		
	Stream : Journalism Broadcasting				
	COMM6403	Reportage & Interview Technique*	2		
	COMM6404	Script Writing for News**&***	2		
	COMM6405	Directing for Journalism Broadcasting	2/2		
	Stream : Creative Broadcasting				
	COMM6406	The Principles of Creative Program*	2		
	COMM6407	Script Writing for Creative Program**&***	2		
COMM6408	Directing for Creative Broadcasting	2/2			
5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4	22	
	ENTR6004	Entrepreneurship II	2		
	COMM6390	Workplace Ethics and Behavior*&**	2/2		
	COMM6409	Editing for Multimedia	2/2		
	COMM6410	Digital Broadcasting Program*&**	2		
	COMM6411	Media Promotion & Marketing in Multimedia*&**	2		

Sem	Code	Course Name	SCU	Total
	Stream : Journalism Broadcasting			
	COMM6412	News Production***	2/2	
	Stream : Creative Broadcasting			
	COMM6413	Drama & Non Drama Production***	2/2	
6	Stream : Journalism Broadcasting			16
	Enrichment Program I		16	
	Stream : Creative Broadcasting			
	Enrichment Program I		16	
7	Stream : Journalism Broadcasting			16
	Enrichment Program II		16	
	Stream : Creative Broadcasting			
	Enrichment Program II		16	
8	Stream : Journalism Broadcasting			6
	COMM6414	Thesis Journalism Broadcasting	6	
	Stream : Creative Broadcasting			
	COMM6415	Thesis Creative Broadcasting	6	
TOTAL CREDIT 146 SCU				

*) This course is delivered in English

***) Global Learning System course

***) Entrepreneurship Embedded

English University Courses:

-) For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
-) For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	FS	etc
1	v						v						
2	v							v					
3	v								v				
4	v									v			
5	v										v		
6		v					v						
7			v				v						
8				v			v						
9					v		v						
10						v	v						
11						v			v				
12	v											v	
13		v										v	
14			v									v	
15				v								v	
16					v							v	
17						v						v	

Notes:

IN	: Internship	SA	: Study Abroad
RS	: Research	FS	: Further Study
EN	: Entrepreneurship	etc	: Study Program Special Purposes
CD	: Community Development		

Notes:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total	
Enrichment Program I				
Stream : Journalism Broadcasting				
COMM6416	Journalism Broadcasting in Industrial Practices	8	16	
COMM6417	Journalism Broadcasting Programming in Industry	2		
COMM6132	News Production in Industry	2		
COMM6133	EES in Industrial Practices	4		
Stream : Creative Broadcasting				
COMM6418	Creative Broadcasting In Industrial Practices	8		
COMM6419	Creative Broadcasting Programming in Industry	2		
COMM6420	Creative Broadcasting Production in Industry	2		
COMM6133	EES in Industrial Practices	4		

Code	Course Name	SCU	Total	
Enrichment Program II				
Stream : Journalism Broadcasting				
COMM6421	Journalism Broadcasting in Professional Practices	8	16	
COMM6448	News Magazine Production in Industry	2		
COMM6135	Globalized Networking in Industry	2		
COMM6136	EES in Professional Practices	4		
Stream : Creative Broadcasting				
COMM6422	Digital Creative In Professional Practices	8		
COMM6423	Creative Magazine Production in Industry	2		
COMM6146	Globalized Networking in Industry	2		
COMM6136	EES in Professional Practices	4		

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6298	Business Start Up	8	16
ENTR6182	Business Model and Validation in Communication Field	2	
ENTR6183	Launching New Venture in Communication Field	2	
ENTR6184	EES in New Communication Business	4	
Enrichment Program II			
ENTR6298	Business Start Up	8	16
ENTR6182	Business Model and Validation in Communication Field	2	
ENTR6183	Launching New Venture in Communication Field	2	
ENTR6184	EES in New Communication Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6230	Research Experience	8	16
RSCH6137	Scientific Writing for Communication Research	4	
RSCH6138	Global EES in Communication Research	4	
Enrichment Program II			
RSCH6230	Research Experience	8	16
RSCH6137	Scientific Writing for Communication Research	4	
RSCH6138	Global EES in Communication Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			16
CMDV6132	Community Outreach Project Implementation	8	
CMDV6057	Community Outreach Project Design in Communication Context	4	
CMDV6058	Employability and Entrepreneurial Skills in Communication Context	4	
Enrichment Program II			16
CMDV6132	Community Outreach Project Implementation	8	
CMDV6057	Community Outreach Project Design in Communication Context	4	
CMDV6058	Employability and Entrepreneurial Skills in Communication Context	4	

Enrichment Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			16
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
Enrichment Program II			16
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			16
COMM6591	Computer Mediated Communication	4	
COMM6592	International Public Relations	4	
COMM6593	Corporate Branding	4	
COMM6594	E-Customer Relationship Management	4	

Student should pass all of these quality controlled courses as listed below:

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	COMM6389	Public Speaking	B
4.	COMM6012	Theory of Communication*	B
5.	COMM6388	Contemporary Writing*	B
6.	COMM6390	Workplace Ethics and Behavior	B
Stream: Journalism Broadcasting			
7.	COMM6404	Script Writing for News*	B
8.	COMM6405	Directing for Journalism Broadcasting	B
Stream: Creative Broadcasting			
7.	COMM6407	Script Writing for Creative Program*	B
8.	COMM6408	Directing for Creative Broadcasting	B

*) Tutorial & Multipaper