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<td><strong>Author(s)</strong></td>
<td>Ahmad Fawzi Mohd Basri; Che Su Mustaffa</td>
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Media Communication From The Perspective Of
Universiti Utara Malaya

By

Ahmad Fawzi Mohd Basri
&
Che Su Mustaffa
INTRODUCTION:

On 16th February 1984, Universiti Utara Malaysia was established with the intention to increase numbers of skillful managers and to provide places for higher learning.

The objectives of the University are:-

i) to generate a well trained and educated professionals who will play an active role in the development of the country.

ii) carry out research in the special field individually or in cooperationed with other institution besides to find a ways to overcome problems.

iii) to play an active role in economics, sociology, culture, political and intelectual development.

The philosophy of the university are:

i) to realize that Allah will never change the fate of one tribe unless they themselves strive to change it.

ii) to commemorate that those sources must be used with utmost good faith to the best possible. The key for this success are planning, management, re-examine, education, science and technology.
iii) to believe that man cannot live in material progress alone without humanity, conduct and faith.

Therefore, the University offers degree in various field. They are:

1. Bachelor of Accounting
2. Bachelor of Management
3. Bachelor of Information Technology
4. Bachelor of Public Administration
5. Bachelor of Economics
6. Bachelor of Social Development

As the University is always concerned about the current changings, communication is admitted as an important course which benefitted the management and administration world.

Thus, Sekolah Pembangunan Sosial is responsible for the purpose of developing media and communication.

On 16th May, 1994, Sekolah Pembangunan Sosial was established when the lecturers of Public Administration in the School of Economics and Public Administration are combined with lecturers of Sekolah Pengajian Asasi. Hence, Sekolah Pembangunan Sosial is responsible to administer the programme of Bachelor of Public Administration besides planning for the developing other courses and relevant to social development, organisational and environmental development.
The administration of the school is by the Dean assisted by two Deputy Deans and Assistant Registrar. Sekolah Pembangunan Sosial has 53 staffs, 29 lecturers and 16 tutors and the rest are administrative staff. There are two lecturers who are doing their PhD, while seven tutors are doing their masters.

SCHOOL OBJECTIVES

The excellents of Sekolah Pembangunan Sosial is lies on the strength of its academic programmes, lecturers and its graduates. The end result of these incorporation would be a high quality products sensitive to the environmental needs and able to handling the existing problems.

Based on these objectives, three main objectives Sekolah Pembangunan Sosial can be purusit:

a) to strengthen the present academic structure and to plan other programmes relevant to the needs of the country.

b) to develop and enrich the learning culture by motivating research activities among the academic staff and strengthening the education process.

c) to build and upgrade the experienced graduates with strategic and global thinking in social development and organisation, loyal and ready to serve the country.
MACRO AIMS

a) to be an institution which can produce graduates who are confident, able and dynamic with a good perception, techniques and humanity. Perhaps they can manage to develop fellow humans and environment.

b) Through the academic programmes, it will produce the man who go along with the development in the modern period.

MICRO OBJECTIVE

a) to produce broad-based graduates with dynamic and impressive manners.

b) to be an institution that builds and develops the human progress, its organisation and environment.

c) to produce great leaders in various professions, management, politics, public administration and private sectors.

d) to guide undergraduates to master conceptual skills, technics and humanity in the form of school programmes by means of its curriculum, co-curriculum and non-curriculum.

e) to conduct an academic programmes which offer Bachelor degrees, Masters and Doctor Philosophy in the field which related to social development.

f) to upgrade knowledge in the aspect of social progress to the massive through certificates and diploma programme.
g) to provide the public service in the field of social progress, organisation and environment.

h) to establish a relation and joint cooperation with the higher institution, research and development institution. Locally or overseas in order to upgrade the reputation and public confidence in school programmes and management.

i) to carry out research in the aspect of social development which can help the development of the country and nation.

j) to publish books, monograph, journals, working papers and module.

k) to organise seminars, colloquium, public discussion and academic talk in the field which are related to social development.

l) to be the reference centre in certain fields for the social development.

m) to proceed the function of conducting University courses for the entire University Utara Malaysia students.

As such, SPS has planned to offer a new courses which covers:

a) Bachelor of Human Resources Development
b) Bachelor of Politics management
c) Bachelor of Diplomatic and International Relation
d) Bachelor of Politics and Government
e) Bachelor of Financial Management
f) Bachelor of Administrative Development

g) Bachelor of Communication

h) Bachelor of Social Work Management

i) Bachelor of Cross Culture

j) Bachelor of Laws

In upholding the present challenges especially in administration of media in Malaysia, SPS has intended to offer Bachelor of Communication programme during 95/96 session. Some of the courses that will be offered are:

**EP 3033 - MEDIA MANAGEMENT**

This course intends to expose the students on various uses of media such as mass-media and electronic media in marketing effort and also to identify the users. The students also will be exposed to several functions of the media in planning the marketing strategies.

Among others, the course covers media theory, the impacts of media to the marketing and its target, its defects as a means of marketing and also a combination of a few modes of marketing.

The final aim is to ensure that students can evaluate the function of media in the management and marketing aspects.
EP 3053 - ORGANISATION DEVELOPMENT

Pre Condition: Nil

Definition: Objectives, modes and functions of organisation development programme.

Expected Changes: Strategies to conduct any changes, its analysis, the action research function in OD.

Organisation Diagnosis: Diagnosis: 'Six-Box Models' and 'component-fit' or 'congruence'.

Conflict of Role: 'Role-Set' and 'Role-Space'

Group works in organisation.

Intervention: open system planning quality of work life.

SK 3055 - INTERNATIONAL COMMUNICATION

The objective of this course is to widen the knowledge of students in respect of the various media system in the world especially in South East Asia, Europe, Africa and Australia. Students will be exposed to various ways in obtaining international information, and the latest development of telecommunication that has affected the international relation.

The course also covers the communication technologies, administration and management theories which are related to the information transmission especially for the third world countries. Other theories are international communication, cultural imperialism and reformation of public opinion.
AK 3013 - ADVERTISEMENT

Advertisement is the most important part in marketing process. It should be taken into account comprehensively in every marketing strategies. Its existence is not only concerned with individuals in business management or productivity, but also to the society at large.

In this course, advertisement refers to cross disciplines in respect of co-curriculum understanding and society. The background of advertisement and its social implications, advertisement's organisations and marketing management, advertising programming media, creativity in advertisement and the problems in making an advertisement, would be among some of the topics in this program.

AK 3023 - PUBLIC RELATION

This course will expose students on the definition and the important concept in public relations, its historical development, ethics, duties and responsibilities of the public relations officers, relations between public relations and promotional field, news agency, advertisement and publicity. The course will also discuss on the public opinions, identity and corporate image along with media programming in public relation. Students will be provided with clear understanding on the disciplines of public relations, its uniqueness and about the
building up a better and more systematic program.

COMMUNICATION IN MANAGEMENT

This course will try to discuss more deeply the importance and roles of communication in modern management with emphasize on the management of human resources and technology together with the integrational of both sources.

The course will also look on the relations and impact of communication to management, the effective method of communication systems in the organisations and the discussion on the issues related with communication in management. The course aims to improve the experties of every student in communicating analysing and to ensure the methods and needs of communication that can help the improvement of credibility in management and productivity. It also aims to expose every student to managing fields based on communication.

BUSINESS COMMUNICATION

This course is offered due to the importance of communication in order to achieve success in business transactions. It is not only to ensure on the success or failure of business but also to manipulate services or support from other individuals. Besides the corporate objective achievement, communication is also an important skill which should be known and applied by every
individual, no matter who they are or what are their positions. The ability to communicate is an important criteria which helps one's career.

SPS also offers a programme of cross culture management which is related to communication. This is in conjunction with the development of multinational agencies which is on the increase at present. The programme will offer several courses. They are:-

CULTURE AND LANGUAGE IN COMMUNICATION

In this course, students will be exposed to various cultural aspects and its influence to verbal and non-verbal communication especially with regards to management of organisation.

The course will cover communication theories, language, code and culture, mass communication and a variety of international culture management. It is hoped that through this course, students will understand how important language and cultures are in influencing organisation management.

RELIGION AND THE DEVELOPMENT OF HUMAN CIVILISATION

As a matter of fact, among the society at large, religion is a natural phenomena which existe in every society, at all times, in every civilizations and place.
It will last until the day of Judgement. There are several theories as how this phenomena had been raised in various disciplines of knowledge such as anthropology, science etc. Islam has its own view. The emergence of one civilization in a nation is closely related to the religions no matter in Europe with protestant ethnic, in Japan with Shintiosm and Busyido, China with Confucianism and Islamic with work ethics. The course is offered to expose the students to the importance of religion in the existing civilization in terms cross-cultural perspectives.

ORGANIZATION CULTURE

The course is about organization culture concepts, elements and it's organisation, development and culture continuity, subculture development, leadership and organization culture, management and organization culture consistency. It also will touch on the changes and organization culture development and factors that cause to it's failure. The course is to let the students know the important of organization culture as a method in order to set up a harmonies and highly productive organization. It also let the students intergrate culture approach in learning and analysing organization which usually is neglected or forgotten by most of the researchers and organization theories.

CULTURE ANTROPOLOGY

The course is about human, society and culture. The main objective is to expose the students to the concepts and
anthropologies perspective to help them understand the human social behaviour as well as society. This course will introduce certain issues: stratifications and social unequalization, industrialization and social changes, socialization and teenagers education, family institutions, racism and culture. The emphasize is on culture in order to identify societies as well as discussing social structures which are prevailed from the culture of the society. Besides that, universal perspectives will also be concerned in discussing the theme and society survival.

SOCIETY AND CULTURE

The course objective is to expose the students to varieties in societies and cultures in Malaysia. This cultural variety is viewed from different aspect such as differences in social structure which is shown by different ethnic like Malay, Chinese, Indian, Javanese, Iban, Kadazan, Malanau and others. The discussion will focus on the historical processes, politics and social which influence the social structure and the culture intergration problems which is faced by Malaysians today.
Due to the new set up, they are a lot of challenges the school has to consider in order to achieve the course objectives. The main problem is to get eligible staff, and the long range training period. In order to solve this problem the school plans to hire temporary lecturers while the permanent staff further their studies.