



MASTER OF COMMUNICATION

MIXED MODE

PROGRAMME



USM
UNIVERSITI
SAINS
MALAYSIA



Communication
Universiti Sains Malaysia

| www.communication.usm.my

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Message from the Dean

**Assoc. Prof. Dr.
Bahiyah Omar**



Dear Postgraduate students,

Welcome to the USM campus and the School of Communication where your journey in the quest for higher knowledge shall now begin!

At the School of Communication, we strongly believe that research can shape a better future. We also acknowledge that research, by its nature, is a critical challenging task which requires depth knowledge of the subject matter, planning, and hard work. As our research students, you will undertake the challenge under the tutelage of our academic staff and the assistance of our supporting staff. Our goal is to inspire more research that could beneficially impact the society and nation. Hence, we strive to provide you with the best supervision, guidance and support. In return, we hope that you will engage yourself in the academic pursuit with rigour, passion and determination.

The School of Communication has much to be proud of. We are the pioneer of communication studies in Malaysia since 1971. We are ranked top three in media and communication studies in Malaysia, and top 151-200th globally by QS World university ranking. We hope that our achievements will inspire you to become the future scholars in the field of communication and media studies, and you will take pride in your alma mater after you graduated from Universiti Sains Malaysia.

Thank you for being part of the School of Communication.
Let's make research matter more!

Message from the Deputy Dean of Academic Career and International

**Dr. Nur Atikah
A Rahman**



Hi everyone!

A very warm welcome to all of you to the School of Communication, Universiti Sains Malaysia. We are thrilled to have you join our Master of Communication (Mixed Mode) programme and embark on this exciting journey with us. Pursuing a master's degree is both a challenge and an opportunity that will expand your knowledge, sharpen your critical thinking skills, and open new doors for your career and personal growth.

This programme is designed to give you the best of both worlds: strong theoretical foundations along with real-world applications. You will get to engage in meaningful discussions, work on impactful research, and connect with inspiring academicians and peers.

University life is not just about coursework, it is also about the friendships that you will build, the experiences that you will gain, and the perspectives that you will develop. So, embrace this journey with curiosity, dedication, and an open mind. Remember, you are not alone and we are here to support and guide you every step of the way. Once again, welcome aboard to USM! We wish you a fulfilling learning experience.

Our Team



**Assoc. Prof. Dr.
Bahiyah Omar**

Dean
School of Communication

Tel: 04-653 3603
Email: dean_com@usm.my



**Dr. Nur Atikah A
Rahman**

Deputy Dean of
(Academic, Career and
International)

Tel: 04-653 2458
Emel: atikarahman@usm.my



**Dr. Kamaruzzaman
Abdul Manan**

Programme Chairperson
(Postgraduate)

Tel: 04-653 3316
Email: kamaruzzaman@usm.my



**Ms. Siti Fatimah Abu
Mansor**

Assistant Registrar

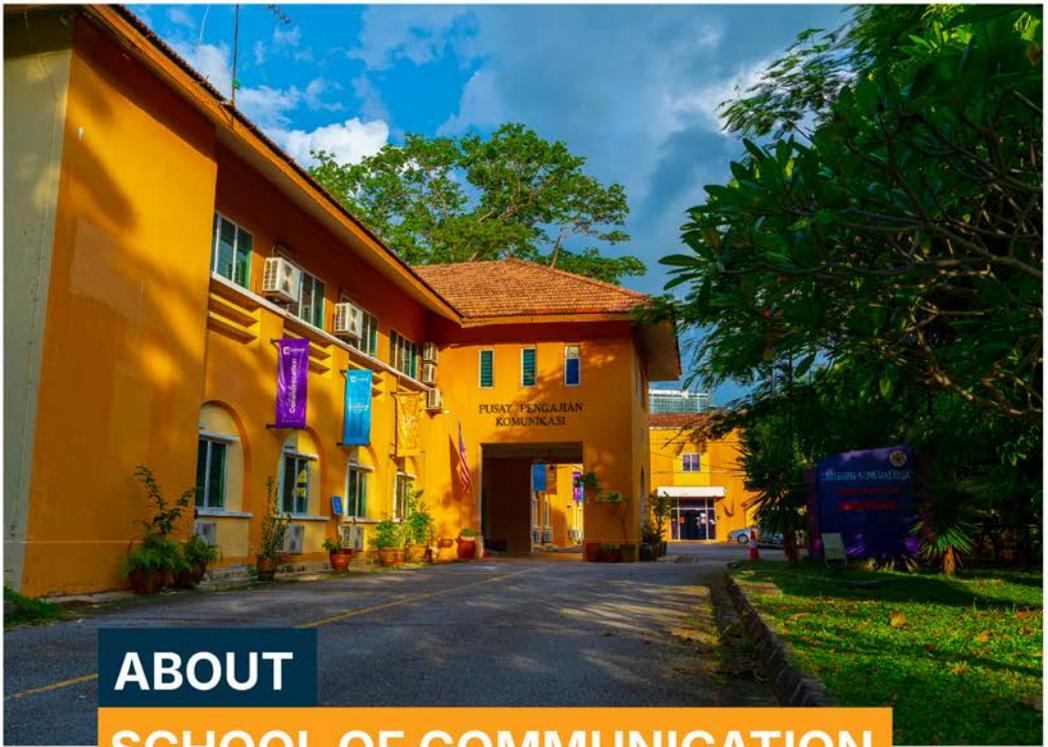
Tel: 04-653 3602
Email: s.fatimah@usm.my



**Ms. Kayathre
Rama Chandran**

Postgraduate Unit
Administrative Assistant

Tel: 04-653 3496
Email: kayathre@usm.my



ABOUT

SCHOOL OF COMMUNICATION

Welcome to the School of Communication, Universiti Sains Malaysia (USM).

USM was the first university in Malaysia to offer communication studies since 1971. Since our establishment, we have been offering broad-based knowledge on social, cultural, political and historical dimensions of media and communication.

The School of Communication has continuously produced media and industry professionals, researchers and policy makers who are capable of contributing to the development of the communication industry in Malaysia and across the globe.

We have throughout the years established a strong research culture that incorporates a diversity of research interests and studies that range from communication, media and cultural, advertising, public relations, film and broadcasting and various other fields of study. These cross-disciplinary initiatives are led by our faculty members, who conduct research aimed at bettering of society and academia, and by participating at local and international.

LECTURERS' RESEARCH EXPERTISE AND INTEREST

LECTURER	RESEARCH EXPERTISE & INTEREST	METHODS
Prof. Dr. Jamilah Hj. Ahmad	Public Relations, Corporate Social Responsibility (CSR), Community Relations, Communication, Environmental Communication	Qualitative
Associate Prof. Dr. Bahiyah Omar	Online Journalism, New Media, Media Effects	Quantitative
Associate Prof. Dr. Hasrina Mustafa	Family Studies, Advertising, Health Communication, Tourism Marketing	Quantitative
Associate Prof. Dr. Juliana Abdul Wahab	Television and Radio, Audience Studies, Media and Gender Studies	Qualitative
Associate Prof. Dr. Shuhaida Md. Noor	Mental Representations of Self, Consumer / Audience Cognitions and Memories, Customer-based Brand Equity	Quantitative
Associate Prof. Dr. Izzal Asnira Zolkepli	Convergence and Adoption of Communication Technologies and Proliferation of Digital, Social Media and Networked Media, Consumerism, Advertising Management, Media Planning, Marketing and Brand Communication	Quantitative
Associate Prof. Dr. Nik Norma Nik Hasan	Science and Environmental Journalism, Risk Communication, Communicating Sustainability	Qualitative
Associate Prof. Dr. Saifudin Mohamad Saleh	Environmental Communication, Sustainability Communication	Quantitative, Qualitative, Mixed Methods
Dr. Chai Ming Hock	Print Media Design, Journalism, Politics, Election Issues, Discourse Analysis	Qualitative
Dr. Kamaruzzaman Abdul Manan	Brand Communication, Marketing Communication, Generative AI Communication, Social Communication	Quantitative
Dr. Mahadevan Krishnan	Corporate Communication, Public Relations, Stakeholder Communication, Sustainability and Green Issues, Organisation Communication	Quantitative, Qualitative, Mixed Methods
Dr. Mahyuddin Ahmad	Film, Media and Culture, Early Malaysian Film Industry & P. Ramlee, The New Independent Malaysian Cinema	Qualitative
Dr. Miharaini Md Ghani	Media Technology, Health Communication, Organizational Communication and Behavioral Change	Quantitative
Dr. Ng See Kee	Media studies, New Media, Online News	Quantitative
Dr. Ngo Sheau Shi	Gender and Spectatorship Theory, Hong Kong Cinema, Women Warriors and Martial Arts Genre, Malaysian Cinema, Chinese Cinema	Qualitative
Dr. Nurdayana Mohd Noor	New and Digital Media, Instructional Communication, Visual Communication, User Experience, Learning Design	Quantitative
Dr. Noratikah Nordin	Digital media analytics, Health informatics, Artificial intelligence in communication	Quantitative
Dr. Nur Atikah A Rahman	Advertising, Branding, Social Media, Social Media Influencer, Self-branding, Content Ideation	Qualitative
Dr. Rani Ann Balaraman	Journalism, Politic, Online Journalism, Media Studies and New Media	Qualitative
Dr. Rehan Tariq	Political Communication, Crowdsourcing in Politics & Political Journalism	Quantitative
Dr. Sharifah Nadiyah Syed Mukhtar	Consumer Acculturation, Cross-cultural Advertising, Integrated Marketing Communication	Qualitative
Dr. Suriati Saad	Corporate Social Responsibility (CSR), Marketing Communication, New Media and Communication Technology	Qualitative



3.0 MASTER OF COMMUNICATION - MIXED MODE

The Master of Communication offers a combination of taught courses and research work. This programme consists of **70% research** and **30% taught courses**. The courses prepare students with the knowledge and skills required for conducting in depth research before they undertake independent research on any topic related to communication. Students will master both quantitative and qualitative research methods to develop a sound understanding of major communication theories.

With this knowledge, students will be able to advance their independent research in communication and media such as, in the area of journalism, communication and societal issues, media and culture, public relations, advertising, new media and film studies. The mixed mode is ideal for students who enjoy research activities and aspire to be communication scholars or academicians in the future.

3.1 COURSE STRUCTURE

Students are required to complete **40 units** comprising three core courses and a dissertation.

YSK501/4 - Advanced Communication Theory

YSK502/4 - Quantitative Communication Research Methods

YSK505/4 - Qualitative Communication Research Methods

YSK510/28 - Dissertation

** Candidates are required to conduct a research in a communication related area under the supervision of an academic staff and write a dissertation.*

3.2 COURSES OFFERED

Semester I

No.	Course Code	Course Title	Unit	Course Work %	Exam %
1	YSK 501	Advanced Communication Theory	4	100	-
2	YSK 502	Quantitative Communication Research Methods	4	100	-
3	YSK 510	Dissertation*	28	100	-

Semester II

No.	Course Code	Course Title	Unit	Course Work %	Exam %
1	YSK 505	Qualitative Communication Research Methods	4	100	-
2	YSK 501	Dissertation*	28	100	-

**Dissertation to be completed in two (2) semesters (full time students) and three (3) semester (part time students)*

3.3 MINIMUM AND MAXIMUM NUMBER OF COURSES TO REGISTER IN A SEMESTER

Status	Minimum courses to register in a semester	Maximum courses to register in a semester
Full-time students	1	3
Part-time students	1	3

3.4 CANDIDATURE REQUIREMENT FOR A FULL-TIME AND PART-TIME STUDENT

Status	Minimum semesters of candidature	Maximum semesters of candidature
Full-time students	3	4
Part-time students	4	8

3.5 ACADEMIC TRACK

Students are advised to register courses according to the following schedule:

Table 1: An example of a 1.5-year study scheme (Full-Time)

Semester I (First semester)	Semester II (Second semester)
YSK501/4 - Advanced Communication Theory	YSK505/4 - Qualitative Communication Research Methods
YSK502/4 - Quantitative Communication Research Methods	YSK510/28- Dissertation (incomplete) -(TL)
Semester I (Third semester)	
YSK510/28 - Dissertation (Completed)(Pass/Fail)	

Table 2: An example of a 2-year study scheme (Part-Time)

Semester I (First semester)	Semester II (Second semester)
YSK501/4 - Advanced Communication Theory	YSK505/4 - Qualitative Communication Research Methods
YSK502/4 - Quantitative Communication Research Methods	YSK510/28- Dissertation (incomplete) -(TL)
Semester I (Third semester)	Semester II (Fourth semester)
YSK510/28 - Dissertation (incompleted)(TL)	YSK510/28 - Dissertation (Completed) (Pass/Fail)

Table 3: An example of a 2.5-year study scheme (Part-Time)

Semester I (First semester)	Semester II (Second semester)
YSK501/4 - Advanced Communication Theory	YSK505/4 - Qualitative Communication Research Methods
Semester I (Third semester)	Semester II (Fourth semester)
YSK502/4 - Quantitative Communication Research Methods YSK510/28 - Dissertation (incompleted)(TL)	YSK510/28 - Dissertation (incompleted)(TL)
Semester I (Fifth semester)	
YSK510/28 - Dissertation (Completed)(Pass/Fail)	

Table 4: An example of a 3-year study scheme (Part-Time)

Semester I (First semester)	Semester II (Second semester)
YSK501/4 - Advanced Communication Theory	YSK505/4 - Qualitative Communication Research Methods
Semester I (Third semester)	Semester II (Fourth semester)
YSK502/4 - Quantitative Communication Research Methods	YSK510/28 - Dissertation (incomplete)-(TL)
Semester I (Fifth semester)	Semester II (Six semester)
YSK510/28 - Dissertation (incomplete)-(TL)	YSK510/28 - Dissertation (Completed)-(Pass/Fail)

3.6 DISSERTATION

YSK510/28 – Dissertation

This course aims to equip students with knowledge and skills to conduct a research in communication-related area under the supervision of an academic staff. Students need to consult prospective supervisors for topics that are suitable for their research projects. Selection of supervisor should be based of lecturer's research expertise. A briefing for this course will be given tentatively before the semester starts to ensure that the students have ample time in acquiring their respective supervisors. The dissertation must be completed within the stipulated time period. Full-time candidates must complete the dissertation in two semesters and part-time candidates have to complete it in three semesters.

The following activities will be performed throughout the project:

- a) Students need to identify a supervisor to work with and propose a research project which is to be agreed upon by the supervisor. A proposal form must be filled by the student with proof consent i.e. email, WhatsApp screenshot by the supervisor and submitted to Ms. Kayathre a/p Ramachandran through the Google Form given before the semester starts.
- b) Students are required to get supervisor signature for every supervision session.
- c) Students are required to present their research proposal during the proposal presentation session between **Week 11** of the study. The presentation will be evaluated by two panels of examiner.
 - The research proposal must consist of Chapter 1 until 3 (Introduction, Literature Review and Methodology), approximately 20,000 words.
 - You are to submit the research proposal in softcopy through the eLearn@USM portal on week 8 before 5.00pm (Malaysian time). The eLearn@USM system will automatically close the submission link at 5.00pm.
 - You should also submit a printed copy of your research proposal and send over to Ms. Kayathre's office at D13, School of Communication. Printed copy should be binded with tape (Black). Turnitin should not exceed 24%. If you are found to obtain exceeding the given percentage a show course letter will be given to you for you to answer/justify on the high percentage.
 - You should also email Ms. Kayathre a/p Ramachandran to notify that you have submitted the proposal at the stipulated time given.

The dissertation must be written according to the following format:

- Font 12, Times New Roman
- Double spacing
- APA (7th Ed) style
- The dissertation should be approximately 40,000 words or not more than 80 pages when bound with its appendices and references. Use tape binding. Use only white paper. Only one side of the paper can be used.

- Margins at the binding (left-hand) edge must be 4.0 cm and other margins (top, bottom, right and left) 2.5 cm
- Report must be attached with research consultation date and signature and plagiarism check report using Turnitin software (please refer appendix for flowchart for Turnitin process).
- All reports must be bound in red.

The sample of the thesis format available at
<https://communication.usm.my/index.php/download>

d) The dissertation will be evaluated by two (2) examiners.

e) This will be followed by a scheduled Viva Voce in Week 11-12.

f) Results will be available immediately after the Viva Voce. Corrections will have to be completed within the stipulated time as agreed upon during the Viva Voce.

g) Students must submit two (2) copies of hardbound, and send softcopy dissertation by to Ms. Kayathre a/p Ramachandran at the Main Office.





3.7 GRADUATION REQUIREMENTS

- (i) Students must accumulate a total of **40 units** and a **CGPA of 3.00** for graduation.
- (ii) **Bahasa Melayu (LKM111)** is compulsory for all foreign students and must be taken and passed prior to graduation. The passing grade is C. Registration for this course can be made at the School of Languages, Literacies and Translation, USM.

4.0 GENERAL INFORMATION

4.1 Period of Candidature and Residential Requirements

Table 5: Candidature period for Master of Arts (Communication).

Full-Time		Full-Time	
Min.	Max.	Min.	Max.
12 months	24 months	12 months	24 months

4.2 Registration

Candidates are allowed to register for courses once each semester. Briefings for new students and course registration will normally take place before the start of the semester. Students need to register for courses before the start of a new semester.

Registration of the courses must be done in consultation with the Programm Chairperson (see Section 3.3). For exceptional cases student are advised to consult the Deputy Dean (Academic, Career and International).

4.3 Re-Registration and Fees Payment

With the commencement of each new academic year, candidates are required to re-register and pay their course fees in order to retain their status as registered postgraduate students of USM.

4.4 Examinations and Evaluation for Coursework Programmes

4.4.1 Examinations: All courses taught in a semester will be evaluated within the same semester. The duration of the examinations for all 4-unit courses is 2 hours.

4.4.2 Assessments and Grading System:

4.4.2.1 Taught courses: All courses that have coursework and examination components will be evaluated based on the following grades and corresponding grade points as in Table 6.

Table 6: Grades and corresponding grade points

Alphabetic Grades	Grade Points
A	4.00
A-	3.67
B+	3.33
B	3.00
B-	2.67
C+	2.33
C	2.00
C-	1.67
D+	1.33
D	1.00
D-	0.67
F	0.00

4.4.2.2 Dissertation: The dissertation component for MA (Communication) is assessed by two reviewers and followed by a thesis defense.

The panel for the Viva Voce comprises of the Chairperson, supervisor, two (2) internal examiners and secretary. The panel will make one of the following decisions following the viva voce:

Scale 1 : Pass

(The candidate is awarded a Master's Degree).

Scale 2 : Pass with minor Corrections.

(The candidate is awarded a Master's degree subject to changes/ corrections to the thesis as listed in the Panel of Examiners Report).

Scale 3 : Pass with Major Changes/Corrections

(The candidate is awarded a Master's Degree subject to changes/corrections to the thesis as listed in the Panel of Examiners Report). The thesis **MUST** be verified by the Panel of Examiners after the candidate

Scale 4 : Re-examination

(The candidate is allowed to re-submit the thesis for re-examination after the candidate has made changes/corrections to the thesis as required in the Panel of Examiners Report. The thesis **MUST** be reexamined, and the candidate **MUST** attend another viva voce).

Scale 5 : Fail

(The candidate is not eligible to be awarded a Master's Degree and is not allowed to re-submit the thesis for examination).

4.4.3 Repeating Courses

Students with grades below C+ in a course should repeat the course.

4.4.4 Postponement of studies

Students are NOT allowed to postpone their studies during the first semester of study. In subsequent semesters, they may apply to study postponement in the first six weeks of the semester. If a student applies postponement after the sixth week, they must pay both tuition and retention fees. The application form for postponement is available at the IPS website.

4.4.5 Dropping of courses

Students are allowed to drop courses within the first six weeks of the semester. However, they must maintain a minimum of four (4) units per semester. In order to drop a course, students must obtain the signature of the course lecturer or supervisor (in the case of dissertation) before forwarding the request to the Deputy Dean (Academic, Career and International).

4.4.6 Leave of absence

Students are not allowed to be absent for more than 30% of contact class hours. If a student has to go outstation, please inform the course lecturer and subject to approval from the lecturer for absence. If a student has to be away for more than 3 weeks, the student is advised to postpone his/her studies for that semester. However, postponement is not allowed in the first semester of study.

4.4.7 Withdrawal from programme of study

Withdrawal from a programme of study can be made to IPS based on acceptable reasons. Refund of fees (tuition fees and caution money) can be made for withdrawals of candidature up to the second month after registration. No refund of fees will be given to a candidate who withdraws from the third month onwards except for the refund of caution money.

4.4.8 Extension of Candidature

An application for extension must be made two (2) months prior to the date before the expiration of the candidature. This application must be made officially to the Dean using form IPS/HEP – 03. The duration for the extension applied should be stated. The completed form is then to be submitted to IPS. The maximum period of extension allowed is two (2) semesters only.

4.4.9 Change of mode of study programme

A student who wishes to change his/her mode of study must submit a fresh application form to IPS. A processing fee will be charged for this.



5.0 ACADEMIC INTEGRITY

Being a student of the School of Communication requires a firm adherence to the basic values, integrity, purpose and meaning of a university education. The most essential values in academia are rooted on the principles of truth seeking in knowledge and honesty with regards to the intellectual property of oneself and of others. Thus, students must bear the responsibility of maintaining these principles in all work done in their academic endeavor.

Academic dishonesty violates the fundamental purpose of preserving and maintaining the integrity of university education and will not be tolerated. The following, although not exhaustive, are examples of practices or actions that are considered dishonest acts in academic pursuit.

5.1 Cheating

Cheating is the unauthorized use of information or other aids in any academic exercise. There are numerous "infamous" ways and methods of cheating that include:

- Copying from others during a test or an exam.
- Using unauthorized materials or devices (calculator, PDA, mobile phone, pager, etc. during a test or an exam).
- Asking or allowing another student to take a test or an exam for you and vice-versa.
- Sharing answers or programmes for an assignment or project.
- Tampering with marked/graded work after it has been returned, then resubmitting it for remarking/regrading.
- Allowing others to do the research, writing, programming, or other types of assignment.
- Submitting identical or similar work in more than one course without consulting or prior permission from the lecturers involved.





5.2 PLAGIARISM

Universiti Sains Malaysia Policy on Plagiarism describes the University's strong commitment to uphold academic integrity in relation to plagiarism. It will come into effect when there is an infringement of academic conduct relating to plagiarism.

This policy acts as a guideline to educate and prevent plagiarism and can be used as the guideline if the University's staff and students violate any rules and regulations of the University.

The policy applies to all students, former students, staff and former staff which include fellows, post-doctorates, visiting scholars, as well as academic, non-academic, research, contract and temporary staff who study, serve or have served, or have graduated from the University.

Plagiarism is defined as the act of presenting, quoting, copying, paraphrasing or passing off of ideas, images, processes, works, data, own words or those of other people or sources without proper acknowledgement, reference or quotation of the original source(s). The acts of plagiarism include, but are not limited to, the following:

- Quoting verbatim (word-for-word replication of) works of other people.
- Paraphrasing another person's work by changing some of the words, or the order of the words, without due acknowledgement of the source(s).
- Submitting another person's work in whole or part as one's own.
- Auto-plagiarising or self-plagiarising (one's own work or previous work) that has already been submitted for assessment or for any other academic award and pass it as a new creation without citing the original content.
- Insufficient or misleading referencing of the source(s) that would enable the reader to check whether any particular work has indeed been cited accurately and/or fairly and thus to identify the original writer's particular contribution in the work submitted.

Additional notes:

- The percentage of similarity index in Turnitin should not exceed 24%.
- The use of unethical AI in academic writing is strictly prohibited. Students are permitted to utilize AI solely for the purpose of idea development and guidance.
- The University will take action on every report and offence relating to plagiarism and if the student is found guilty, the student can be charged by the university according to the Students Disciplinary Rules.

6.0 STUDENT MATRIC CARD POLICY

Purpose and Scope

The Student Matric Card Policy is designed to ensure the safety, security, and efficient management of student attendance, identification, and emergency response within the School of Communication. This policy applies to all students enrolled in the School of Communication and requires them to wear their student matric card at all times when entering the school, attending classes, and participating in tutorials.

Rationale

The implementation of this policy is driven by the following key reasons:

- **Security:** The safety and security of all students is our top priority. Wearing a student matric card helps us maintain a secure learning environment by ensuring that individuals can be easily identified and accounted for.
- **Attendance Tracking:** The card allows us to accurately track attendance in classes and tutorials, which is essential for maintaining accurate student records and ensuring that students are meeting their academic requirements.
- **Identification:** The student matric card serves as an official means of identification within the School of Communication, and it may be required in various situations, including accessing certain services and facilities on campus.
- **Emergency Response:** In case of emergencies, having a student matric card readily visible helps first responders and school staff identify students and aid more efficiently.

Compliance Requirements

To ensure compliance with this policy, students are required to:

- Wear their student matric card visibly and prominently on their person when they are within the School of Communication premises.
- Not lend their card to anyone else, as each card is issued for personal use and security.
- Report any lost or stolen cards immediately to Admission Unit, USM.
- Ensure that your card is in good condition and clearly displays your photo and identification information.

Consequences of Non-Compliance

- Failure to comply with this policy may result in disciplinary action.

DRESS CODE

Students must always observe the rules for the stipulated dress code of the University and be appropriately attired.

Formal attire

Students are required to wear formal attire at any official functions/activities. Students will be denied entry if they fail to adhere to this ruling.

Casual attire

Students are not allowed to wear casual attire for official functions/activities. Students should wear appropriate attire according to the activities. Female students are strictly not allowed to wear sleeveless shirts, miniskirts or extremely short shorts and revealing/skimpy clothes. Flip flops should not be worn by all students while attending classes or interviews, visiting University departments, etc. Male students should not have long hair that touches the collar.

Sports attire (shorts) can be used for areas allocated for sports only. Laboratory coats are meant for working in the laboratories only. Refer to the below sample dress code for student on campus.



DRESS CODE

ETIKA PEMAKAIAN



✓
**Appropriate
Clothes**
Kemeja / Baju
Bersesuaian



Torn Pants
Seluar Koyak



Slipper
Selipar



Sleeveless
Baju Tanpa Lengan



Mini Skirt
Skirt Pendek



Short Pants
Seluar Pendek



**Long Pants /
Skirt Below Knee**
Seluar Panjang /
Skirt Labuh Bawah Lutut



Wear Shoes
Berkasut

Please dress appropriately when attending
or dealing with matters at the School of Communication.

Sila patuhi etika pemakaian yang sesuai semasa
berurusan di Pusat Pengajian Komunikasi.

APPENDIX

Course Synopsis

YSK501/4 – Advanced Communication Theory

This course is aimed at widening students' understanding of the paradigms, theories and models that have influenced and guided the development of various fields in the study of communication. The underlining premise of this course is that the field of communications is one that has been influenced and shared by numerous other mature and established disciplines. Communication theories and models, in turn, have been built and developed within wider political, economic, social and cultural contexts.

Through a series of discussions on the philosophies and ideologies that have dominated the field of communications, students are able to locate the study and theories of communications in a wider context that enables them to connect these theories with questions of power and social structures.

YSK502/4 – Quantitative Communication Research Methods

This course introduces and discusses the philosophical, conceptual, methodological and analytical techniques of conducting quantitative research methods of the postgraduate level. It begins with a discussion on the philosophy of social/communication research with a special focus on the science of human enquiry. This is followed by discussions on the uses of literature in postgraduate research as well as the role of concepts, theories, hypothesis, models indicators and measurement in research. Eventually, the course specifically looks into the techniques and steps of conducting quantitative research, including research designs, conceptualisation and operationalisation, choice of research methods, sampling techniques and field data collections.

The other component of the course is on data analysis and interpretation. In this component, the candidates are practically exposed to various statistical concepts, techniques and producers. They also learn how to interpret and report various statistical outputs derived from the analyses.

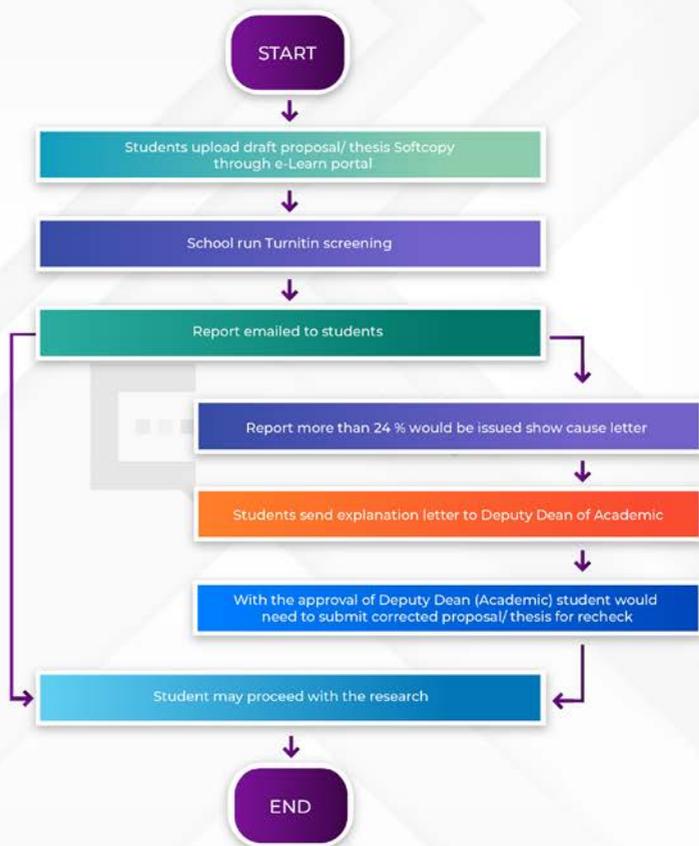
YSK505/4 – Qualitative Communication Research Methods

This course examines communication research issues and methodologies that are classified under qualitative research. It consists of ontological and epistemological assumptions that underline qualitative methods, techniques and procedures of analyzing media texts, organizations and audiences such as ethnography and participation-observation, grounded theory, semiotics, symbolic interactions, reception analysis, and discourse analysis.

YSK510/28 – Dissertation

Students are required to conduct a research in a communication-related area under the supervision of an academic staff and write a dissertation of about 40,000 words.

FLOWCHART FOR 'TURNITIN' PROCESS

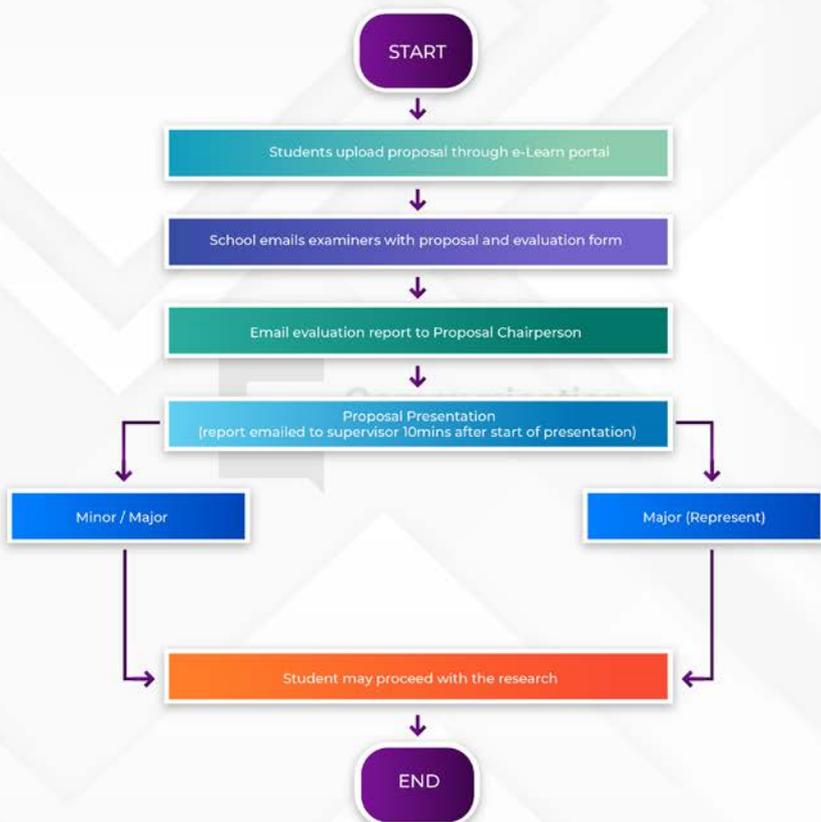


Note:

1. Soft copy of thesis should exclude table of contents, references and bibliography.
2. Soft copy should only be in Word or PDF.
3. Soft copy must not be more than 200 pages (proposal) 400 pages (thesis).



FLOWCHART FOR PROPOSAL PRESENTATION

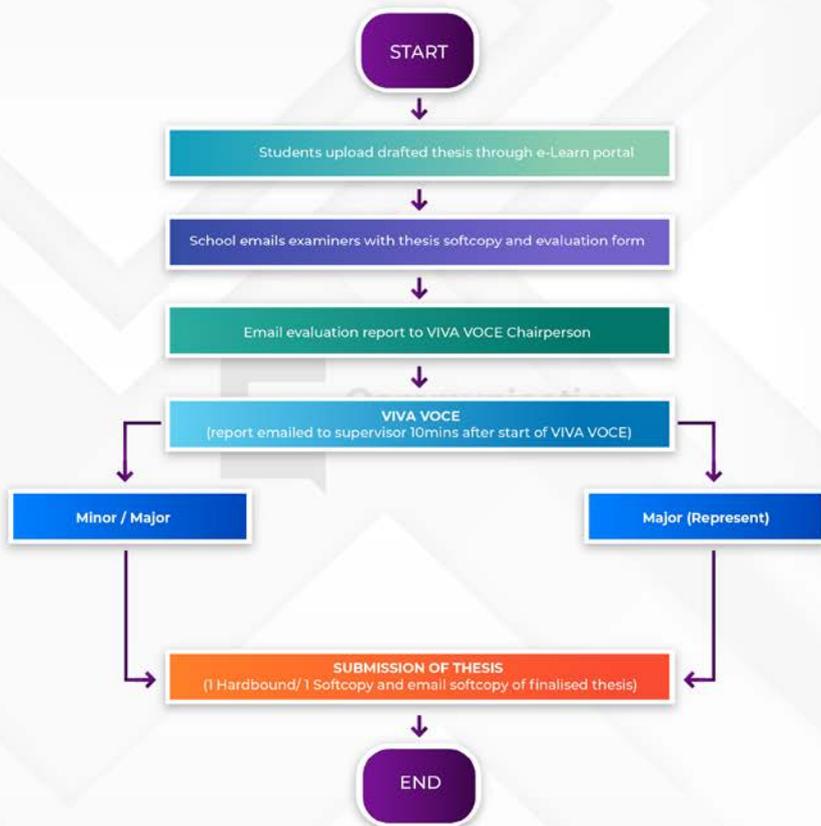


Note:

1. Proposal contains Chapter 1-3.
2. Soft copy should only be in Word or PDF.
3. Soft copy must not be more than 200 pages.



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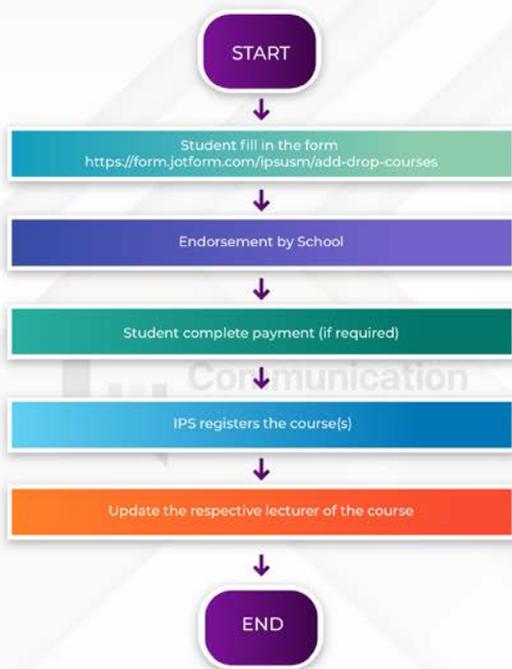


Note:

1. Thesis contains Chapter 1-5.
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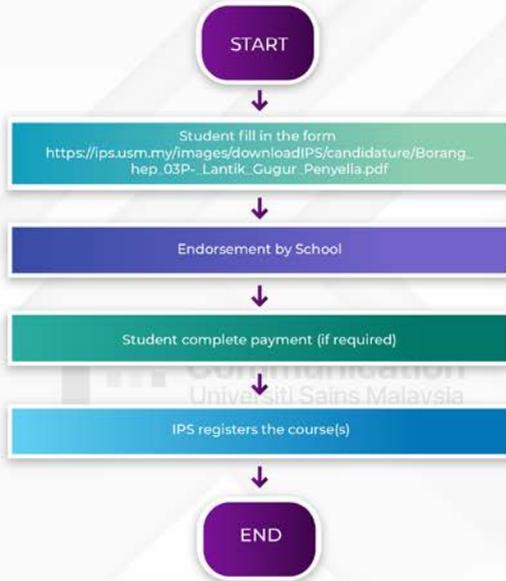


FLOWCHART FOR ADD/ DROP COURSE





FLOWCHART FOR EXTENSION/ CHANGE OF STATUS



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