

## PROGRAM SPECIFICATION (TAUGHT COURSE PROGRAMME)

### MASTER OF LANGUAGE IN COMMUNICATION AND DIGITAL CULTURE

<b>1. Programme Name</b>	<b>Master of Language in Communication and Digital Culture</b>
<b>2. Final Award</b>	Master of Language in Communication and Digital Culture
<b>3. Awarding Institution</b>	Universiti Teknologi Malaysia
<b>4. Teaching Institution</b>	Language Academy, Universiti Teknologi Malaysia
<b>5. Programme Code</b>	MLAC
<b>6. Professional or Statutory Body of Accreditation</b>	Ministry of Higher Education
<b>7. Language of Instruction</b>	English
<b>8. Mode of Study (Conventional, distance learning, etc.)</b>	Conventional, Flexible and Distance Learning
<b>9. Mode of Operation (Franchise, self-governed, etc)</b>	Self-governed
<b>10. Study Scheme (Full time/ part time)</b>	Full Time
<b>11. Study Duration</b>	Minimum: 3 semesters or 1.5 years Maximum: 8 semesters or 4 years

**ENTRY REQUIREMENT**

i. Possess a Bachelor's Degree relevant to Language and Communication with good honours from any institution of higher learning recognized by the University's Senate.

Or

ii. Possess a Bachelor's Degree other than Language and Communication and at least two years' experience in the relevant field recognized by the University's Senate.

**iii. International applicants must have a valid two-year old TOEFL or IELTS certificate. Students with TOEFL score of 550 (or 79 IBT) or an IELTS Band 6 will be enrolled in a faculty programme without undergoing UTM English Courses.**

## PROGRAM STRUCTURES AND FEATURES, CURRICULUM AND AWARD REQUIREMENTS

This program is a taught course programme offered in full-time mode and is based on a two-semester academic session. The normal semester has 14 weeks of study.

The courses are categorised into four (4) groups;

- **Faculty Core courses;**
- **Programme Core courses;**
- **Elective courses; and**
- **University General courses;**

### AWARD REQUIREMENTS:

In order to graduate, students should:

- ✓ Maintain a CGPA of at least 3.0 at the end of the programme;
- ✓ Obtain at least a B- for the taught courses;
- ✓ Pass the masters project as required by the programme;
- ✓ Submit an application for conferment of a degree;
- ✓ Pay all fees; and
- ✓ Fulfill other requirements as specified.

## CLASSIFICATION OF COURSES

Classification	Credit Hours	Percentage
University General Courses	3	6.67
Faculty Core Courses	6	13.33
Programme Core Courses	15	33.33
Elective Courses	12	26.67
Total	36	80.00
Masters Project	9	20.00
<b>Total</b>	<b>45</b>	<b>100</b>
<b>Total credit hours to graduate</b>	<b>45 credit hours</b>	

Course Code	Name of Courses	Credit Hours	Total Credits	Percentage (%)
<b>FACULTY CORE</b>				
<b>MLAL 1013</b>	Qualitative Research Methods	3	6	13.33%
<b>MLAL 1023</b>	Quantitative Research Methods	3		
<b>PROGRAMME CORE</b>				
<b>MLAC 1113</b>	Language and Communication Theories and Practices	3	15	33.33%
<b>MLAC 1123</b>	Theorizing Digital Culture	3		
<b>MLAC 1133</b>	Discourse Analysis as Theory and Method	3		
<b>MLAC 1143</b>	Computer Mediated Communication	3		
<b>MLAC 1153</b>	Seminar in Language, Communication and Culture	3		
<b>ELECTIVE (Choose FOUR)</b>				
<b>MLAC 2113</b>	Corporate Communication in Emerging Media	3	12	26.67 %
<b>MLAC 2123</b>	Health and Wellness Communication	3		
<b>MLAC 2133</b>	Institutional and Organisational Discourse Studies	3		
<b>MLAC 2143</b>	Language, Media and Globalisation	3		
<b>MLAC 2153</b>	Multimodal Discourse	3		
<b>MLAC 2163</b>	Persuasive Communication	3		
<b>MLAC 2173</b>	Popular Culture and the internet	3		
<b>MLAE 1113</b>	Issues in Language for Specific Purposes	3		
<b>MLAE 1123</b>	Language Learning Theories	3		
<b>MLAE 2113</b>	Bahasa Melayu Tinggi dan Budaya Digital	3		
<b>MLAE 2123</b>	Language Training Design	3		
<b>MLAE 2133</b>	Literacy in the Digital Age	3		
<b>MLAE 2143</b>	Sociolinguistics in Theory and Practice	3		
<b>MASTERS PROJECT</b>				
<b>MLAC 1084</b>	Masters Project I	4	9	20.00%
<b>MLAC 2085</b>	Masters Project II	5		
<b>UNIVERSITY GENERAL COURSES (Choose ONE)</b>				
<b>UHAP 6013</b>	Seminar on Global Development, Economic and Social Issues	3	3	6.67%
<b>UHAW/UICW 6023</b>	Philosophy of Science and Civilisation	3		
<b>UHAF 6033</b>	Dynamics of Leadership	3		
<b>UHAZ 6123</b>	Malaysian Society and Culture	3		
<b>ULAM 6013</b>	Bahasa Malaysia Penulisan Ilmiah	3		

## STUDENT ASSESSMENT

Student assessment include but are not limited to project papers, individual and group assignments, in class discussions and final examination. While students who fail to achieve an accepted standard of performance may be allowed to repeat the courses, they will have to attain a satisfactory pass (B-) before being considered as having successfully fulfilled course requirements.

Marks	Grade	Points	Level of Achievement
90-100	A+	4.00	
80-89	A	4.00	Excellent Pass
75-79	A-	3.67	
70-74	B+	3.33	
65-69	B	3.00	Good Pass
60-64	B-	2.67	Pass
55-59	C+	2.33	
50-54	C	2.00	
45-49	C-	1.67	
40-44	D+	1.33	Fail
35-39	D	1.00	
30-34	D-	0.67	
00-29	E	0.0	

### Master's Project (Masters Project I and II)

- Students will be appointed a supervisor for the Master's Project.
- The supervisor guides and advises candidates towards the successful completion of their master's project.

### Evaluation of Masters Project:

- Students submit a written project proposal for evaluation purposes. Proposal will be evaluated by the supervisor.
- The final written master's project is submitted to the supervisor and two internal examiners for evaluation.

## SAMPLE OF STUDY PLAN/SCHEME

### SAMPLE 1: STUDY DURATION – 3 SEMESTERS

Code	Course	Credit
<b>YEAR 1 – SEMESTER 1</b>		
<b>MLAC 1013</b>	<b>Qualitative Research Method</b>	<b>3</b>
MLAC 1113	Language and Communication Theories and Practices	3
MLAC 1133	Discourse Analysis as Theory and Method	3
MLAC 21X3/MLAE 11X3/21X3	Elective I	3
	Elective II	3
	<b>Total Credit</b>	<b>15</b>
<b>YEAR 1 – SEMESTER II</b>		
<b>MLAC 1023</b>	<b>Quantitative Research Method</b>	<b>3</b>
MLAC 1123	Theorizing Digital Culture	3
MLAC 1143	Computer Mediated Communication	3
MLAC 1153	Seminar in Language, Linguistics and Culture	3
MLAC 1084	Masters Project I	4
	<b>Total Credit</b>	<b>16</b>
<b>YEAR 1 – SEMESTER III</b>		
-	-	-
	<b>Total Credit</b>	<b>0</b>

YEAR 2 – SEMESTER I		
MLAC 21X3/MLAE 11X3/21X3	Elective III	3
	Elective IV	3
UHXX/ULAM 6XXX	University General Course	3
MLAC 2085	Masters Project II	5
	Total Credit	14
YEAR 2 – SEMESTER II		
-	-	-
	Total Credit	0
YEAR 2 – SEMESTER III		
-	-	-
	Total Credit	0
<b>TOTAL CREDIT</b>		<b>45</b>

**SAMPLE 2: STUDY DURATION – 4 SEMESTERS**

Code	Course	Credit
<b>YEAR 1 – SEMESTER 1</b>		
<b>MLAC 1013</b>	<b>Qualitative Research Method</b>	<b>3</b>
MLAC 1113	Language and Communication Theories and Practices	3
MLAC 1133	Discourse Analysis as Theory and Method	3
MLAC 21X3/ MLAE 11X3/21X3	Elective I	3
	Total Credit	12
<b>YEAR 1 – SEMESTER II</b>		
<b>MLAC 1023</b>	<b>Quantitative Research Method</b>	<b>3</b>
MLAC 1123	Theorizing Digital Culture	3
MLAC 1143	Computer Mediated Communication	3
MLAC 21X3/ MLAE11X3 /21X3	Electve II	3
	Total Credit	12
<b>YEAR 1 – SEMESTER III</b>		
-	-	-
	Total Credit	0

Code	Course	Credit
<b>YEAR 2 – SEMESTER I</b>		
MLAC 21X3/ MLAE11X3 /21X3	Elective II	<b>3</b>
MLAC 1153	Seminar in Language, Linguistics and Culture	<b>3</b>
MLAC 1084	Masters Project I	<b>4</b>
	Total Credit	<b>10</b>
<b>YEAR 2 – SEMESTER II</b>		
MLAC 21X3/MLAE 11X3/21X3	Elective IV	<b>3</b>
UHXX/ULAM 6XXX	University General Course	<b>3</b>
MLAC 2085	Masters Project II	<b>5</b>
	Total Credit	<b>11</b>
<b>YEAR 2 – SEMESTER III</b>		
-	-	-
	Total Credit	<b>0</b>
<b>TOTAL CREDIT</b>		<b>45</b>

**SAMPLE 3: STUDY DURATION – 5 SEMESTERS (2.5 YEARS)**

Code	Course	Credit
<b>YEAR 1 – SEMESTER 1</b>		
<b>MLAC 1013</b>	<b>Qualitative Research Method</b>	<b>3</b>
MLAC 1113	Language and Communication Theories and Practices	3
MLAC 1133	Discourse Analysis as Theory and Method	3
	Total Credit	9
<b>YEAR 1 – SEMESTER II</b>		
<b>MLAC 1023</b>	<b>Quantitative Research Method</b>	<b>3</b>
MLAC 1123	Theorizing Digital Culture	3
MLAC 21X3/MLAE 11X3/21X3	Elective I	3
	Total Credit	9
<b>YEAR I – SEMESTER III</b>		
-	-	-
	Total Credit	0

Code	Course	Credit
<b>YEAR 2 – SEMESTER I</b>		
MLAC 1143	Computer Mediated Communication	3
MLAC 1153	Seminar in Language, Linguistics and Culture	3
MLAC 21X3/ MLAE 11X3/21X3	Elective II	3
	<b>Total Credit</b>	<b>9</b>
<b>YEAR 2 – SEMESTER II</b>		
MLAC 21X3/MLAE 11X3/21X3	Elective III	3
MLAC 21X3/MLAE 11X3/21X3	Elective IV	3
MLAC 1084	Masters Project I	4
	<b>Total Credit</b>	<b>10</b>
<b>YEAR 2 – SEMESTER III</b>		
-	-	-
	<b>Total Credit</b>	<b>0</b>

Code	Course	Credit
<b>YEAR 3 – SEMESTER I</b>		
<b>UHXX/ULAM 6XXX</b>	<b>University General Course</b>	<b>3</b>
<b>MLAC 1084</b>	<b>Masters Project II</b>	<b>5</b>
	<b>Total Credit</b>	<b>8</b>
<b>YEAR 3 – SEMESTER II</b>		
-	-	-
	<b>Total Credit</b>	<b>0</b>
<b>YEAR 3 – SEMESTER III</b>		
-	-	-
	<b>Total Credit</b>	<b>0</b>
<b>TOTAL CREDIT</b>		<b>45</b>

