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| Kod Modul | AS-1306 | | |
| Tajuk Modul | Sastera dan Industri Kreatif | | |
| Ijazah /Diploma | Sarjana Muda Sastera (Kesusasteraan Melayu) | | |
| Jenis Modul | Teras Major / Breadth | | |
| Kredit Modular | 4 | Jumlah Beban Tugas Pelajar | 8 jam seminggu |
| | | Masa Kontak | 4 jam seminggu |
| Prasyarat | Tiada | | |
| Antisyarat | Tiada | | |

Matlamat

Modul ini akan memperlengkapan pengetahuan pelajar tentang hubungan dunia kesusasteraan, media dan teknologi yang boleh pelajar kembangkan dalam pembangunan sastera digital, teknologi sastera dan industri media serta mampu menyerapkan elemen sastera ke dalam industri kreatif.

Hasil Pembelajaran

Setelah pelajar melengkapkan modul ini, pelajar akan dapat:

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| Aras Rendah | 30% | <ul style="list-style-type: none"> memahami dan mengetahui ruang industri kreatif dan kandungan sastera (konten kreatif) yang ada dalam setiap media berkenaan |
| Aras Sederhana | 60% | <ul style="list-style-type: none"> boleh mengemukakan cadangan dan analisis kuantitatif dan kualitatif terhadap peranan industri kreatif dalam menyebarkan data kesusasteraan |
| Aras Tinggi | 10% | <ul style="list-style-type: none"> menggunakan pengetahuan dalam kursus ini bagi menerobos atau menyalurkan apa saja bidang kesusasteraan dalam industri kreatif |

Kandungan Modul

- Perdebatan pertembungan kesusasteraan Melayu dengan globalisasi media.
- Dimensi kesusasteraan Melayu dengan industri kreatif global (media konvensional, media baru dan kontemporari)
- Isu-isu dari Dunia Melayu (bidang media, internet, pelancongan, budaya popular, hiburan dan lain-lain)
- Membincangkan kefahaman terhadap faktor kepelbagaian dan kelainan pengamalan Kesusasteraan Melayu dalam kemodenan industri kreatif yang berdimensikan ekonomi dan budaya.

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| Penilaian | Penilaian Formatif | Perbincangan dan maklum balas mingguan. |
| | Penilaian Sumatif | Peperiksaan: 50% |
| | | Kerja Kursus: 50% <ul style="list-style-type: none"> 1 Esei Individu 20% Pembentangan 10% Projek Kumpulan/Ujian 20% |

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| Module Code | AS-1306 | | | | | | | | | | | |
| Module Title | Literature and Creative Industry | | | | | | | | | | | |
| Degree/Diploma | Bachelor of Arts (Malay Literature) | | | | | | | | | | | |
| Module Type | Core / Breadth | | | | | | | | | | | |
| Modular Credits | 4 | Total Student Workload | 8 hrs/week | | | | | | | | | |
| | | Contact Hours | 4 hrs/week | | | | | | | | | |
| Pre-requisite | None | | | | | | | | | | | |
| Anti-requisite | None | | | | | | | | | | | |
| Aims This module will enhance students' understanding of the connections between literature, media, and technology, allowing them to develop digital literature, literary technology, and the media industry and integrate literary components into the creative industry. | | | | | | | | | | | | |
| Learning Outcomes <i>On successful completion of this module, a student will be expected to be able to:</i> <table border="1"> <tr> <td>Lower Order</td> <td>30%</td> <td> <ul style="list-style-type: none"> comprehend and be knowledgeable of the creative industry space and literary material (creative content) in each media </td> </tr> <tr> <td>Middle Order</td> <td>60%</td> <td> <ul style="list-style-type: none"> provide recommendations, as well as quantitative and qualitative analyses, on the role of the creative industry in distributing literature-related information </td> </tr> <tr> <td>Upper Order</td> <td>10%</td> <td> <ul style="list-style-type: none"> channel the skills gained in this course to any field of literature within the creative industry. </td> </tr> </table> | | | | Lower Order | 30% | <ul style="list-style-type: none"> comprehend and be knowledgeable of the creative industry space and literary material (creative content) in each media | Middle Order | 60% | <ul style="list-style-type: none"> provide recommendations, as well as quantitative and qualitative analyses, on the role of the creative industry in distributing literature-related information | Upper Order | 10% | <ul style="list-style-type: none"> channel the skills gained in this course to any field of literature within the creative industry. |
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| Upper Order | 10% | <ul style="list-style-type: none"> channel the skills gained in this course to any field of literature within the creative industry. | | | | | | | | | | |
| Module Contents <ul style="list-style-type: none"> The collision between Malay Literature and media globalization. Dimensions of Malay Literature with the global creative industries (conventional media, new and contemporary media) Issues from the Malay World in the field of media, internet, tourism, popular culture, entertainment, etc A discussion on understanding the factors of diversification and variances of Malay Literature practice in the modernity of creative industries with economic and cultural dimensions. | | | | | | | | | | | | |
| Assessment | Formative Assessment | Weekly discussion and feedback. | | | | | | | | | | |
| | Summative Assessment | Exam: 50% | | | | | | | | | | |
| | | Coursework: 50% <ul style="list-style-type: none"> 1 Individual essay 20% Presentation 10% Group project/test 20% | | | | | | | | | | |