![UMY - Universitas Muhammadiyah Yogyakarta - International Program of Communication Studies - Unggul & Islami]

IP-COS SUMMER COURSE 2023

INTERNATIONAL PROGRAM OF COMMUNICATION STUDIES (IP-COS)
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA, INDONESIA

TABLE OF CONTENT

THEME 1:
Rethinking Communication, Media, and Diversity on Contemporary Indonesian Context

OVERVIEW

Indonesia is the archipelago country made up of more than 17,000 islands and home to 270 million people, consist of different ethnicity, religion, social class, gender, race, age etc. During the New Order period, Suharto, the president and his dictatorship authority had succeed in giving image of Indonesia as a peaceful and democratic state. Thus, Indonesia was considered a model state for diversity and tolerance. In fact it was just a pseudo-harmony.

After the end of Suharto's dictatorship in 1998, problems began to emerge as a result of the differences that had been forced to unite so far. Frictions due to issues of ethnicity, religion, class and gender have started to emerge which have the potential to threaten peace.

Media has important roles on the social cohesion of diverse societies. Media should contribute to hindering and not to damaging relationships between the social groups composing diversified society. It is of course something important and interesting to discuss. There are some cases relating to the position of media in the diverse society in Indonesia that we need to analyze.

This program will focus on the contemporary Indonesian issues on media and diversity. First, we will learn about the concept of multiculturalism and pluralism, and how the two concepts work in Indonesia. Then we come to the case studies on the media, from journalism, film, advertising, etc., related to some issues on class, race and ethnicity, religion, gender, and minority groups. Finally, we also need to discuss the potential media to promote diversity and inclusiveness.

PARTICIPANTS

This program is open to all of undergraduate students, especially from social sciences (communications, sociology, politics, etc.) and humanities (media studies, cultural studies, anthropology, etc.)

VENUE

The entire course uses Zoom Meeting.

PROGRAM DETAILS

1. This course will take two weeks.
2. The course will have 12 meetings and 90 minutes for each meeting.
3. The elements of seminar teaching will normally include tutor-led discussions and student presentations.
4. Apart of the mid-reflection and final-reflection, tutors will monitor students' contribution to class discussions.

THE COURSE FEATURES

This course aims to encourage students to:
1. Reflect core theory of cultural diversity.
2. Introduce and illustrate the diversity and its problem in Indonesia context.
3. Provide the understanding about the diversity in Indonesian media.
4. Engage in the discussion of critical issues in diversity in Indonesia media
5. Build the networking to global environment to implement the idea of diversity in everyday life.

SYLLABI

Meeting	Content
1.	Introduction of Cultural Diversity: Multiculturalism and Pluralism
2.	Interpreting Diversity on Indonesian Media
3.	Reporting of Indonesian Diversity on International News Media.
4.	Portraying Class on Indonesian Media
5.	Commodification of Islam Culture in Indonesia
6.	How Indonesian Media Representing Minority Class (Disable, LGBT, women, etc.)
7.	Mid-Reflection
8.	Cross Cultural Journalism
9.	Visualizing Ethnicity on Indonesian Movie
10.	Gender and Advertising
11.	Promoting diversity and Inclusiveness through Alternative Media.
12.	Final-Reflection

Full version of syllabus and teaching material could be accessed through s.id/IPCOSSummerCourseSyllabus

THEME 2:
Activism and Social Media Movement

COURSE DESCRIPTION

The course is designed for participants to raise their awareness of issues relating to humanity (problem of diversity, the concern of minorities, equality access, etc.) and distribute human values through social media, especially in Indonesia.
The course would like to improve the communication strategy of participants through the use of social media. It helps us understand how to use the most common social networks, like Twitter, Facebook, and Instagram.

METHOD

1. The participants will create a project on digital activism as the output of the course.
2. The course will take two weeks:
- The first week is for theoretical and conceptual framework discussion.
- The second week is for designing and implementing a digital activism program (creating an online petition, hashtag, online article, social media accounts etc.)

MAIN OBJECTIVE

The course's overall objective is to empower the participants to recognize the potential of Social Media and make innovative use of these tools to improve their communication strategy, enhance the institutional image of their organizations, and support their advocacy and awareness campaigns.

By the end of this course, participants will become familiar with the use of social networks and will be able to start online campaigns according to their communication strategy.

COURSE MODULES

Subtheme 1: Introduction to Activism through Social Media
Description:
a.The Concept of Activism
b.Using Social Media for Activism
c.Understanding Solidarity through Social Media

Subtheme 2: Problems in Digital Activism
Description:
a.Imagining Equality
b.Problem Ethic in Digital World

Subtheme 3: Engaging Public
Description:
a.Contemporary Public and Civic Engagement
b.Connective Action
c.Affective Public

Subtheme 4: Understanding Algorithm
Description:
a.The logic of Algorithm
b.The mutual shaping of algorithms and social movements
c.Algorithm as propaganda, repression, and paranoia
d.Algorithm as knowledge, appropriation, and resistance

Subtheme 5: The Personal as Political: Everyday Disruptions of the Political Mainstream
Description:
a.Performances of the self
b.Negotiate power within social structures and imaginaries.

Subtheme 6: How to manage activism campaign on social media
Description:
a.Feeling Good Through Entertainment
b.Sharing Suffering on social media
c.Participating and Protesting Online

COURSE REQUIREMENTS:

1. Participants in this course are undergraduate students, postgraduate students, and digital activists.
2. Participants are willing to participate actively in the class that has been determined.
3. Participants will get the certificate if they participate in 80% of the activities in the summer course.
4. The committee will evaluate the credit score of this summer course based on the accuracy of the project being carried out.

VENUE

The entire course will be held in Universitas Muhammadiyah Yogyakarta, Indonesia.

INSTRUCTORS

Topic	Instructor
1. Introduction to Activism through Social Media	Dr. Firly Annisa
2. Problems in Digital Activism	Dr. Muria Endah Sokowati
3. Engaging Public	Wulan Widiasari, PhD Cand.
4. Understanding Algorithm	Taufiqurrahman, PhD
5. The Personal as Political: Everyday Disruptions of the Political Mainstream	Dr. Tri Hastuti N. R.
6. How to manage activism campaign on social media	Frizki Nurnisya, PhD

FEE

Free of charge for tuition fee.
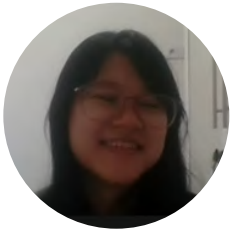
TIME

This course will be held from 24 July – 05 August 2023.

CERTIFICATION AND TRANSCRIPT

All the participant who has 80%-100% attendance the course will receive the attendance certificate and transcript. Certificates and transcript will usually be sent to students' home institutions within a month of the end of the summer school.

TESTIMONY

Among every summer school or other seminar that I've attended in Indonesia also in my country or from other countries, I think it is one of the best summer schools I've attended. I always tell my friends that I am really satisfied with the summer school, and it is one of the best. I even really want to continue my study if I have the chance at UMY because the lecturers are really good, and I really like the teaching style of every lecturer. – **Maddi, Myanmar (IPCOS Summer Course 2021's Participant)**

Studying at IPCOS UMY was not only focusing on offline lectures in class but it also gives me the chance to visit the media corporates and museum in Yogyakarta to learn about the media environment here. I like these class activities because it is interesting and interactive that makes me learn more about media in Indonesia. – **Yeo Quan Ning, Malaysia (IPCOS Summer Course 2022's Participant)**

REGISTRATION

To apply this program, you can access through this link:
s.id/IPCOSSummerCourse2023
Please register before June 30, 2023

FURTHER INFORMATION

For more information, please kindly contact:
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