

**WESTERN SYDNEY**  
UNIVERSITY



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The College

## **COMMUNICATION AND MEDIA**

**700260/900026**

**2020**



**UNIT OUTLINE**

Last amended:	February 2020
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<b>Unit name</b>	Communication and Media
<b>Unit number</b>	700260/900026
<b>Coordinator</b>	Mitchell Liddle
<b>Session</b>	2020.1
<b>Handbook summary</b>	Communication and Media introduces students to key terminology, concepts and debates in the fields of communication and media studies. The unit looks at the role of communication in a variety of private, professional and public contexts, developing students' ability to identify, evaluate and adopt effective communication practices. Students will also be introduced to the basic critical vocabulary and tools necessary to analyse media discourse and advertising.
<b>Credit point value</b>	
<b>Prerequisite/s</b>	
<b>Corequisite/s</b>	
<b>Unit incompatible with and not to be counted for credit with</b>	
<b>Assumed knowledge</b>	
<b>Unit level</b>	700260 – Diploma Level 900026 –Foundation Level
<b>Attendance requirements</b>	Students are expected to attend at least 80% of classes. Educational research consistently demonstrates that this attendance level is associated with a high likelihood of achieving a passing grade.
<b>Enrolment restrictions</b>	
<b>Learning outcomes</b>	On successful completion of this unit, students should be able to: <ol style="list-style-type: none"> <li>1. demonstrate an understanding of the components of communicative acts, private as well as public</li> <li>2. accurately apply key terminology in media and communication studies</li> <li>3. discuss the impact of globalisation and technological development on communication and media</li> <li>4. analyse the impact of media representations and advertising on the individual, as well as on broader social, political, and cultural processes</li> </ol>

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5. critically assess media content in terms of balance, accuracy and agenda
  6. demonstrate an understanding of the implications of media ownership and editorial control in the production of media texts, and
  7. discuss the concept of censorship.
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**Unit content**

In this unit students will learn about:

- Introduction to Communication and Media
  - understanding the concepts of communication and media
  - conflict resolution and negotiation strategies
  - job interviews, working in groups, technology in the workplace
  - communication: news and advertising
  - globalisation of communication and new media,
  - impact of technology and social media and
  - Media audiences, censorship and ethics.
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**Mode of delivery**

Six hours of face-to-face teaching each week together with online activities via the unit's vUWS site.

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**Online learning requirements****Essential requirements****Essential text**

- The College, *Communication and media student workbook* Western Sydney University The College Sydney

**Further resources**

- Bolton, R 1991, *People skills*, Simon Schuster, Brookvale.
  - Cunningham, S & Turner, G (eds) 2010, *The media and communications in Australia*, 3rd edn, Allen & Unwin, Crows Nest, NSW.
  - Deitz, M 2010, *Watch this space*, Cambridge University Press, Melbourne.
  - Mohan, T, McGregor, H, Saunders, S & Arceee, R 2007, *Communicating: as professionals*, Cengage Learning Australia, Sydney.
  - Murphy, K 2006, *TV land*, John Wiley & Sons, Milton.
  - Peace, A & Peace, B 2007, *The definitive book of body language*, Pease International, Queensland.
  - Salter, D 2007, *The media we deserve*, Melbourne University Press, Melbourne.
  - Simons, M 2007, *The content makers*, Penguin, Melbourne.
  - Stewart, C & Kowalztke, A 2008, *Media: new ways and meanings*, 2nd edn, John Wiley & Sons, Milton.
  - Stone, G 2007, *Who killed Channel 9?*, Pan Macmillan, Australia.
  - Walton, S & Jeffrey, W 1995, *Communication principles: a modular approach*, Prentice Hall, Sydney.
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## ASSESSMENT ITEMS AND WEIGHTING

Assessment for this unit will be based on the following components:

Task	Weighting	Learning outcomes assessed	Mandatory task
1. Class quiz	5%	1, 2	Yes
2. Seminar presentation (including individual process diary)	10%	2, 3 and 4	Yes
3. Research essay	25%	3, 4 and 5	Yes
4. Media portfolio	30%	4, 5, 6 and 7	Yes
5. Final examination	30%	2, 4, 6 and 7	Yes
Total	100%		

For details of assessment due dates, please refer to the learning guide for this unit.

All marks will be determined in accordance with The College [Assessment Policy](#).

All assessment tasks are mandatory unless otherwise specified. Should a student fail to attempt/submit the first formal assessment task in a unit, they will be deemed to be at risk and will need to follow an intervention plan in order not to receive a Fail Non-Submission (FNS) grade. However, failure to attempt/submit all other mandatory assessment tasks will result in an immediate FNS grade for the unit.

Students must attain a mark of at least 50% overall and submit all mandatory tasks in order to pass the unit.