

## EPHUMA 120: Media and Communication Studies

Callaghan

Semester 2 - 2023



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

*The Pathways and Academic Learning Support Centre recognises and respects the unique history and culture of Aboriginal and Torres Strait Islander peoples and their unbroken relationship with the lands and the waters of Australia over millennia. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education. The Centre is committed to providing a culturally safe and inclusive environment for all.*

## OVERVIEW

### Course Description

Communications and Media will provide students with an overview of the function and influence of the media industry. The course will examine the various segments of the industry, considering their history, structure and contemporary development. It will also consider how diverse media outlets are interconnected, both nationally and global, and the influence that media has on social and cultural understanding.

### Contact Hours

#### Lecture

Face to Face On Campus  
2 hour(s) per Week for 12 Weeks

#### Tutorial

Face to Face On Campus  
1 hour(s) per Week for 11 Weeks

### Unit Weighting

10

### Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

[www.newcastle.edu.au](http://www.newcastle.edu.au)

CRICOS Provider 00109J

# CONTACTS

<b>Course Coordinator</b>	Mr Peter Hill <a href="mailto:Peter.Hill@newcastle.edu.au">Peter.Hill@newcastle.edu.au</a> Consultation: Please email to schedule an appointment.	
<b>Teaching Staff</b>	Other teaching staff will be advised on the course Canvas site.	
<b>School Office</b>	<b>Callaghan</b> Ground Floor, General Purpose Building (GP) Ph: 02 4921 5558 <a href="mailto:enabling@newcastle.edu.au">enabling@newcastle.edu.au</a>	<b>Ourimbah</b> HO 168, Humanities Building Ph: 02 4348 4076 <a href="mailto:enabling@newcastle.edu.au">enabling@newcastle.edu.au</a>

# SYLLABUS

<b>Course Content</b>	<p>This course will take two key perspectives:</p> <ol style="list-style-type: none"><li>1. Firstly, the course will provide an explanation of the structure and function of the various facets of the media industry. This will include individual examination of print, radio, television and online media. It will then demonstrate how these are interconnected through centralised ownership and other commercial imperatives.</li><li>2. Secondly, the course will consider the role that the media plays in society and how the media industry responds to that responsibility. This will involve analysis of political and cultural bias, censorship and media ethics.</li></ol> <p>Each lecture topic will be accompanied by a specific case study that will be examined during tutorials. These case studies will provide a practical example to compliment the theoretic approach.</p>
<b>Course Learning Outcomes</b>	<p><b>On successful completion of this course, students will be able to:</b></p> <ol style="list-style-type: none"><li>1. Describe the development of the media, including both national and global media structures.</li><li>2. Analyse and critique diverse media output; particularly news media, and identify their political influences.</li><li>3. Write an essay at a level suitable for successful study at the introductory undergraduate level.</li><li>4. Identify and describe technological developments impacting the media industry.</li><li>5. Interpret media output in written and verbal forms.</li></ol>
<b>Course Materials</b>	All course materials will be provided on the course Canvas site.

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	17 Jul	Introduction to Media Studies Language Semiotics Communication Theory	No Tutorial	
2	24 Jul	The 'Press' Tabloid/Broadsheet News Cycle Journalism	Case Study: 'Newsworthiness'	
3	31 Jul	Radio/Podcast Public/Commercial Passive Audience Regulation	Case Study: Generating Debate	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 2 August
4	7 Aug	Television Free/Pay/Streaming Demographics Programming	Case Study: 'Groundbreaking' TV	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 9 August
5	14 Aug	Internet User-based content Interactivity Filtering	Case Study: 'Trolling'	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 16 August
6	21 Aug	'New Media' Social Networks Mobile Devices Connectivity	Presentation Input 1	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 23 August
7	28 Aug	Media Crossovers Interconnection Franchises Tie-Ins	Presentation Input 2	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 30 August
8	4 Sep	Media Ownership Local/National/ International/ Centralisation/ Globalisation Conglomerates	Case Study: Corporate Mergers	<b>Presentations (15%)</b> Due: 11.59pm Thursday 7 September
9	11 Sep	Media Bias Cultural Political Gender	Case Study: 'Gendered' Coverage	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 13 September
10	18 Sep	Censorship Ratings System Freedom of Speech Political Pressure	Case Study: 'Leaking'	<b>Essay (25%)</b> Due: 11.59pm, Thursday 28 September <b>(First week of mid term break)</b>
<b>Mid Term Break</b>				
<b>Mid Term Break</b>				
11	9 Oct	Media Ethics Public Interest Legislation Sensitive Reporting	Case Study: 'Insensitive' Reporting	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 11 October
12	16 Oct	Advertising Psychology Language Branding	Case Study: 'Emotional' Advertising	<b>Blog Post (2.5%)</b> Due: 9am, Wednesday 18 October
13	23 Oct	No Lecture	No Tutorial	<b>Take Home Exam (40%)</b> Due: 11.59pm, Tuesday 31 October
<b>Examination Period</b>				
<b>Examination Period</b>				

# ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Blog Posts	Weeks 3, 4, 5, 6, 7, 9, 11, 12 (See the Schedule for exact submission day and time)	Individual	20%	1, 2, 5
2	Presentations	11.59pm, Thursday 7 September (Week 8)	Individual	15%	1, 2, 4, 5
3	Essay	11.59pm, Thursday 28 September (first week of mid term break)	Individual	25%	1, 2, 3, 4, 5
4	Take home exam	11.59pm, Tuesday 31 October	Individual	40%	1, 2, 3, 4, 5

**Late Submissions** The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 5% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

## Assessment 1 - Blog Posts

<b>Assessment Type</b>	Online Learning Activity
<b>Description</b>	Students submit a Blog Post, commenting on a self-chosen media reading relevant to the week's topic.
<b>Weighting</b>	20%
<b>Due Date</b>	Weeks: 3, 4, 5, 6, 7, 9, 11, 12.
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Marking Rubric available on Canvas
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 2 - Presentations

<b>Assessment Type</b>	Presentation
<b>Description</b>	Each student gives a presentation of four minutes that demonstrates how a major news story has been covered by different outlets across different media types (e.g., print, radio, television, online, podcast, etc), and analyses how and why the coverage differs across these types.
<b>Weighting</b>	15%
<b>Due Date</b>	11.59pm, Thursday 7 September (Week 8).
<b>Submission Method</b>	Online via ZOOM, Panopto, or similar recording.
<b>Assessment Criteria</b>	Marking Rubric available on Canvas.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 3 - Essay

<b>Assessment Type</b>	Essay
<b>Description</b>	The Essay question will be made available on Canvas
<b>Weighting</b>	25%
<b>Due Date</b>	11.59pm, Thursday 28 September (first week of mid term break)
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Marking Rubric available on Canvas.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 4 - Take home exam

<b>Assessment Type</b>	In Term Test
<b>Description</b>	The Take Home Exam will consist of two Parts. Part 1 will be two short answer questions (400 words each). Part 2 will be an essay question (1200 words). Further details will be provided on Canvas.
<b>Weighting</b>	40%
<b>Due Date</b>	11.59pm, Tuesday 31 October
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Marking Rubrics available on Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	No Feedback

## ADDITIONAL INFORMATION

**Grading Scheme** This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

### Communication Methods

**Email** is the principal form of communication at the university and within this course. Always use your student email (NUmail), rather than a private email address, and check this regularly. As Course Coordinator I will try to respond to your email within three (3) working days. I will not normally respond to emails over the weekends. Please be courteous in your email communication and in the online space. The University of Newcastle has a [Social Media Communication Guideline](#) that covers all communications in the University for staff and students.

**Canvas** is used to distribute course material, announcements and other information. It is also used for online quizzes and to allow students to track their individual progressive assessment results throughout the semester via Grades. Recordings of the lectures will also be available.

**Discussions:** You can ask questions about minor issues on the Discussion forums. Students are strongly encouraged to use these to communicate with each other, discuss issues relating to the course, and solve minor problems.

<b>Additional Contact Details</b>	If you have any questions about your course, please speak with your course coordinator, lecturer or tutor first.  For general enquiries, please contact the Pathways and Academic Learning Support Centre Office or your Student Liaison Officer. Additional contacts will be available on your Canvas site.	
<b>Pathways and Academic Learning Support Centre Office</b>	<b>Callaghan</b> Ground Floor, General Purpose Building (GP) Ph: 02 4921 5558 <a href="mailto:enabling@newcastle.edu.au">enabling@newcastle.edu.au</a>	<b>Ourimbah</b> HO 168, Humanities Building Ph: 02 4348 4076 <a href="mailto:enabling@newcastle.edu.au">enabling@newcastle.edu.au</a>
<b>Student Liaison Officer</b>	<a href="mailto:PALS-SLO@newcastle.edu.au">PALS-SLO@newcastle.edu.au</a>	
<b>Yapug</b>	<b>Indigenous Enabling Learning Advisor</b> Hannah Pipe Birabahn Building Ph: 02 4921 7952 <a href="mailto:Hannah.Pipe@newcastle.edu.au">Hannah.Pipe@newcastle.edu.au</a>	<b>Program Convenor</b> Dan Collins SAS-217, Birabahn Building Ph: 02 4055 3266 <a href="mailto:Daniel.Collins@newcastle.edu.au">Daniel.Collins@newcastle.edu.au</a>
<b>Attendance and Engagement</b>	<p>In addition to face-to-face hours in class, out-of-class study and related work will require an additional commitment of up to 10 hours per week of reading, preparation, and study time over the semester. Students are required to spend on average 120-140 hours of effort (contact and non-contact including assessment) per semester per 10 unit course.</p> <p>To maximise your learning opportunities, you should read all relevant material prior to attending lectures and tutorials.</p> <p>It is strongly recommended that you attend your lectures and tutorials every week. Our data shows that you will get better results if you attend these classes with your peers. If you do have to miss a class, you should catch up on any missed work by accessing lecture recordings and resources available on your Canvas site. <b>If you cannot attend at least 50% of your tutorials, please contact your Course Coordinator or Student Liaison Officer and discuss the options.</b></p> <p>A plan of regular revision throughout the semester is also strongly recommended to help you manage your time, consolidate information and retain that knowledge for the duration of the course and beyond.</p> <p>Assessment items have been designed to reinforce and revise the course material, and ensure you are up to date with course content. You are required to submit all assessable items by the due dates unless prior arrangements have been made.</p>	
<b>Timetable</b>	Your timetable for this course is available via the myUni Student Portal and can also be found <a href="#">here</a> .	
<b>Software</b>	Free Microsoft Office software is available to enrolled students <a href="#">here</a> and includes 5 TB of free cloud storage with OneDrive.	
<b>Written Assessment Word Limits</b>	Word limits for your written assessments includes headings, sub-heading, in-text citations, quotes and referencing but does not include the list of references, appendices and footnotes. You will not receive a penalty for exceeding the word limit (there is a tolerance of up to 10%), but any work after the maximum word limit may not be included within the allocation of marks.	

<b>Adverse Circumstances</b>	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s).</p> <p>Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none"><li>1. the assessment item is a major assessment item; or</li><li>2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;</li><li>3. you are requesting a change of placement; or</li><li>4. the course has a compulsory attendance requirement.</li></ol> <p>Before applying you must refer to the <a href="#">Adverse Circumstances Affecting Assessment Items Procedure</a>.</p> <p>In the Pathways and Academic Learning Support Centre, applications for Adverse Circumstances must be lodged via the online Adverse Circumstances system for all individual assessment items worth 30% or greater.</p>
<b>Oral Interviews (Vivas)</b>	<p>As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <a href="#">Oral Examination (viva) Procedure</a>. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <a href="#">Student Conduct Rule</a>.</p>
<b>Academic Misconduct</b>	<p>All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. Please refer to the <a href="#">Student Academic Integrity Policy</a>.</p>
<b>Student Support</b>	<p>A wide range of help, advice and support sessions will be available during your studies and emails will be sent throughout the semester as a reminder at key times.</p>
<b>Course Evaluation</b>	<p>Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.</p>
<b>Important Policy Information</b>	<p>The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the <a href="#">policies and procedures</a> that support a safe and respectful environment at the University.</p>
<b>Workplace Health and Safety Requirements</b>	<p>There are no specific WH&amp;S requirements for this course.</p>

*This course outline was approved by the Director, PALS. No alteration of this course outline is permitted without Director approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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