School of Humanities Creative Industries SocialSci

CMNS1234: Media and Communication Concepts
Singapore PSB
Trimester 1 - 2024 (Singapore)

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description

This foundational survey course introduces students to major perspectives used in communication studies and gives an introduction to the basic communication models, key terms and concepts used in the discipline. It introduces students to a broad range of theories in order to evaluate communication and media in its many forms and investigate its relationship to society and culture. Particular attention will be paid to communication functions, structures, audiences, news, media effects, advertising and propaganda, intersecting narratives such as gender, race and class that occur in communication contexts, as well as international and global communication, ideology and popular culture. In doing this it not only gives an overview of the social and cultural contexts in which communication and media occurs but also requires students to think critically and analytically about this relationship.

Academic Progress Requirements

Nil

Requisites

This course replaces CMNS1110. If you have successfully completed CMNS1110 you cannot enrol in this course.

Contact Hours

Singapore PSB
Lecture
Face to Face On Campus
1 hour(s) per week(s) for 12 week(s) starting Week 1

Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 12 week(s) starting Week 1

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.

CONTACTS

Course Coordinator	**Singapore PSB**
	Mr Kin Wong
	Kin.Wong@newcastle.edu.au
	Consultation: In Class or by Email

Teaching Staff	Other teaching staff will be advised on the course Canvas site.

School Office	**PSB Academy Enquiries**
	Log your question or request to the PSB Program Executives at the following website:
	http://www.psb-academy.edu.sg/enq
	+65 6390 9000

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SYLLABUS

Course Content

1. Overview of the development of communication studies.2. Survey and mapping of contributing disciplinary perspectives.3. Introduction of key concepts, terms and models.4. Theoretical perspectives relevant to communication studies5. An examination of the relationship between communication, in its many media forms, and culture and society.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Demonstrate their understanding of the foundational material of communication studies through written and oral presentations.

2. Explain key terms, models, concepts and a range of theories about communication.

3. Describe the conceptual connections between foundational models and theories about communication and media.

4. Demonstrate critical thinking and analytical skills expressed in written and verbal modes.

5. Express the capacity for independent research, critique and present arguments using academic modes of communication.

Course Materials Available on Canvas

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	Introduction to the Course Communication as an Object of Study: Mapping the Territory	Explanation of assessment Allocation of Student Seminar topics Putting together and delivering class presentations	
2	15 Jan	Information Theory	Tutorial Discussion	
3	22 Jan	Persuasion, Propaganda and Effects Theory	Student Seminar presentation Tutorial Discussion	
4	29 Jan	Ideology, Political Economy and the Cultural Industries	Student Seminar presentation Tutorial Discussion	Research Exercise assignment
5	5 Feb	Technological Innovation: Social or Technological Determinism?	Student Seminar presentation Tutorial Discussion	Research Exercise assignment
Recess				
6	19 Feb	Structuralism and Semiotics	Student Seminar presentation Tutorial Discussion	Research Exercise assignment
7	26 Feb	The Discourses of French Post- structuralism	Student Seminar presentation Tutorial Discussion	Research Exercise assignment
8	4 Mar	British Cultural Studies: Valuing Popular Culture	Tutorial Discussion	Research Exercise assignment
9	11 Mar	Audience Studies: Moving from Passive to Active Conceptions	Tutorial Discussion	Major Essay
10	18 Mar	International and/or Global Communication	Student Seminar presentation Tutorial Discussion	Research Exercise assignment
11	25 Mar	The Influence of French and British Sociology on Communication Studies	Tutorial Discussion	Research Exercise assignment
12	1 Apr	Summary and Review	Multiple-Choice Test	Major Essay Due
13	8 Apr		Additional Presentations if needed	
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Written Assignment	Presentation at designated Tutorial time and venue from weeks 4-11. Research paper to be submitted 1 week after.	Individual	30%	1, 3, 5
2	Major Essay	Week 12	Individual	40%	3, 4, 5
3	Multiple Choice Test	Week 12	Individual	30%	1, 2

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 10% 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 - Written Assignment

Assessment Type	Written Assignment
Description	Research Exercise Presentation & Paper.
	Students will conduct Library research on the allocated seminar question corresponding to their presentation week. Students will then give a 10-minute seminar presentation on that research during their regular tutorial class. Following group discussion in the tutorial class, the student will then write up the research as a 1200-words paper. The research exercise paper is to be submitted through Turnitin one week after the scheduled presentation. A complete Weekly Schedule of Lecture Topics, Required Readings and Research Exercise/Seminar
	Presentation Topics is available on the Canvas site.
Weighting	30%
Length	1200 word
Due Date	Presentation at designated Tutorial time and venue.
Submission Method	Online
	Electronic copy of paper to be submitted through Turnitin (4pm, Friday – during the next week following the presentation).
Assessment Criteria	A marksheet is posted on the CMNS1234 Canvas site
Return Method	Not Returned
Feedback Provided	Online - .

Assessment 2 - Major Essay

Assessment Type	Written Assignment
Description	Write a 1500-word essay. Choose one (1) of the three (3) essay topics posted on the CMNS1234 Canvas site.
Weighting	40%
Length	1500 word
Due Date	
Submission Method	Online
Assessment Criteria	A marksheet is posted on the CMNS1234 Canvas site
Return Method	Not Returned
Feedback Provided	Online - .

Assessment 3 - Multiple Choice Test

Assessment Type	In Term Test
Description	The Multiple-Choice Test will cover all sections and topics of the course, with questions derived from weekly readings and lectures.
	See details on the CMNS1234 course site.
Weighting	30%
Length	NA
Due Date	Week 12 in class
Submission Method	Online
	Online. To be held in Lecture time
Assessment Criteria	see details on the CMNS1234 Canvas site
Return Method	Not Returned
Feedback Provided	Online - . Grade posted on the CMNS1234 course site
	Numeral grade only.

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

Communication methods used in this course include:
- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

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.

Oral Interviews (Vivas)

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 Oral Examination (viva) Procedure. 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 Student Conduct Rule.

Academic Misconduct

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. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35.

Adverse Circumstances

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). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
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;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

https://policies.newcastle.edu.au/document/view-current.php?id=236

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School 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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