

CMNS2000: Digital Media Engagement

Newcastle City Precinct

Semester 1 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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	Digital and social media have transformed our lives, and how individuals, professionals, and organisations engage with their audiences. Students will learn about the theoretical and cultural dynamics of digital communication. This course provides students with an opportunity to investigate a range of digital and social media forms and practices. It provides students with an opportunity to investigate social, political, economic, and cultural implications of digital media engagement from both Western and non-Western perspectives. Students will also create a professional profile that enables and equips students to connect with industry professionals and become work-ready.
Academic Progress Requirements	Nil
Assumed Knowledge	Students should have an established e-portfolio (such as in CMNS1234).
Contact Hours	Newcastle City Precinct Lecture Face to Face On Campus 1 hour(s) per week(s) for 6 week(s) starting in week 1 Weeks 1-5 and Week 7 (public holiday adjustment) Tutorial Face to Face On Campus 2 hour(s) per week(s) for 11 week(s) starting in week 2 Weeks 2-4 and Weeks 6-13 (public holiday adjustment)
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

CONTACTS

Course Coordinator	Newcastle City Precinct Dr Andrea Cassin Andrea.Cassin@newcastle.edu.au (02) 4921 6765 Consultation: by appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street, Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	The course will cover: <ul style="list-style-type: none">• Introduction to digital media engagement.• Cultural frameworks and audiences in digital media engagement.• Professional online branding.• Digital and social media metrics and analytics.• Challenges and limitations of digital media engagement (i.e., social, legal, and ethical aspects).• Implications of digital media on the media industry (i.e., economic and political frameworks).• New forms of digital media engagement & future perspectives.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Explain how a range of digital media tools and/or platforms can be used to foster audience engagement.2. Analyse and critique digital audience engagement strategies with a particular focus on legal and ethical issues.3. Develop a digital media engagement strategy to achieve a professional objective.4. Communicate effectively orally and using digital media.
Course Materials	Available on the course website in Canvas

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	Introduction & course overview: What is digital media and what is “engagement”?	Lecture	
2	4 Mar	Cultural Frameworks, mediatization and the active and engaged audience	Lecture & Tutorials	Assessment 1: Tutorial Quiz
3	11 Mar	User generated content and audience participation	Lecture & Tutorials	Tutorial Quiz
4	18 Mar	The (professional) online branding of self	Lecture & Tutorials	Tutorial Quiz
5	25 Mar	Researching digital media and web-based metrics and analytics	Lecture ONLY (public holiday adjustment)	
6	1 Apr	As above (public holiday adjustment)	Tutorials ONLY (public holiday adjustment)	Tutorial Quiz
7	8 Apr	Social media metrics and analytics	Lecture & Tutorials	Assessment 2: Professional Online Profile, due Friday midnight
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	Challenges of digital media engagement	Tutorials	Tutorial Quiz
9	6 May	Digital Disruption: how digital media has changed the media industry	Tutorials	Tutorial Quiz
10	13 May	New forms of media engagement: AR, VR and Gamification	Tutorials	Tutorial Quiz
11	20 May	Future perspectives: communication in the meta-verse?	Tutorials	Tutorial Quiz
12	27 May	In-class presentations	Tutorials	Assessment 3: Group Presentations
13	3 Jun	In-class presentations	Tutorials	Assessment 3: Group Presentations
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	Weekly Quiz	In class for 8 weeks (weeks 2-4, week 6, and weeks 8-11)	Individual	30% (8x3.75%)	1, 2
2	Online Professional Profile	Week 7, Friday 12 th April 11:59 pm	Individual	30%	1, 2, 3, 4
3	Analysing and making recommendation for improvement of digital and social media presences	In class week 12 (week commencing Monday 27 th May) and week 13 (week commencing Monday 3 rd June)	Group	40%	1, 2, 3, 4

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 - Weekly Quiz

Assessment Type

Tutorial / Laboratory Exercises

Description

Students need to complete eight tutorial quizzes answering questions that test their knowledge and understanding of the weekly topic they should have gained by completing the learning modules and attending the lecture.

Weighting

30% (8x3.75%)

Length

15 mins per week (8 weeks)

Due Date

Weeks 2-4, 6, and 8-11, in-class.

Submission Method

Online on Canvas (in-class)

Assessment Criteria

Not applicable

Return Method

Not Returned

Feedback Provided

Online

Assessment 2 - Online Professional Profile

Assessment Type

Professional Task

Description

Students are asked to (further) develop their professional online presence to make it more engaging by applying digital engagement strategies covered in this course. Together with their professional online profile students write a report which outlines the rationale for the contents and presentation of their profile, as well as evidence of how they optimised their professional online presence (e.g., before and after screenshots) including use of digital and social media analysis and metrics.

Weighting

30%

Length

1500 words or equivalent

Due Date

Week 7, Friday 12th April 11:59 pm

Submission Method

Online on Canvas

Assessment Criteria

Level of professionalism
Application of course concepts
Research and analysis
Writing & Structure

Return Method

Online

Feedback Provided

Online

Assessment 3 - Analysing and making recommendation for improvement of digital and social media presences

Assessment Type	Presentation
Description	Student will work in teams to select an online celebrity who actively uses digital and social media to engage audiences. Student teams are expected to apply the course concepts to analyse the celebrities' online activities and make recommendations for improvement of the celebrities' digital presence and their use of digital and social media.
Weighting	40%
Length	4-5 mins approx. per student
Due Date	Week 12 (week commencing Monday 27 th May) and week 13 (week commencing Monday 3 rd June).
Submission Method	In Class
Assessment Criteria	Structure and timing of presentation Analysis of celebrities' digital and social media communication activities Integration of competitors best/worst practice Recommendations for improvement Application of course concepts Presentation skills Handling of questions
Return Method	Not Returned
Feedback Provided	Online

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 & Canvas announcements,
- E-mails, and
- Face-to-face communication during class or consultations.

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	<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). 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">1. the assessment item is a major assessment item; or2. 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; or4. the course has a compulsory attendance requirement. <p>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</p>
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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