

EPHUMA 120: Media and Communication Studies

Callaghan

Semester 1 - 2024



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.

Academic Progress Requirements Nil

Contact Hours
Lecture
Face to Face On Campus
2 hour(s) per week(s) for 12 week(s) starting Week 1
Tutorial
Face to Face On Campus
1 hour(s) per week(s) for 11 week(s) starting Week 2

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

Course Content	<p>This course will take two key perspectives:</p> <ol style="list-style-type: none">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.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. <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>
Course Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Describe the development of the media, including both national and global media structures.2. Analyse and critique diverse media output; particularly news media, and identify their political influences.3. Write an essay at a level suitable for successful study at the introductory undergraduate level.4. Identify and describe technological developments impacting the media industry.5. Interpret media output in written and verbal forms.
Course Materials	All course materials will be provided on the course Canvas site. Students are not required to purchase a textbook.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	Introduction to Media Studies Language Semiotics Communication Theory	No Tutorial	
2	4 Mar	The 'Press' Tabloid/Broadsheet News Cycle Journalism	Case Study: 'Newsworthiness'	
3	11 Mar	Radio/Podcast Public/Commercial Passive Audience Regulation	Case Study: Generating Debate	Blog Post (5%) Due: 9am, Wednesday 13 March
4	18 Mar	Television Free/Pay/Streaming Demographics Programming	Case Study: 'Groundbreaking' TV	
5	25 Mar	Internet User-based content Interactivity Filtering	Case Study: 'Trolling'	
6	1 Apr	'New Media' Social Networks Mobile Devices Connectivity	Case Study: Presentation Input 1	Blog Post (5%) Due: 9am, Wednesday 3 April
7	8 Apr	Media Crossovers Interconnection Franchises Tie-Ins	Presentation Input 2	Presentations (15%) Due: 11:59pm, Tuesday 16 th April (first week of Recess)
Recess				
Recess				
8	29 Apr	Media Ownership Local/National/ International/ Centralisation/ Globalisation/ Conglomerates	Case Study: Corporate Mergers	
9	6 May	Media Bias Cultural Political Gender	Case Study: 'Gendered Coverage'	Blog Post (5%) Due: 9am, Wednesday 8 May
10	13 May	Censorship Ratings Systems Freedom of Speech Political Pressure	Case Study: 'Leaking'	Essay (25%) Due: 11.59pm, Sunday 19 May
11	20 May	Media Ethics Public Interest Legislation Sensitive Reporting	Case Study: 'Insensitive' Reporting	
12	27 May	Advertising Psychology Language Branding	'Emotional' Advertising	Blog Post (5%) Due: 9am, Wednesday 29 May
13	3 Jun	No Lecture	No Tutorial	Take Home Exam (40%) Due: 11.59pm, Tuesday 11 June
Examination Period				
Examination Period				

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	Wednesdays 9am Weeks 3, 6, 9, 12	Individual	20%	1, 2, 5
2	Presentations	Tuesday 16 th April 11:59pm	Individual	15%	1, 2, 4, 5
3	Essay	Sunday 19 th May 11:59pm	Individual	25%	1, 2, 3, 4, 5
4	Take home exam	Tuesday 11 th June 11:59pm	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

Assessment Type Online Learning Activity
Description Students submit a Blog Post of 450-500 words analysing a course reading or media piece from a specified course topic.
Weighting 20%
Due Date Wednesdays 9am Weeks 3, 6, 9, 12
Submission Method Online
Assessment Criteria Rubric provided in Canvas
Return Method Online
Feedback Provided Online

Assessment 2 - Presentations

Assessment Type Presentation
Description Each student gives a presentation of four (4) 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 analyse how and why the coverage differs across these types. Students will submit a recording of their presentation via Zoom, Panopto or similar format.
Weighting 15%
Due Date Tuesday 16th April 11:59pm
Submission Method Online
Assessment Criteria Rubric provided in Canvas
Return Method Online
Feedback Provided Online

Assessment 3 - Essay

Assessment Type Essay
Description Write a 1200 word essay about a 'new' media company (e.g. BuzzFeed, Netflix, Spotify, Huffington Post). Analyse its characteristics and the features it has that justify the label 'new' media. Evaluate its success in differentiating itself from traditional media companies and describe how it has succeeded by differentiating itself from traditional media companies.
Weighting 25%
Due Date Sunday 19th May 11:59pm
Submission Method Online
Assessment Criteria Rubric provided in Canvas
Return Method Online
Feedback Provided Online

Assessment 4 - Take home exam

Assessment Type	In Term Test
Description	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 in Canvas.
Weighting	40%
Due Date	Tuesday 11 th June 11:59pm
Submission Method	Online
Assessment Criteria	Rubric provided in Canvas
Return Method	Not returned
Feedback Provided	Feedback will not be provided

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.

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.

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.

Discussions forums in Canvas can be used to ask questions about minor issues. Students are strongly encouraged to use these to communicate with each other, discuss issues relating to the course, and solve minor problems.

Attendance and Engagement

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 hours including assessment) per semester per 10 unit course.

To maximise your learning opportunities, you should read all relevant material prior to attending class.

It is strongly recommended that you attend your classes every week. Our data shows that you will get better results if you attend class with your peers. If you do have to miss a class, you should catch up on any missed work by accessing lecture recordings if you are enrolled face-to-face. While online tutorials are recorded, on-campus tutorials are not, so you should view other resources available on your Canvas site and contact your course coordinator if you would like advice on how to best catch up on any material that was missed. **If you are unable to attend classes regularly you should reach out to your course coordinator as soon as possible to discuss ways that you can continue to engage with the learning material.**

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.

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.

Additional Contact Details

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. Contact details for both the office and Student Liaison Officers can be found [here](#).

Yapug students can also contact your Indigenous Enabling Learning Advisor [Hannah Pipe](#) or your Program Convenor [Dan Collins](#).

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 Adverse Circumstances must be lodged via the online Adverse Circumstances system for all individual assessment items worth 30% or greater **by 11:00pm on the day the assessment is due**. For assessment items less than 30%, you will need to contact your Course Coordinator by 11:00pm on the due date of the assessment item.

Before applying you must refer to the [Adverse Circumstances Affecting Assessment Items Procedure](#) and the [Adverse Circumstances Affecting Assessment Items Policy](#).

Please note that students must submit their adverse circumstances application via the online Adverse Circumstances system by 11:00pm on the due date of the assessment item, even if you are using a [Reasonable Adjustment Plan \(RAP\)](#) as your supporting documentation.

Written Assessment Word Limits

If this course includes written assessments, the word limit listed will include 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.

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. Please refer to the [Student Academic Integrity Policy](#).

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](#).

Workplace Health and Safety Requirements

There are no specific WH&S requirements for this course.

Software	Free Microsoft Office software is available to enrolled students here and includes 5 TB of free cloud storage with OneDrive.
Timetable	Your timetable for this course is available via the myUni Student Portal and can also be found here .
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.
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 that support a safe and respectful environment at the University.

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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