

COMM 0004 COMMUNICATION AND MEDIA (WSTC PREP)

Credit Points 10

Legacy Code 700260

Coordinator Chantal Rozairo ([https://directory.westernsydney.edu.au/search/name/Chantal Rozairo/](https://directory.westernsydney.edu.au/search/name/Chantal%20Rozairo/))

Description 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.

School Western Sydney The College

Discipline Communication And Media Studies

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 0 Preparatory subject

Equivalent Subjects COMM 0005 - Communication and Media (UWSC)

Restrictions Students must be enrolled at Western Sydney University The College.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of the components of communicative acts, private as well as public.
2. Accurately apply key terminology in the Media and Communication Studies.
3. Discuss the impact of globalisation and technological development on communication and media.
4. Analyse the impact of media representations and advertising on the individual, as well as on broader social, political, and cultural processes.
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.
7. Discuss the concept of censorship.

Subject Content

Introduction to communication and media and communicator types
 Understanding nonverbal communication
 Conflict Resolution and Negotiation
 Communication in the workplace
 Communication, News and Advertising
 The impact of technology and social media
 The globalisation of communication and new media
 Audience and censorship
 Introduction to communication and media and communicator types
 Understanding nonverbal communication

Conflict Resolution and Negotiation
 Communication in the workplace
 Communication, News and Advertising
 The impact of technology and social media
 The globalisation of communication and new media
 Audience and censorship

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Quiz	1 hour	10	N	Individual
Presentation	10-12 minutes 200-300 words	20	N	Both (Individual & Group)
Portfolio	1500-2500 words	50	N	Individual
Quiz	90 minutes	20	N	Individual

Prescribed Texts

- UWSCollege Communication and Media Textbook

Teaching Periods

Term 1

Nirimba Education Precinct

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM0004_22-T1_BL_D#subjects)

Term 3

Nirimba Education Precinct

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM0004_22-T3_BL_D#subjects)