

COMM 1020 MEDIA CULTURES AND INDUSTRIES

Credit Points 10

Legacy Code 101926

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

Description This unit introduces students to the concept of media in terms of how it has changed, how it works and its impact on our lives and society. It builds the necessary foundation for further theoretical and practical study and understanding of the media in future years. Its approach brings practice-based research together with experiential learning and theoretical reflection. At the conclusion of this unit students will be able to demonstrate a fundamental critical understanding of the media. In addition, students will have developed their digital literacy through the creation of digital creative works.

School Humanities & Comm Arts

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 1 subject

Equivalent Subjects LGYB 0221 - Approaches to Communication COMM 1002 - Approaches to Communication COMM 1021 - Media Cultures and Industries (WSTC)

Learning Outcomes

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

1. Explain what media is, using examples and academic ideas.
2. Make arguments about the impact of media on life.
3. Demonstrate media literacy through the creation of their own media content.

Subject Content

- content that defines The media, in terms of its historical development/ evolution.
- Intellectual arguments about the impact of media on life (in terms, for example, of race, gender and industry).
- Content that develops foundational digital media literacy skills (applications include the production of mobile video, photography and online content).
- content that teaches and demonstrates Critical reflection skills.

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	4-8 questions	4	N	Individual
Practical	Equivalent to 1 minute	36	N	Individual

Peer Review	250 words each (500 words)	20	N	Individual
Essay	1500 words	40	N	Individual

Prescribed Texts

- Siapera, E. (2012). Understanding New Media. Los Angeles, Calif., London: Sage.

Teaching Periods

Autumn Penrith (Kingswood)

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1020_22-AUT_KW_D#subjects)

Online

Online

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Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 2

Sydney City

Day

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1020_22-SC2_SC_D#subjects)

UEH-Session 2

Vietnam

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1020_22-UT2_UE_D#subjects)