

# COMM 7009 MOBILE MEDIA

**Credit Points** 10

**Legacy Code** 101743

**Coordinator** Kate Richards ([https://directory.westernsydney.edu.au/search/name/Kate Richards/](https://directory.westernsydney.edu.au/search/name/Kate%20Richards/))

**Description** The proliferation of the mobile device and the evolution of mobile networks has profoundly changed the social and interpersonal sphere and the global media landscape. This unit combines both theory and practice to engage with Mobile Communications and Society: the cultural, family and interpersonal consequences of mobile communication and its effect on every day life, social cohesion, political and economic activities, social development and change, and Mobile Media: current media production and distribution platforms, practices and trends. This unit includes the production of content for distribution via mobile devices.

**School** Humanities & Comm Arts

**Discipline** Communication and Media Studies, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 10cp

**Level** Postgraduate Coursework Level 7 subject

## Restrictions

Students must be enrolled in a postgraduate program.

## Learning Outcomes

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

1. Explain the main theoretical issues associated with the adoption and use of mobile communication
2. Critically evaluate the social consequences of mobile communication
3. Independently identify an interesting research question about mobile communication and society and carry out an empirical or theoretical enquiry.
4. Contextualize mobile media production and distribution within the converged media landscape
5. Describe history of mobile media and the methods of mobile media production and distribution
6. Manage the production and delivery of mobile media content
7. Research, plan and pitch a mobile media project

## Subject Content

- Mobile media and Communications introduction
- Mobiles and The personal sphere
- Mobiles and The public sphere: politics, Civil society, activism, social movements, social capital, regulation
- digital Divides: Mobiles for development and social mobility
- Mobile as A Mass medium
- characteristics of The Mobile medium
- content Distribution on Mobiles: types, modes and platforms
- content Standards and Formats for Mobile media production and delivery
- Streaming video/Mobile TV
- Walled Garden Vs Mobile internet
- Mobile Advertising
- Mobile media: business Models & Consumption Trends

- Mobile internet best practices

## 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 |
|---|--|---------|-----------|-----------------------|
| Research Report: Mobile Communication and Society | 1,500 words  | 40      | N         | Individual            |
| Mobile Media Production                           |  | 20      | N         | Individual            |
| Mobile Media Campaign Pitch/Presentation          | 15 minute powerpoint presentation<br>10-12 slides, and written report of maximum 1,500 words | 40      | N         | Individual            |

Teaching Periods