

# 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 subject 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 subject 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/](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.

Type	Length	Percent	Threshold	Individual/ Group Task
Quiz	10 questions	10	N	Individual
Applied Project	Equivalent to 1 minute	40	N	Individual

Peer Review	250 words each (500 words)	20	N	Individual
Essay	1500 words	30	N	Individual

Prescribed Texts

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

Teaching Periods

## Autumn (2022)

### Penrith (Kingswood)

**Day**

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### Online

**Online**

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### Parramatta - Victoria Rd

**Day**

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## Sydney City Campus - Term 2 (2022)

### 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/))

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## UEH-Session 2 (2022)

### Vietnam

**Day**

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

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## UEH-Session 3 (2022)

### Vietnam

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM1020\\_22-UT3\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1020_22-UT3_UE_1#subjects))

## Autumn (2023)

### Penrith (Kingswood)

#### On-site

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### Parramatta - Victoria Rd

#### On-site

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

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## Vietnam Session 2 (2023)

### Vietnam

#### On-site

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