COMM 1012 DATA, MEDIATION, POWER

Credit Points 10

Legacy Code 102421

Coordinator Navin Doloswala (https://directory.westernsydney.edu.au/search/name/Navin Doloswala/)

Description Data, Mediation, Power investigates the operation of power in contemporary digital media cultures and economy. The subject examines the primary role played by data in determining how we live in the world. This includes how we interact with the world, its people and digital artefacts, in terms of communication and meaning. The subject focuses on technologies of control and governance related to algorithmic architectures and data economies. Who benefits from data and mediation and what are the limits and possibilities of data? Ultimately, this kind of critical analysis invites us to think about what constitutes a just, democratic society and what constitutes an ethical media life.

School Humanities & Comm Arts

Discipline Information Systems, Not Elsewhere Classified.

Student Contribution Band HECS Band 2 10cp

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

Level Undergraduate Level 1 subject

Equivalent Subjects COMM 1023 - Mediated Mobilities COMM 1006 - Communication Research COMM 1024 - Mediated Mobilities (WSTC) COMM 1011 - Data Mediation and Power (WSTC)

Learning Outcomes

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

1. Identify how data both mediates and governs society and daily life in ways often connected to commercial interests.
2. Explain the ways in which data informs the production of meaning (e.g. assessment of performance, analysis of texts, policy making informed by demographic modelling).
3. Evaluate the limits and possibilities of data and its relation to the operation of power.

Subject Content

- identify and critique The role played by data in determining how we live in The World today.
- examine cultural contexts, people and digital artefacts in terms of communication and meaning and The role played by data in determining communication and meaning.
- critically Investigate technologies of control and Governance related to algorithmic architectures and data economies.
- Investigate The operation of power in contemporary digital media cultures and economy.
- Think about what constitutes A democratic society and Ethical media life.

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
Report	700 words	30	N	Individual
Participation	10 weeks	10	N	Individual
Viva Voce	10-15 minutes	30	N	Individual
Applied Project	1,200 words or equivalent	30	N	Group/ Individual

Vietnam Campus

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
Report	700 words	30	N	Individual
Proposal	500 words	20	N	Individual
Essay	1,500 words	40	N	Individual

Teaching Periods

Spring (2023)
Online
Online

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_23-SPR_ON_2#subjects)

Parramatta - Victoria Rd
On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_23-SPR_PS_1#subjects)

Vietnam Session 1 (2024)
Vietnam
On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1012_24-UT1_UE_1#subjects)

Autumn (2024)
Penrith (Kingswood)
On-site

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Online
Online
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Parramatta - Victoria Rd
On-site
Subject Contact Navin Doloswala (https://
directory.westernsydney.edu.au/search/name/Navin Doloswala/)

View timetable (https://classregistration.westernsydney.edu.au/even/
timetable/?subject_code=COMM1012_24-AUT_PS_1#subjects)

Sydney City Campus - Term 1 (2024)
Sydney City
On-site
Subject Contact Navin Doloswala (https://
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View timetable (https://classregistration.westernsydney.edu.au/even/
timetable/?subject_code=COMM1012_24-SC1_SC_1#subjects)

Vietnam Session 2 (2024)
Vietnam
On-site
Subject Contact Navin Doloswala (https://
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View timetable (https://classregistration.westernsydney.edu.au/even/
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Spring (2024)
Penrith (Kingswood)
On-site
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