

COMM 1021 MEDIA CULTURES AND INDUSTRIES (WSTC)

Credit Points 10

Legacy Code 700180

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

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

Level Undergraduate Level 1 subject

Equivalent Subjects COMM 1020 - Media Cultures and Industries
COMM 1002 - Approaches to Communication
COMM 1003 - Approaches to Communication (WSTC)

Restrictions

Students must be enrolled at Western Sydney University, The College. Students enrolled in Extended Diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Students enrolled in Integrated programs must have passed or be enrolled in the preparatory subjects listed in the program structure prior to enrolling in this subject.

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

1. Content that defines the media, in terms of its historical development/evolution.
2. Intellectual arguments about the impact of media on life (in terms, for example, of race, gender and industry).
3. Content that develops foundational digital media literacy skills (applications include the production of mobile video, photography and online content).
4. 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	Mandatory
Short Answer	1000 words (total)	35	N	Individual	N
Professional Task	1200 words	40	N	Individual	N
Peer Review	800 words	25	N	Individual	N

Prescribed Texts

There are no prescribed texts.

Teaching Periods

Term 2 (2024)

Nirimba Education Precinct

On-site

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1021_24-T2_BL_1#subjects)

Term 1 (2025)

Nirimba Education Precinct

On-site

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1021_25-T1_BL_1#subjects)