

# COMM 1045 FOUNDATIONS OF THE COMMUNICATION INDUSTRY

**Credit Points** 10

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

**Description** In Foundations of the Communication Industry, students will be introduced to some of the key understandings and opportunities across a diverse set of communication disciplines (including Advertising, Journalism, Public Relations, and Screen Media), and how these disciplines intersect, integrate, and relate to each other. This hands-on subject will provide students with a strong understanding of the fundamental principles, theories, and practices that shape the contemporary communication landscape, and what the future holds for this dynamic industry. Students will learn from industry contributors working on the frontlines, and through a combination of theoretical concepts, guest lectures by industry professionals, and practical case studies, they will develop critical thinking, analytical skills, and an appreciation for the ethical considerations behind communication. Available to students from all disciplines, this subject will suit those starting out in their studies of Communication, and those who are seeking to become well-rounded professionals with the capacity to adapt and excel in the current and future contemporary communication landscape.

**School** Humanities & Comm Arts

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

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

Check your fees 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** COMM 1040 Introduction to Screen Media (WSTC)

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Define the communication industry, using national and international examples.
2. Identify and define the fields of study within the Communication Industry.
3. Apply research skills to investigate and communicate the career trajectory of a communication industry professional.
4. Describe the relationship between Advertising, Journalism, Public Relations, and Screen Media, and how these specialisations integrate to form the communication industry.
5. Understand current communication work practices and what the future of the industry might look like.

## Subject Content

1. Introduction to the Communication Industry
2. History of the communication industry, with specific focus on the contribution of Indigenous Australian peoples and communities
3. The advertising industry
4. The journalism industry

5. The public relations industry
6. The screen media industry
7. How the industries intersect, integrate, and relate to each other
8. Communicating with a social and environmental conscience
9. Storytelling: Crafting compelling messages and measuring their impact
10. The impact of AI on the industry
11. Future of the communication industry

## 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
Portfolio	Class Participation is graded across each week of the teaching semester, and the students are given 60 minutes to complete each online quiz	30	N	Individual
Report	1,500 words	30	N	Individual
Case Study	2,000 words	40	N	Individual

Prescribed Texts

- Readings will be added to vUWS site.

Teaching Periods

## Autumn (2024)

### Online

#### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM1045\\_24-AUT\\_ON\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1045_24-AUT_ON_2#subjects))

### Parramatta - Victoria Rd

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM1045\\_24-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1045_24-AUT_PS_1#subjects))