

# COMM 2026 NEW MEDIA CONTEXTS (WSTC)

**Credit Points** 10

**Legacy Code** 700084

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

**Description** The convergences and diversifications in the communications media industries of the past two decades have completely altered the environment within which they operate for producers and consumers alike. Issues about digitalisation, convergence, globalisation, the network society and communications media governance require a complete reconceptualisation of the media in order to be able to understand the impact of these changes upon professional practices and consumer habits. This subject will introduce students to international perspectives on issues in the new media contexts, and an appreciation of some of the social and cultural implications.

**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 2 subject

**Equivalent Subjects** COMM 2025 - New Media Contexts

**Restrictions** Students must be enrolled at Western Sydney University, The College in 7021 Associate Degree in Creative Industries

**Assumed Knowledge**

A basic knowledge of media and communications studies.

## Learning Outcomes

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

1. After successful completion of this Unit, students will be able to:
2. identify, analyse and contextualise broad patterns of change in communications media;
3. analyse specific new media developments in public, commercial and community communications and media organizations;
4. examine and report on changes in consumer uses of media;
5. apply critical, reflective, and creative skills to make informed decisions in professional or applied communications contexts;
6. identify practices in media that will enhance their careers in the communications and media industries;
7. integrate theoretical and practical knowledge of the media and communications industries to analyse and solve problems;
8. demonstrate proficiency in a range of communication skills, social interaction, information research and assembly to solve problems, and skills in using technologies.

## Subject Content

This subject will explore:

The meanings and implications of the 'new' in the context of the established and newer media and the emerging globally networked media environment.

Tracking theoretical debates concerning the emerging role of new media industries within more traditional media market structures, and the policy implications of these.

Examination of the patterns of new media developments and operations and the influence on/in the broader social and cultural contexts.

Mediatization and social change.

The political economy of the media and its relation to globalisation. Content modules will relate to case studies of changes in particular forms and practices in television, film and video, radio, music and the Internet, and mobile wireless communications.

## 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/<br>Group Task |
|--------------------------|-------------|---------|-----------|---------------------------|
| Tutorial<br>Presentation | 7-8 minutes | 25      | N         | Individual                |
| New Media<br>Review      | 750 words   | 30      | N         | Individual                |
| Investigative<br>Report  | 2000 words  | 45      | N         | Individual                |