

COMM 0004 COMMUNICATION AND MEDIA (WSTC PREP)

Credit Points 10

Legacy Code 700260

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

Description Communication and Media introduces students to key terminology, concepts and debates in the fields of Communication and Media Studies. The subject looks at the role of communication in a variety of private, professional and public contexts, developing students' ability to identify, evaluate and adopt effective communication practices. Students will also be introduced to the basic critical vocabulary and tools necessary to analyse media discourse and advertising.

School Western Sydney The College

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 0 Preparatory subject

Equivalent Subjects COMM 0005 - Communication and Media (UWSC)

Restrictions

Students must be enrolled at Western Sydney University The College.

Learning Outcomes

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

1. Demonstrate an understanding of the components of communicative acts, private as well as public.
2. Accurately apply key terminology in the Media and Communication Studies.
3. Discuss the impact of globalisation and technological development on communication and media.
4. Analyse the impact of media representations and advertising on the individual, as well as on broader social, political, and cultural processes.
5. Critically assess media content in terms of balance, accuracy and agenda.
6. Demonstrate an understanding of the implications of media ownership and editorial control in the production of media texts.
7. Discuss the concept of censorship.

Subject Content

Introduction to communication and media and communicator types

Understanding nonverbal communication

Conflict Resolution and Negotiation

Communication in the workplace

Communication, News and Advertising

The impact of technology and social media

The globalisation of communication and new media

Audience and censorship

Introduction to communication and media and communicator types
Understanding nonverbal communication
Conflict Resolution and Negotiation
Communication in the workplace
Communication, News and Advertising
The impact of technology and social media
The globalisation of communication and new media
Audience and censorship

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
Quiz	1 hour	10	N	Individual	N
Presentatio	10-12 minutes	20	N	Group/ Individual	N
	200-300 words				
Portfolio	1500-2500 words	50	N	Individual	N
Quiz	90 minutes	20	N	Individual	N

Prescribed Texts

- UWSCollege Communication and Media Textbook