COMM 1012 DATA, COMMUNICATION AND POWER

Credit Points 10

Legacy Code 102421

Coordinator Adam Daniel (https://directory.westernsydney.edu.au/search/name/Adam Daniel/)

Description Data, Communication and 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. Define and discuss the purposes of data in communication from the perspective of creators, consumers and organisations.
2. Explain the role of data in framing social and cultural issues.
3. Evaluate the limits and possibilities of data and its relation to the operation of power.

Subject Content

1. Identify and critique the role played by data in determining how we live in the world today.
2. Examine cultural contexts, people and digital artefacts in terms of communication and meaning and the role played by data in determining communication and meaning.
3. Critically investigate technologies of control and governance related to algorithmic architectures and data economies.
4. Investigate the operation of power in contemporary digital media cultures and economy.
5. 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	Mandatory
Participation	10 weeks	10	N	Individual	N
Report	700 words	30	N	Individual	N
Case Study	3 minute video, feedback discussion 10 minutes	30	N	Individual	N
Applied Project	1,200 words or equivalent	30	N	Individual	N

Sydney City Campus Term 1

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
Participation	10 weeks	10	N	Individual	N
Report	700 words	30	N	Individual	N
Case Study	3 minute video, feedback discussion 10 minutes	30	N	Individual	N
Applied Project	1,200 words or equivalent	30	N	Individual	N

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	Mandatory
Quiz	10 questions	10	N	Individual	N
Report	700 words	30	N	Individual	N
Proposal	500 words	20	N	Individual	N
Essay	1,500 words	40	N	Individual	N

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

Subject Contact Adam Daniel (https://directory.westernsydney.edu.au/search/name/Adam Daniel/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_25-UT1_UE_1#subjects)

Autumn (2025)
Online
Online
Subject Contact Adam Daniel (https://directory.westernsydney.edu.au/search/name/Adam Daniel/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_25-AUT_ON_2#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_25-AUT_PS_1#subjects)

Sydney City Campus - Term 1 (2025)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_25-SC1_SC_1#subjects)

Spring (2025)
Parramatta - Victoria Rd
On-site
Subject Contact Adam Daniel (https://directory.westernsydney.edu.au/search/name/Adam Daniel/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_25-SPR_PS_1#subjects)

Sydney City Campus - Term 3 (2025)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1012_25-SC3_SC_1#subjects)