

# COMM 1020 MEDIA CULTURES AND INDUSTRIES

**Credit Points** 10

**Legacy Code** 101926

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

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Equivalent Subjects** LGYB 0221 - Approaches to Communication COMM 1002 - Approaches to Communication COMM 1021 - Media Cultures and Industries (WSTC)

## 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

- content that defines The media, in terms of its historical development/ evolution.
- Intellectual arguments about the impact of media on life (in terms, for example, of race, gender and industry).
- Content that develops foundational digital media literacy skills (applications include the production of mobile video, photography and online content).
- 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      | Short answer 600 words. Bibliography equivalent to 600 words | 35      | N         | Individual             | N         |
| Professional Task | 1,200 words  | 40      | N         | Individual             | N         |
| Peer Review       | 800 words  | 25      | N         | Individual             | N         |

Prescribed Texts

- Siaper, E. (2012). Understanding New Media. Los Angeles, Calif., London: Sage.

Teaching Periods

## Vietnam Session 1 (2025)

### Vietnam

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM1020\\_25-UT1\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1020_25-UT1_UE_1#subjects))

## Autumn (2025)

### Online

#### Online

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

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## Parramatta - Victoria Rd

### Hybrid

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM1020\\_25-AUT\\_PS\\_3#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1020_25-AUT_PS_3#subjects))

## Sydney City Campus - Term 1 (2025)

### Sydney City

#### On-site

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

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## Vietnam Session 2 (2025)

### Vietnam

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM1020\\_25-UT2\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1020_25-UT2_UE_1#subjects))

## Sydney City Campus - Term 2 (2025)

### Sydney City

#### On-site

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

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## Vietnam Session 3 (2025)

### Vietnam

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM1020\\_25-UT3\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1020_25-UT3_UE_1#subjects))