

Course Outline

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|----------------------------|---------------------------------------|
| School / Portfolio: | Faculty of Education and Arts |
| Course Title: | INTRODUCTION TO COMMUNICATION STUDIES |
| Course ID: | ATSGC1278 |
| Credit Points: | 15.00 |
| Prerequisite(s): | Nil |
| Co-requisite(s): | Nil |
| Exclusion(s): | Nil |
| ASCED Code: | 100799 |

Program Level:

| AQF Level of Program | | | | | | |
|----------------------|---|---|---|---|---|----|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| Level | | | | | | |
| Introductory | ■ | ■ | ✓ | ■ | ■ | ■ |
| Intermediate | ■ | ■ | ■ | ■ | ■ | ■ |
| Advanced | ■ | ■ | ■ | ■ | ■ | ■ |

Learning Outcomes:

Knowledge:

- K1.** Demonstrate familiarity with theoretical frames and conceptual tools for making sense of communication systems, audiences, texts and contexts.
- K2.** Identify and analyse a range of social and political practices associated with the function and development of communication technologies.
- K3.** Appraise key debates, issues and perspectives related to the structure, regulation and social impact of communication technologies.

Skills:

- S1.** Formulate critically informed approaches to reading and writing practices.
- S2.** Express informed, substantiated and reasoned arguments and discussion in response to issues, themes, concepts and theories presented in course topics.
- S3.** Locate relevant material beyond set course readings to deepen understanding of key concepts and issues.

Application of knowledge and skills:

- A1.** Apply skills in critical thinking to evaluate and analyse topic material in written and verbal formats, making appropriate use of textual evidence.
- A2.** Recognise and reflect upon the relationships between cultural phenomena and the development of communication technologies.

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- A3.** Identify links and tensions between issues, debates, concepts and themes relevant to the study of communication technologies and practices.

Course Content:

Topics may include:

- Audiences
- Telecommunications, space and place
- Print media and digital writing
- A cultural model of communication
- Technology and culture
- Photography and identity construction
- Fandom
- Virtual communities
- Television
- Screen media and national identity

Values and Graduate Attributes:

Values:

- V1.** Use the practical skills of reading, note taking and arguing in exploring critical perspectives on communication.
- V2.** Demonstrate an understanding of theoretical frameworks and conceptual tools for describing the development of communication systems.
- V3.** Apply tools for analysing the social and political uses of communications technologies.
- V4.** Recognise communication as an active production and negotiation of meanings, not just the transmission of information.
- V5.** Identify relations between media texts and technologies, the identities and capacities of producers and audiences, and the aspirations of governments and other powerful social actors.

Graduate Attributes:

| Attribute | Brief Description | Focus |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Continuous Learning | Students develop their ability to identify and understand the key conceptual frames for making sense of communications technologies and their social effects. | High |
| Self Reliance | Students develop skills in critical thinking, reading, research, argument and analysis. | High |
| Engaged Citizenship | Students engage with the social, political and cultural implications of developments in communication technologies and their cultural and industrial settings. | High |
| Social Responsibility | Students apply a critical perspective in analysing the social and political uses of media texts and communication technologies in both private and public contexts. | High |

Learning Task and Assessment:

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| Learning Outcomes Assessed | Assessment Task | Assessment Type | Weighting |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------|
| K1, K2, K3 | Demonstrate knowledge of key concepts and essential readings in response to set questions. | Quiz | 10-20% |
| K1, K2, K3 S1, S2, S3 A1, A2, A3 | Research and writing skills, construction of an informed and substantiated argument, using relevant evidence from set readings and independently sourced references. | Major essay | 35-45% |
| K1, K2, K3 S1, S2 A1, A2, A3 | Informed contributions to discussion of key concepts, issues and debates raised in weekly topics. To be further detailed in course description and may include short reviews or reports submitted online or in class. | Online/class discussion including reviews/reports | 10-20% |
| K1, K3 S1, S2 A1, A2, A3 | Comprehension of key concepts, themes, issues and theoretical approaches relevant to the analysis of communication technologies and practices developed in the course. | Exam | 25-35% |

Adopted Reference Style:

MLA