Unit Outline (Higher Education)

Institute / School:	Institute of Education, Arts & Community
Unit Title:	FUTURE SHAPING AND MEDIA POLICY
Unit ID:	BADIG3001
Credit Points:	15.00
Prerequisite(s):	(BADIG1001 or BATCC1001 or BATCC1002) (At least 30 credit points from BADIG or BAFLM or BATCC subject-area at 2000-2999 level)
Co-requisite(s):	Nil
Exclusion(s):	(FLMES2451 and FLMES3451), BADIG2001
ASCED:	100799

Description of the Unit:

This advanced unit provides an introduction to media policy, its function in the digital era and its capacity to affect the future. The unit examines key issues and debates about media regulation, freedom and control. Topics include media ownership, globalisation, intellectual property, internet regulation, privacy and online safety. Students explore how policy frameworks respond to these issues and their implications for society. The unit examines policies relating to different mediums and platforms, current and emerging challenges, and their significance in relation to the Australian context.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory						
Intermediate						
Advanced			✔			

Learning Outcomes:

Knowledge:

K1. Critically examine a range of characteristics, contexts, purposes and effects of media policy.

K2. Comprehend and elucidate challenges in the contemporary policy landscape and implications for the future.

K3. Appraise and utilise key debates, issues and perspectives informing the study of media regulation, freedom and control.

Skills:

S1. Research and explain policy problems and debates relating to digital media.

S2. Express substantiated, reasoned expositions and arguments concerning the development of selected media policy issues, their social, political, economic and cultural effects and implications for the future.

S3. Critically review themes, rhetorics, issues and debates that define media regulation and media policy decisions in the digital era

Application of knowledge and skills:

A1. Demonstrate developed skills in critical thinking and analysis to argue and discuss, in written, verbal, or visual forms, policy issues, decisions and factors relating to the contemporary digtital media landscape.

A2. Utilise and integrate relevant rhetorical frameworks in analysing a range of examples of media regulation and their effects.

A3. Identify links and tensions between issues, debates, concepts and perspectives that define the study of media regulation, freedom and control in the digital era.

A4. Conduct independent research relating to media policy in the digital era.

Unit Content:

Topics may include:

1. What is media policy?
2. Forms and characteristics of media policy
3. Primary policy documents
4. Approaches to policy analysis
5. Media ownership and control
6. Globalisation
7. Intellectual property and copyright
8. Convergence and mediatisation
9. Internet regulation
10. Classification and censorship
11. Artificial Intelligence
12. Online safety
13. Surveillance and privacy

14. Piracy
15. Emerging policy issues in media and digital information

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**ttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are be embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams.	K2, S1, S2, A1	AT2
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: • Creating a collegial environment • Showing self -awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative	K2, K3, S1, S2, A1	AT1, AT2, AT3
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving.	K1, K2, K3, S1, S2, S3, A1, A2, A3	AT1, AT2, AT3

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities.	K1, K2, K3, S1, S2, S3, A1, A2, A3, A4	AT1, AT2, AT3
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life.	K2, K3, S2, S3, A1, A3	AT1, AT2, AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, S2, S3, A1, A2	Demonstrate understanding of key themes and concepts through analysis of set topic material, addressing a topic designed for advanced level. The specific format and options will be specified in the unit description.	Written and/or audiovisual format	30-45%
K1, K2, K3, S3, A1, A2, A3	Provide focused and informed responses to policy concepts, regulatory changes, debates and issues.	Online learning tasks	10-20%
K1, K2, K3, S1, S2, A1, A3, A4	Addressing a policy issue, area or problem identified by the student. Independently research and write an analysis of a case study that applies unit concepts and critical analysis.	Case study analysis	40-55%

Adopted Reference Style:

MLA

Refer to the library website for more information

Fed Cite - referencing tool