

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: MEDIA STUDIES

Course ID: ATSGC1277

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.** Recognise and be able to apply available strategies for critically analysing media texts as tools for making meaning
- K2.** Understand the various economic, political and cultural forces which shape the practical work of media production
- K3.** Identify the ways that available frameworks for making sense of media texts contribute to the production of dominant, or common sense, understandings of the world.

Skills:

- S1.** Research contemporary global economic, social and political issues relevant to the discipline of media studies.
- S2.** Express substantiated, reasoned expositions and arguments concerning contemporary media.
- S3.** Summarise relevant key themes, issues and debates concerning contemporary media studies

Application of knowledge and skills:

- A1.** Apply skills in critical thinking to key debates concerning relevant issues in media studies.
- A2.** Identify links and tensions between issues, debates, concepts and perspectives relevant to contemporary media.

Course Content:

Course Outline

ATSGC1277 MEDIA STUDIES

Topics may include:

- Why study the media?
- Traditions of media studies
- Media texts
- Screen media
- Political economy of the media
- The Public Sphere
- Media and Sport
- New media

Values and Graduate Attributes:

Values:

- V1.** Develop understanding of the relationships between the media, individuals and society
- V2.** Appreciate the diverse range of analytical frameworks in considering contemporary media, industries and audiences
- V3.** Recognize the deep complexities in analyzing the contemporary media

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop their abilities to identify and understand the roles of relevant processes, structures, values and actors in the media	High
Self Reliance	Students develop skills in independent research and analysis	Medium
Engaged Citizenship	Students engage with political values, ideas, concepts, debates and perspectives about contemporary global economic, social and political issues relating to the media	High
Social Responsibility	Students develop their understanding of how political, social and economic factors shape how the world is represented in the media	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3 S2 A1, A2	Informed contributions to discussions of case studies. Integrating analysis, synthesis and evaluations of debates, perspectives and contextual information concerning media studies	Minor Essay	10 - 30%
K1, K2, K3 S1, S2, S3 A1, A2	Research and writing skills, construction of an informed and substantiated argument, using relevant evidence	Major essay	30 - 50%
K1, K2, K3 S2, S3 A1, A2	Comprehension of course materials, relevant concepts, debates and scholarly perspectives. Application and synthesis of knowledge and critical analysis	Exam	25 - 35%
K1, K2, K3 S3 A1, A2	Informed contributions to discussions of case studies	Participation	5 - 10%

Course Outline

ATSGC1277 MEDIA STUDIES

Adopted Reference Style:

MLA