Course Outline

![Federation University Australia logo]

School / Portfolio:	Faculty of Education and Arts
Course Title:	MEDIA, CULTURE, POWER
Course ID:	ATSGC3450
Credit Points:	15.00
Prerequisite(s):	(Completion of two Intermediate (Level 2000) Media and Screen Studies Courses)
Co-requisite(s):	Nil
Exclusion(s):	(ATSGC2450)
ASCED Code:	100799

Program Level:

AQF Level of Program					
5	**6**	**7**	**8**	**9**	**10**
Level					
Introductory					
Intermediate					
Advanced		✔			

Learning Outcomes:

Knowledge:

K1. Appraise key debates, issues and perspectives informing the study of traditional and new media technologies.

K2. Identify and analyse a range of theoretical approaches to understanding new and old media.

K3. Examine and critique the structural characteristics of selected media technologies and their relationship to social and cultural experience.

Skills:

S1. Research contemporary media theories and technologies.

S2. Express substantiated, reasoned expositions and arguments concerning the technological features and social implications of traditional and new media according to different theoretical perspectives.

S3. Critically review at an advanced level themes, issues and debates that define technological change and related developments in theory.

Application of knowledge and skills:

A1. Apply higher order skills in critical thinking to argue, write about and verbally discuss theory and its application in making sense of media technology and social change, making appropriate use of research and evidence.

A2. Utilise, integrate and apply relevant conceptual frameworks in analysing a range of examples of media technologies and their use.

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A3. Identify and elucidate links and tensions between issues, debates, concepts and perspectives that define the study of traditional and new media.

Course Content:

Topics may include:

- Broadcast media technologies
- Theories of broadcast media
- The Internet, cyberculture and bodies in cyberspace
- Approaches to theorising new media
- Social media and notions of the self
- Transmedia storytelling
- Mobile media
- Database culture

Values and Graduate Attributes:

Values:

V1. Appreciate how media environments have changed over time in response to both technological innovation and theoretical development.

V2. Recognise the significance of theory in making sense of media forms, technologies and practices.

V3. Develop an informed, multi-faceted and nuanced understanding of the interrelations between textual forms, industry, culture, technology, and identity.

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop their ability to understand and critically analyse the contemporary media landscape	Medium
Self Reliance	Students develop skills in independent research, analysis and critical reflection	Medium
Engaged Citizenship	Students relate theorisations of media technologies to a diverse range of social and cultural activities, practices and contexts.	High
Social Responsibility	Students engage with theories that inform understanding of the meaning and impact of media technologies on students' own lives and the wider socio-cultural context.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K3 S2, S3 A1, A3	Demonstrate understanding of relevant concepts through analysis of set topic material.	Essay	15-35%
K1, K2, K3 S1, S2, S3 A1, A2, A3	Research and writing skills, construction of an informed, sustained, and substantial argument. Integrating, synthesising and applying relevant theoretical knowledge.	Research essay	35-45%

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3 S2, S3 A2, A3	Comprehension at an advanced level of key terms and concepts from the course. Application of knowledge of issues, theories and arguments relevant to course topics.	Examination	30-40%

Adopted Reference Style:

MLA