

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: MEDIA AND SCREEN CONTEXTS

Course ID: FLMES1002

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): (ATSGC1278)

ASCED Code: 100799

Program Level:

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

Learning Outcomes:

Knowledge:

- K1.** Identify theoretical frames and conceptual tools for making sense of media communication systems, audiences, texts and contexts.
- K2.** Identify and analyse a range of social and political practices associated with the function and development of screen media and communication technologies.
- K3.** Appraise key debates, issues and perspectives related to the structure, regulation and social impact of screen media and communication technologies.
- K4.** Identify relations between screen and media texts and technologies, the identities and capacities of producers and audiences, and the aspirations of governments and other powerful social actors.

Skills:

- S1.** Read and write in a critically informed manner.
- S2.** Express informed, substantiated and reasoned arguments and discussion in response to issues, themes, concepts and theories presented in course topics.
- S3.** Interpret and synthesise relevant material beyond set course readings to deepen understanding of key concepts and issues.

Application of knowledge and skills:

- A1.** Apply tools for analysing the social and political uses of mediums and technologies.

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- A2.** Recognise and reflect upon the relationships between social and cultural practices and the development of media and screen technologies.
- A3.** Relate and apply the issues, debates, concepts and themes studied to contemporary media and screen culture.

Course Content:

Topics may include:

- Mediums and contexts
- Broadcasting
- Space, time and telecommunications
- The screen and media industry
- Ownership and regulation
- Critical political economy of the media
- Screen media, national identity and convergence
- Print media and oral/literate cultures
- The digital image
- Virtual communities

Values and Graduate Attributes:

Values:

- V1.** Appreciate the importance of communication as a process of active production and negotiation of meanings, not just the transmission of information.
- V2.** Actively participate in learning, while respecting the ideas and values of others.
- V3.** Become informed contributors to debates on the role of screen and media technologies in contemporary society.

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop their ability to identify and understand the key conceptual frames for making sense of media and screen texts in their social contexts.	High

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Attribute	Brief Description	Focus
Self Reliance	Students develop skills in critical thinking, reading, research, argument and analysis.	Medium
Engaged Citizenship	Students engage with the social, political and cultural implications of media and screen technologies	High
Social Responsibility	Students apply a critical perspective in analysing the social and political uses of screen and media texts and technologies in both private and public contexts.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2	Demonstrate knowledge of key concepts and essential readings in response to set questions.	Quiz	10-20%
K2, K3 S1, S2, S3 A1, A2	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 A2	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.	Contribution to weekly topics including short reviews and/or reports	10-20%
K1, K4 S1, S2 A1, A3	Comprehension of key concepts, themes, issues and theoretical approaches relevant to the analysis of communication technologies and practices developed in the course.	Examination	25-35%

Adopted Reference Style:

MLA