



# COMM12016 *Media Industries*

## Term 2 - 2017

Profile information current as at 11/04/2024 03:39 am

All details in this unit profile for COMM12016 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit aims to provide you with a range of perspectives on Australian and international media industries. It analyses contemporary and political contexts, important issues such as media ownership and diversity, courses and independence, as well as identifying professional and technological changes in media practices and organisations. The unit encourages an understanding of the institutions and industries in which media practitioners work, and promotes student research and writing skills in order to further their training and awareness.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: Minimum of 36 Units of Credit

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 2 - 2017

- Distance

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 35%

#### 2. **Group Discussion**

Weighting: 20%

#### 3. **Written Assessment**

Weighting: 45%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student evaluation

##### Feedback

It would be useful to have more written course notes.

##### Recommendation

Additional unit notes will be made available in writing.

#### Feedback from Student evaluation.

##### Feedback

The assessment requirements could have been more clear.

##### Recommendation

All assessment items will be reviewed for clarity of expression.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Analyse examples of contemporary journalistic practice at international levels.
2. Review how controversial current affairs are treated by Australian and international media.
3. Critically evaluate the effect of social media and technological development on media industry policies and ethics.

n/a

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
<b>1 - Written Assessment - 35%</b>	•		•
<b>2 - Group Discussion - 20%</b>		•	•
<b>3 - Written Assessment - 45%</b>	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving		•	•
3 - Critical Thinking	•	•	•
4 - Information Literacy	•	•	•
5 - Team Work		•	
6 - Information Technology Competence			•
7 - Cross Cultural Competence		•	•
8 - Ethical practice	•	•	
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 35%	•	•	•	•				•		
2 - Group Discussion - 20%	•		•		•	•	•	•		
3 - Written Assessment - 45%	•	•	•	•			•	•		

## Textbooks and Resources

### Textbooks

COMM12016

#### Prescribed

#### **MEDIA & JOURNALISM: New approaches to theory and practice**

Edition: 3rd (2015)

Authors: J. Bainbridge, N. Goc and L. Tynan,

Oxford University Press

Australia

ISBN: 9780195588019

Binding: Hardcover

#### **Additional Textbook Information**

*Media and Journalism: New Approaches to Theory and Practice* is a complete introduction to media and journalism, exploring the changing relationship between these areas. It introduces key concepts and theoretical approaches in media studies, as well as provides practical training to develop key journalism skills. This approach ensures that you will develop both the broad knowledge base and professional skills required for future careers in journalism, public relations and communications. **A link for the purchase of the e-version of this text will be made available on the unit website.**

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Tris Kerslake** Unit Coordinator

[t.kerslake@cqu.edu.au](mailto:t.kerslake@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Week 1: <b>Introducing Media industries.</b> In this first week, we begin to examine what happens to a news story once it has been produced. We consider the definitions of media and the mediasphere and explore the world's first mass medium: Print.	Chapter 1 <i>The Public Sphere</i> , Bainbridge. Chapter 2 <i>The First Mass Medium</i> , Goc.	Access the unit text: Jason Bainbridge, Nicola Goc, Liz Tynan, <b><i>Media and Journalism: New approaches to theory and practice</i></b> (2015) (3rd.edn), Oxford University Press, Australia. If preferred, a link to the digital version of this text will be available on the unit website.

**Week 2 - 17 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<p>Week 2: <b>The movement into the digital era.</b></p> <p>This week we shall be looking at the Fourth Estate. How have the journalism industries become such a powerful social force? Will this influence change in an online world?</p>	<p>Chapter 3 <i>The Fourth Estate</i>, Goc</p> <p>Chapter 4 <i>The Digital and Social Media Environment</i>, Bainbridge.</p>	

**Week 3 - 24 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<p>Week 3: <b>Media Institutions.</b></p> <p>Media industries are the engine rooms of our culture. They support the production of images, words and stories that inform and entertain us. This week we begin to look at how different media offer us different ways of seeing the world.</p>	<p>Chapter 5 <i>Radio: The Tribal Drum</i>, Tynan</p> <p>Chapter 6 <i>Film: The Seventh Art</i>, Bainbridge</p>	

**Week 4 - 31 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<p>Week 4: <b>Media Institutions</b> (cont/d).</p> <p>Television is now accessible across more platforms than ever before and is healthier than ever before. Why? We also consider the major role that Public Relations (PR) now has in the public sphere.</p>	<p>Chapter 7 <i>Television: The Zoo</i>, Bainbridge</p> <p>Chapter 8 <i>Public Relations: Spin Cycle</i>, Tynan</p>	

**Week 5 - 07 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<p>Week 5: <b>Commonalities and differences.</b></p> <p>This week, we explore the production commonalities shared by different media industries and what it is they ultimately do. We consider the role of the audience and the way media industries are connected to economics and power.</p>	<p>Chapter 9 <i>Media Texts</i>, Bainbridge</p> <p>Chapter 10 <i>Audiences and Representations</i>, Bainbridge</p>	

**Vacation Week - 14 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Break Week		

**Week 6 - 21 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<p>Week 6: <b>The making of the News.</b></p> <p>This week we look at how a news story is broadcast via a modern TV studio. We also consider how different industries treat news stories and the culture of the newsroom, before turning to the specifics of Broadcast News</p>	<p>Chapter 12 <i>News Values and News Culture in a Changing World</i>, Gillman</p> <p>Chapter 13 <i>Broadcast News: Keep it Simple</i>, Tynan</p>	

**Week 7 - 28 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 7: The making of the News

(cont/d).

George Orwell once famously said, 'Good prose is like a window pane'. He meant by this that clarity is the prime requirement of good writing. This week we examine how news stories, once written, are presented by different media.

Chapter 14 *The Elements of Writing*, Tynan

Chapter 15 *Subediting, News Language and Convention*, Tynan

### Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Week 8: <b>Social Contexts</b> . Media industries do not act without rules. Aside from the watchdog role journalism plays, media industries themselves operate in frameworks of legislation, regulation and obligation. This week we consider the place of ethics in media industries.	Chapter 17 <i>Ethics in Communication</i> , Goc and Tynan	Assignment 1 Written Assessment  <b>Case Study</b> Due: Week 8 Friday (8 Sept 2017) 6:00 pm AEST

### Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Week 9: <b>Social Contexts</b> (Cont/d). The implications of legal issues in media industries are profound and this week we focus on the essentials of the interaction between the presentation of news and the law.	Chapter 18 <i>Media Practice, Industry Change and the Law</i> , Dwyer	

### Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Week 10: <b>Social Contexts</b> (Cont/d). Once an historical process that is now accelerating, <i>convergence</i> is the coming together of what were separate media systems into a global megaconduit of endlessly flowing data, stories and images.	Chapter 19 <i>Convergence</i> , Bainbridge	Assignment 2 Group Discussion  <b>J-Blog and Forum Discussion</b> Due: Week 10 Friday (22 Sept 2017) 6:00 pm AEST

### Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Week 11: <b>Social Contexts</b> (Cont/d). What does Postmodernism have to do with the media? It offers an alternative point of view and thinks outside the box. Postmodernity is about the potential and the possibility of media industries to make positive social change. <i>You</i> are a living, breathing example of postmodernism.	Chapter 20 <i>Postmodernity</i> , Bainbridge	

### Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Week 12: <b>Review</b> There is no new information this week as we will be reviewing the key issues and examples we have discussed through the term.	Conclusion, <i>The View From Here</i> .	Assignment 3 Written Assessment  <b>Research Essay</b> Due: Week 12 Friday (6 Oct 2017) 6:00 pm AEST

### Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - 16 Oct 2017

## Assessment Tasks

### 1 Case Study

**Assessment Type**

Written Assessment

**Task Description****Case Study - 1700 - 1900 words (35 marks)**

Discuss **ONE (1)** of the following topics in a case study format. Use at least one contemporary example (national or international) to illustrate your discussion.

**Topic 1**

What is meant by the 'Tabloidisation' of news? How has the growth of soft news affected this development?

**OR**

**Topic 2**

Watch *The Social Network* (2010) <http://europix.net/movie/the-social-network-online-free-hd-with-subtitles-europix> . How have we become dependent upon media as a method of communication?

**OR**

**Topic 3**

Watch this animated evolution of the front page of *The New York Times* from 1852 to the present.

<http://www.openculture.com/2017/03/every-front-page-of-the-new-york-times.html> . Discuss the evolution of visual news in regards to Framing Theory.

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For more details in the preparation of a case study, please review the assignment task on the Moodle website.

**Assessment Due Date**

Week 8 Friday (8 Sept 2017) 6:00 pm AEST

Online essay due in week 8 of term

**Return Date to Students**

Week 10 Friday (22 Sept 2017)

Assignments will usually be returned within two weeks of submission.

**Weighting**

35%

**Assessment Criteria**

Assessment Criteria:

- Preparation and research
- Presentation and essay writing
- Referencing
- Clear identification of key concepts and theory
- Argument.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Upload via Moodle and the Turnitin process

**Learning Outcomes Assessed**

- Analyse examples of contemporary journalistic practice at international levels.
- Critically evaluate the effect of social media and technological development on media industry policies and ethics.

**Graduate Attributes**

- Communication



- Problem Solving
- Critical Thinking
- Information Literacy
- Ethical practice

## 2 J-Blog and Forum Discussion

### Assessment Type

Group Discussion

### Task Description

#### J-Blog / Forum Discussion - approx. 1000 words (20 marks)

- Use an existing academic blog or begin a new WordPress blog: <https://wordpress.com/start/themes>
- Create a series of four (4) current affairs discussions (approx. 250 words each) based on four of the options given below.
- At least one of these posts should have an Australian focus.
- These posts may be produced as text+ news images **or** video+ text **or** photography+ text. Use only one style per post.
- Upload the link of each new post to the Moodle discussion forum for critical evaluation and feedback.
- Only one post per week to be uploaded for discussion. Last post to be uploaded by Week 9.
- All posts must be formally referenced in the APA style. Minimum of two references per post.

#### Blogpost options:

- Hard News vs Soft news: Which is better?
- Radio and Prank culture
- Television advertising and Agenda Setting Theory
- Film and Sexism
- Creative documentary and the rise of Narcissism
- Social media and Ethical uncertainty

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More details on the preparation of this assignment task may be found on the Moodle website.

### Assessment Due Date

Week 10 Friday (22 Sept 2017) 6:00 pm AEST

Online submission due in week 10

### Return Date to Students

Week 12 Friday (6 Oct 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

### Weighting

20%

### Assessment Criteria

Assessment criteria:

Preparation and research

Presentation and quality of writing

Referencing

Clear identification of key concepts and theory

Argument.

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

Submit assignment online via Turnitin

### Learning Outcomes Assessed

- Review how controversial current affairs are treated by Australian and international media.
- Critically evaluate the effect of social media and technological development on media industry policies and

ethics.

### Graduate Attributes

- Communication
- Critical Thinking
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 3 Research Essay

### Assessment Type

Written Assessment

### Task Description

#### Research Essay - 2300 - 2500 words (45 marks)

1. Plan, research and produce an illustrated essay on the following topic: **Fake news: The spread of misinformation.** (You may use photographic images researched from various news sources to add depth and nuance to your main argument in the essay.)
2. Incorporate both an Australian and an international perspective.
3. Discuss at least two of the following areas within the essay:

- Contemporary politics
- The Internet
- Television news
- Satire
- Social anxiety

Consider the following questions to help focus your research and analysis:

- What are the various definitions of fake news?
- Whom do we trust for authentic news and why?
- Where is fake news most obvious?
- What are the different negatives of fake news?
- How can we prove what is real and what is not?

Max. file size 100mb.

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More details on the preparation of this assignment task may be found on the Moodle website.

### Assessment Due Date

Week 12 Friday (6 Oct 2017) 6:00 pm AEST

Online submission of a report in week 12.

### Return Date to Students

Exam Week Friday (20 Oct 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

### Weighting

45%

### Assessment Criteria

Assessment Criteria:

Preparation and research

Presentation and report writing

Referencing

Clear identification of key concepts and theory

Argument

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

Submit assignment online via Turnitin

### Learning Outcomes Assessed

- Analyse examples of contemporary journalistic practice at international levels.
- Review how controversial current affairs are treated by Australian and international media.
- Critically evaluate the effect of social media and technological development on media industry policies and ethics.

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?

**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem