



COMM12016 *Media Industries*

Term 2 - 2018

Profile information current as at 27/04/2024 07:06 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 credit points Prerequisite: JOUR11005

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 - 2018

- 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. **Group Discussion**

Weighting: 20%

2. **Written Assessment**

Weighting: 35%

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

Some students, particularly Digital Media students, felt that the assignments were confusing and lacked written instructions.

Recommendation

It is recommended that the prerequisite of JOUR11005 be added to the unit.

Feedback from Professional communication planning day, December 2017.

Feedback

The handbook description may benefit from a revamp and the unit itself requires updating.

Recommendation

It is recommended that the unit be reviewed for potential updates.

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
1 - Written Assessment - 35%	•		
2 - Group Discussion - 20%		•	•
3 - Written Assessment - 45%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

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 and 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: Paperback

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

Sarah Pierce Unit Coordinator

s.pierce@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Week 1: Introducing Media Industries What is mass media? How does it impact our daily lives? We start our study of media industries by refreshing our memory as to what the media is, and how it is connected to our daily lives.	Chapter 1 - The Public Sphere Chapter 2 - The First Mass Medium Plus additional readings on Moodle	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Week 2: Media Industries in the Digital Era

The way we consume news and media has evolved in the digital era. As journalists, we need to know how this affects our role in society and in shaping culture, particularly with the rise of citizen journalism and social media.

Chapter 3 - The Fourth Estate
Chapter 4 - The Digital and Social Media Environment
Plus additional readings on Moodle

Week 3 - 23 Jul 2018

Module/Topic

Chapter

Events and Submissions/Topic

Week 3: Media Institutions, Part 1

Film and radio have been around for decades - and both have a significant influence on the way we see the world. In our first week looking at media institutions, we examine how the digital era has changed film and radio, and what this means for journalism.

Chapter 5 - Radio: The Tribal Drum
Chapter 6 - Film: The Seventh Art
Plus additional readings on Moodle

Week 4 - 30 Jul 2018

Module/Topic

Chapter

Events and Submissions/Topic

Week 4: Media Institutions, Part 2

Television and public relations are the next two media institutions that we examine, delving into their influence in the mediasphere. Building relationships, storytelling and the power of influence - you might be surprised to find out what television and public relations have in common.

Chapter 7 - Television: The Zoo
Chapter 8 - Public Relations: Spin Cycle
Plus additional readings on Moodle

Week 5 - 06 Aug 2018

Module/Topic

Chapter

Events and Submissions/Topic

Week 5: The Making of the News - Part 1

Journalists have plenty of power when they are shaping the news - but each different medium works within a very specific set of restrictions. This week we go back to the basics of news values, with emphasis on how cultural influences and format restrictions shape the news we consume.

Chapter 12 - News Values and News Culture in a Changing World
Chapter 13 - Broadcast News: Keep it Simple
Plus additional readings on Moodle

Case Study and Discussion Due:
Week 5 Friday (10 Aug 2018) 6:00 pm AEST

Vacation Week - 13 Aug 2018

Module/Topic

Chapter

Events and Submissions/Topic

Week 6 - 20 Aug 2018

Module/Topic

Chapter

Events and Submissions/Topic

Week 6: The Making of the News - Part 2

A good journalist needs a mastery of the English language - so this week we look at the technical aspects of writing for the news across all media. We also look at the importance of style, and how audiences need to differentiate news and advertising through style.

Chapter 14 - The Elements of Writing
Chapter 15 - Subediting, News Language and Convention
Plus additional readings on Moodle

Week 7 - 27 Aug 2018

Module/Topic

Chapter

Events and Submissions/Topic

Week 7: Media, Meaning and Influence

Every bit of media that we consume has some kind of meaning. Now that we have analysed the 'how' of news making, we take a deeper look at the 'why', and the influence that news has on us.

Chapter 9 - Media Texts
Chapter 10 - Audiences and Representations
Plus additional readings on Moodle

Week 8 - 03 Sep 2018**Module/Topic****Chapter****Events and Submissions/Topic****Week 8: Ethics in Media Industries**

As creators of news, journalists have a clear responsibility to act in an ethical manner. People take 'the news' as fact, so ethical researching, writing and reporting is of great importance. This week we look at ethics regulations and obligations.

Chapter 17 - Ethics in Communication
Plus additional readings on Moodle

Week 9 - 10 Sep 2018**Module/Topic****Chapter****Events and Submissions/Topic****Week 9: Law in Media Industries**

Journalists have a responsibility to obey the law. But with a changing digital media landscape, the legal landscape is changing as well. This week we look at the laws that apply to journalists in Australia, including those that have changed and been brought into the spotlight in recent years.

Chapter 18 - Media Practice, Industry Change and the Law
Plus additional readings on Moodle

Report Due: Week 9 Friday (14 Sept 2018) 6:00 pm AEST

Week 10 - 17 Sep 2018**Module/Topic****Chapter****Events and Submissions/Topic****Week 10: Media Convergence**

Convergence is an important topic to round out this unit, as we have seen a change in relationships and a blurring of lines between different media in our digital age. This week's content covers media convergence for both Australia and the globe at large.

Chapter 19 - Convergence
Plus additional readings on Moodle

Week 11 - 24 Sep 2018**Module/Topic****Chapter****Events and Submissions/Topic****Week 11: Media Industries and Social Change**

Postmodernity is about taking an alternative perspective and breaking with tradition. In this unit, we've seen how media industries have changed over the past decades. For the final unit of the term we look to the future and examine how we can challenge the traditions of media industries for a better world and social change.

Chapter 20 - Postmodernity
Plus additional readings on Moodle

Week 12 - 01 Oct 2018**Module/Topic****Chapter****Events and Submissions/Topic**

Review

Assessment Tasks

1 Case Study and Discussion

Assessment Type

Group Discussion

Task Description

Case Study: 1000 words (+/- 10%), 20 marks

Select and research one of the following topics, examining the change between old and new media.

By the end of Week 3, you will post your topic and an outline of your case study (including two proposed sources) to the Assessment 1 Discussion Forum on Moodle. You will also provide feedback on at least one other student's outline, using the guidelines provided in the Discussion Forum.

Topic 1

Twitter gives nearly anyone the chance to report live on breaking news, regardless of traditional publication deadlines. But what did people do before Twitter? Examine how social media has changed citizen journalism and the news cycle.

Topic 2

Watch *The Greatest Showman (2018)*. Examine how press agency/news values played a part in PT Barnum's success, and discuss what might have happened if the same tactics were used in today's media landscape.

Topic 3

Are podcasts the new radio? Examine the podcast format and compare it to radio, with particular reference to the rise of digital media.

Your case study will be presented in an academic essay format.

More specific information about task details will be available in Moodle > Assessment Details.

Assessment Due Date

Week 5 Friday (10 Aug 2018) 6:00 pm AEST

Upload one Word document via Moodle.

Return Date to Students

Week 6 Friday (24 Aug 2018)

Assignments will usually be marked within two weeks of submission.

Weighting

20%

Assessment Criteria

- Written argument and structure
- Research and use of sources
- Contribution and feedback provided to group discussion
- Writing standard
- Referencing (APA style)

Referencing Style

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

Submission

Online

Submission Instructions

Upload via Moodle and the Turnitin process

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

2 Report

Assessment Type

Written Assessment

Task Description

Report: 1500-2000 words, 35 marks

In this assessment, you will analyse how the news is made. Find one story that was covered by the broadcast news (TV or radio), newspaper, and an online news site (bonus points if you can also find the original media release for comparison).

In your report, you will compare the coverage of this story across different media, looking at:

- A summary of the article
- Did the news values change?
- Did the audience and targeting of the story change?
- Was the story covered internationally? Why or why not?
- Were the key messages different?
- How did the story change across different media?
- Was any 'important' information left out?

This report will be presented in a professional format, in line with the academic report style.

More specific information about task details will be available in Moodle > Assessment Details.

Assessment Due Date

Week 9 Friday (14 Sept 2018) 6:00 pm AEST

Upload one Word document via Moodle.

Return Date to Students

Week 11 Friday (28 Sept 2018)

Assignments will usually be marked within two weeks of submission.

Weighting

35%

Assessment Criteria

- Writing standard
- Presentation and structure
- Application of unit content
- Link between response and key concepts
- Research and referencing (APA Style)

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.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Ethical practice

3 Op-ed and Justification

Assessment Type

Written Assessment

Task Description

Op-Ed and Justification: 2200 - 2500 words , 45 marks

This assessment focuses on analysing how the media shapes our conversations, given the rise of opinion-based writing, fake news and citizen journalism.

Part A: Alternative Op-Eds

Your task is to identify an op-ed piece in the news (broadcast, online or newspaper). An op-ed is a piece of writing which articulates a personal opinion, rather than the balanced reporting of a journalistic piece.

In response to the op-ed, you will craft a reply piece presenting an alternative view, while maintaining the same style as the original piece.

Following your alternative response, you will craft a second opinion piece, finding a different angle again to the first two pieces.

Your two response op-eds will each be 500 words long.

Part B: Justification

In addition to this response, you will write a 1,200 - 1,500 word justification of your choices, including (but not limited to):

- Why you chose the original piece
- Your adopted writing styles
- What medium would be most appropriate for your responses
- Your choice of alternative angles and how this theoretically shapes the conversation
- How your responses might influence the audience's perspective
- Any ethical or legal considerations in your responses
- Whether or not your pieces would be published in the same place as the original

Your justification will incorporate academic sources and show evidence of research into news values, media industries and modern journalistic practices.

Part C: Editing

It is expected that you will spend a significant amount of time editing your op-ed for style, language and readability. An editing checklist will help you with this, and you will submit your completed editing checklist along with the final assignment.

All three parts will be submitted together as a single Word document and uploaded to Moodle on the due date.

More specific information about task details will be available in Moodle > Assessment Details.

Assessment Due Date

Review/Exam Week Friday (12 Oct 2018) 6:00 pm AEST

Upload one Word document via Moodle.

Return Date to Students

Exam Week Friday (19 Oct 2018)

Weighting

45%

Assessment Criteria

No Assessment Criteria

Referencing Style

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

Submission

No submission method provided.

Submission Instructions

Assignments will usually be marked within two weeks of submission.

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
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice
- Social Innovation

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