COMM12022 *Technology, Communication and Culture*

Term 1 - 2017

Profile information current as at 05/04/2024 07:19 am

All details in this unit profile for COMM12022 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

Communications technologies have changed culture in profound ways, and have determined the shape of many cultures. At the same time, people play a role in determining how such technology is utilised. This unit examines the development of communication and its associated technologies such as telecommunications, digital printing, global 'sharing'. It critically analyses how modern culture is influenced by these developments and incorporates an intergenerational reflection of the evolution of communication. Through this unit, you will develop a critical awareness of new communication technologies and their impact on a global scale.

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
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 1 - 2017

- Distance
- Rockhampton

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. **Written Assessment**
Weighting: 20%
3. **Presentation and 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 feedback

Feedback
Assessment #3 was unclear and difficult to understand.

Recommendation
All assessments will be rewritten to ensure clarity and ease of understanding.

Feedback from Student feedback

Feedback
The weekly video lectures are really useful.

Recommendation
The weekly video lectures will be continued.

Unit Learning Outcomes

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

1. Examine the development of communication technologies globally.
2. Interpret and evaluate how global communication technologies have changed the way we live and work.
3. Critically analyse how communication technologies influence changes in cultures.

n/a

Alignment of Learning Outcomes, Assessment and Graduate Attributes

| — N/A Level | Introductory Level | Intermediate Level | Graduate Level | Professional Level | Advanced Level |

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	**2**	**3**
1 - Written Assessment - 35%	•		•
2 - Written Assessment - 20%		•	•
3 - Presentation and Written Assessment - 45%		•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**
1 - Communication	•	•	•

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**
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 - Written Assessment - 20%	•	•	•	•		•	•	•		
3 - Presentation and Written Assessment - 45%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks
COMM12022

Prescribed

A History of Communications: Media and Society from the Evolution of Speech to the Internet
Edition: 1st (2011)
Authors: Marshall T. Poe
Cambridge University Press
New York , NY , USA
ISBN: 9780521179447
Binding: Paperback

Additional Textbook Information
This text will also be available as an e-text via a link on the course 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

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction. What is the connection between technology, communication and culture? Why is this triangle of connectivity so critical from both an historic and a futuristic perspective? How does the human development of a spoken language of words affect global warming? What connects the first cave paintings with the first iPhone? We begin to examine the evolution of human communication; its beginnings, its development and, most critically, its possibilities.	Poe. *Introduction* (pp. 1 - 25)	Access course text via electronic link on Moodle site. Poe, M., (2013) *A History of Communication,* Cambridge University Press.

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic

Speech and Language.
How did the development of human speech stop wars? How did it encourage trade, the sharing of knowledge? Why did the power of speech enable humans to become the apex predator on the planet? Through the ability to communicate in spoken form, and through the intentional and deliberate act of linguistic development, we now have the ability to contact extraterrestrials. True.

Poe. *Homo Loquens* (pp. 26 - 41).

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic

The Talking Culture.
In the beginning, there was ... what? This week looks at the early development of wider communication; how it took on new forms and how it began to tell us things about ourselves. Talking in groups is incredibly important in the development of human culture and in technological innovation, giving us dreams to aim for. You didn't know? Well, once upon a time ...

Poe. *Homo Loquens* (pp. 41- 60)

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic

Writing before Writing.
There is ample evidence of symbolic production from somewhere between 40,000 and 30,000 years ago. The earliest of the French cave paintings came from this time. However, it was not until early humans settled into a less nomadic lifestyle around 10,000 years ago that the first public buildings started to appear and with them, the first signs of fixed symbols: numbers.

Poe. *Homo Scripto*r (pp. 61 - 79)

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

The Age Of Manuscripts.
The great philosopher Plato did not appreciate writing at all, claiming that written words 'talk to you as if they were intelligent' (Phaedrus 275 AD). Plato believed words were the enemies of true understanding; however, it was through the spread of the written word and the ability to begin to understand written languages *other than our own*, that enabled the first great communication technologies.

Poe. *Homo Scriptor* (pp. 79 - 100).

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

BREAK WEEK

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

Revolutions of Print.
For the first thousand years or so of western civilisation, the written word was the province of the educated and wealthy elite. Even though the Chinese created a ceramic version of movable type as long ago as 1040 (Needham 1994), it was not until 1439 that Johannes Gutenberg developed the principle of movable type to the point where his work directly connects the great printing presses of 1950s mass media to the 3D printer of today.

Poe. *Homo Lector* (pp. 101 - 126)

Interview and Essay Due: Week 6 Friday (21 Apr 2017) 6:00 pm AEST

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

Literacy and Literature.
Both indirect and direct measures suggest that literacy made significant advances during the early modern period, especially in Northwest Europe. Spain, for example, had six universities in 1450 and thirty-three by 1600 (Poe p. 113). The price of printed matter declined continuously and the ownership of printed texts spread throughout society and indeed, the world. Owning a book was unthinkable in 1500. By 1800, it was commonplace.

Poe. *Homo Lector* (pp. 127 - 151).

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

The Sound of Music.
After the invention of electricity came a frenzy of devices and technologies that could be powered by such containable energy. The development of both safe electrical current and the invention of batteries enabled the creation of such communication wonders as radio, the telegraph and the humble vinyl LP. The social impact of recording both music and voice unleashed a flood of new development in the entertainment and information industries.

Poe. *Homo Videns* (pp. 152 - 177).

Workbook Exercises Due: Week 8 Friday (5 May 2017) 6:00 pm AEST

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

Homo Videns.
Not only did Plato dislike the written word, but he loathed actors, suggesting their realistic depiction of suffering made the audience as anxious as if they were witnessing someone in real pain. The next leap in communication and media evolution and cultural interaction came with the invention of visual and audiovisual technologies; television and video.

Poe. *Homo Videns* (pp. 178 - 201).

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

The Rise of the Internet.
Intranet, Internet and Extranets.
Whose idea was it to create a 'network
of networks' and what does this have
to do with the World Wide Web?
What's the link between Humpty
Dumpty and the humble modem? 'The
Internet is the culmination of a 400-
year old dream that information might
be collected, stored and sifted; easily,
efficiently and endlessly.' (Poe p.215).
Nobody mentions information
capitalism, the surveillance state or
cultural privatism, do they?

Poe. *Homo Somnians* (pp. 202 - 225)

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

The Digital Revolution.
Whereas writing and printing spread
slowly and audio-visual material took
off in a few decades, the internet has
blossomed virtually overnight. 'While it
would not be fair to say the Internet
pushes all of our evolutionary buttons,
it certainly pushes more of them than
any other device in history.' (Poe
p.219). Humans were designed to look
for puzzles and anomalies, and the
internet is full of them. It's all there;
the odd, the weird, the strange.

Poe. *Homo Somnians* (pp. 226 - 250).

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Review	Poe. *Conclusion* (pp. 251 - 275).	**Presentation and Reflection** Due: Week 12 Friday (2 June 2017) 6:00 pm AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Interview and Essay

Assessment Type
Written Assessment

Task Description

Interview and Essay (35 marks)

Interview: 10 minutes minimum

- You are to conduct and record (either audio or audio/video) an interview with a person of an older generation (for example, your grandparent, elderly friend or parent).

- You are to encourage the interviewee to describe the changes in communication technology in their lifetime and the effects these changes have had on their personal, social and working lives. For example: radio since World War II; the arrival of television; changes in music consumption brought about by vinyl records, cassette tapes;

CDs; changes in telephony (telephone mobility, smartphone technologies); virtual conferencing softwares such as *Skype*; use of videos and video cameras; the arrival of computers and their use in business, academia, social media; on-line newspapers, on-line banking (etc).

- The recorded interview needs to be a minimum of 10 minutes. It should be long enough for you to have sufficient information to use in your essay (Asst#1) and final presentation (Asst#3). The interview should be conducted using a question and answer format. Have between 10-15 questions prepared to ask your interviewee but be flexible enough to adjust your questions based on your interviewee's responses.

Essay: 1,800 - 2,200 words

- Create a title for your essay in the form of a question. For example, 'How has communication changed the world?' or 'What does the evolution of communication forms tell us?' Write a formal essay in response to this question. (**Note**: There are further questions provided in Assignment #3 that may also be used as a guide).
- The essay will be written after the interview and requires you to analyse and discuss the changing use and impact of technology <u>based on</u> <u>your interviewee's responses</u>. You should include information from the interview (both paraphrased information and direct quotes) in your essay.

- You are required to substantiate your essay by referencing sources (from the interview, the unit text, unit readings and library sources) that help you better understand how the evolution of communication technologies alter the world around us and the way we live our lives today.

- Your writing needs to follow a formal essay structure.

Your uploaded assignment submission MUST include three files:
1. an 1,800 - 2,200 word essay w<u>ith the Marking Criteria sheet at the end</u> in a Word document format,
2. the recorded interview, uploaded as a sound file (format is flexible) **and**
3. the information sheet and signed consent form (or email).

Further details of this assignment are available on the Moodle website.

Assessment Due Date
Week 6 Friday (21 Apr 2017) 6:00 pm AEST
You are to submit the essay, the signed information and consent sheets and a separate sound file to Moodle

Return Date to Students
Week 10 Friday (19 May 2017)
Assignments will be returned within 10 working days in most cases.

Weighting
35%

Assessment Criteria
The assessment task relates to the general assessment criteria below:

- Written argument/analysis rather than description
- Research/use of sources to support argument
- Structure/presentation
- Writing standard
- Use of technology
- Timely submission
- Referencing

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Submit all parts of the assessment to Moodle by or before the due date

Learning Outcomes Assessed

- Examine the development of communication technologies globally.
- Critically analyse how communication technologies influence changes in cultures.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

2 Workbook Exercises

Assessment Type
Written Assessment

Task Description

4 Workbook Exercises (4 x 5 marks = 20 marks total)

- You are required to complete the series of four compulsory exercises detailed on the Moodle website. All four exercises must be attempted in order to successfully pass this assignment.
- Each exercise must be referenced with at least two formal sources in the APA format.
- You will upload any two of your completed exercises to the relevant Assignment Discussion Forum for group critique and feedback.
- The completed exercises in this assignment will form the basis of your final assignment (*Presentation and Reflection*).
- All four of these exercises will be submitted via Moodle as a single document with the Marking Criteria sheet attached at the end.

NOTE: While not compulsory, it is expected that each student will review and provide feedback on at least three other student exercises in the Assignment Discussion Forum.

Further information about this assignment is available on the Moodle website.

Assessment Due Date
Week 8 Friday (5 May 2017) 6:00 pm AEST
A single Word document containing all the exercises and the Marking Criteria sheet should be uploaded to Moodle by or before the deadline.

Return Date to Students
Week 10 Friday (19 May 2017)
Assignments will be returned within 10 working days in most cases.

Weighting
20%

Assessment Criteria
This assessment task relates to the general assessment criteria below:

- Writing standard
- Writing structure
- Research and referencing
- Timely submission
- Link between submission and course concepts

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Submit a single document containing all four exercises and the Marking Criteria sheet to Moodle

Learning Outcomes Assessed

- Interpret and evaluate how global communication technologies have changed the way we live and work.
- Critically analyse how communication technologies influence changes in cultures.

Graduate Attributes

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

3 Presentation and Reflection

Assessment Type
Presentation and Written Assessment

Task Description

PowerPoint Presentation and Reflection (45 marks)

PowerPoint Presentation.

Create a 10 -15 slide PowerPoint presentation with a voice-over narration (with additional slides as necessary for the reference list) based on the key themes you identified in the interview you undertook for Assignment #1. The presentation should be based on the deeper issues you are able to link to the responses from your interviewee. Some of the questions you might consider in your presentation:

- what are the most profound communication changes the interviewee has seen in their lifetime?
- what are the wider implications of these changes in terms of privacy and security?
- how have these technological developments changed people's lives?
- are these changes entirely positive or negative? Why?
- are there any communication developments your interviewee regrets? Why?
- has anything been lost in the rush for technological development?

Reflection.

Write a 1,100 - 1,300 word reflection based on your own personal experience of the discussion with your interviewee and how this has widened your thoughts on the effect of technological change and the way we communicate today. The reflection should be written essay-style in a semi-formal tone where the use of the first person is acceptable. APA referencing conventions will be followed.
Further details of this assignment are available on the Moodle website.

Assessment Due Date
Week 12 Friday (2 June 2017) 6:00 pm AEST
Both parts of this assignment should be uploaded to Moodle by or before the due date.

Return Date to Students
Exam Week Friday (16 June 2017)
Assignments will be returned within 10 working days in most cases.

Weighting
45%

Assessment Criteria
This assessment task relates to the general assessment criteria below:
Presentation:

- Appropriate length and formal presentation
- Use of technology
- Appropriate discussion and referencing

- Appropriate professionalism and format

Reflection:

- Written argument/analysis rather than description
- Research/use of sources to support argument
- Structure/presentation
- Writing standard
- Timely submission
- Referencing

Referencing Style

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

Submission
Online

Submission Instructions
Submit both the Powerpoint and the Word document via Moodle

Learning Outcomes Assessed

- Interpret and evaluate how global communication technologies have changed the way we live and work.
- Critically analyse how communication technologies influence changes in cultures.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- 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