



COMM12022 *Communication and Global Technologies*

Term 1 - 2021

Profile information current as at 20/04/2024 10:11 pm

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 the way we live in profound ways and have determined the shape of contemporary culture around the world. At the same time, people play a role in cultural change by determining how such technologies are utilised. This unit examines the development of communication and its associated technologies such as computer mediated communications, the constructs of Apple and Microsoft and the rise and proliferation of social media platforms. It critically analyses how modern culture has, and continues to be, 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 - 2021

- Online

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. **Practical Assessment**

Weighting: 20%

2. **Presentation**

Weighting: 35%

3. **Reflective Practice Assignment**

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 Have Your Say 2020

Feedback

The assessment requiring personal reflection was challenging yet rewarding and prepared students for work in the communication industry.

Recommendation

It is recommended to include personal reflection in the assessment in order to ensure authenticity and real world applicability.

Feedback from Unit coordinator Head of Course

Feedback

Some of the information is slightly dated.

Recommendation

It is recommended to update the unit for 2021.

Unit Learning Outcomes

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

1. Craft interrogative questions for the purpose of obtaining information during an interview
2. Analyse the key effects of the communication technology evolution
3. Categorise the cultural effects of new media
4. Evaluate and discuss the core cultural effects of recent communication technology
5. Combine a formal essay with a reflective account of the research process.

n/a

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Practical Assessment - 20%	•				
2 - Presentation - 35%		•	•		
3 - Reflective Practice Assignment - 45%				•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - Practical Assessment - 20%	•	•	•	•		•		•		
2 - Presentation - 35%	•	•	•	•			•	•		
3 - Reflective Practice Assignment - 45%	•	•	•	•		•		•		

Textbooks and Resources

Textbooks

There are no required textbooks.

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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Liz Davison Unit Coordinator

l.davison@cqu.edu.au

Amy Johnson Unit Coordinator

a.johnson2@cqu.edu.au

Schedule

Week 1 - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
From the beginnings of communication to the evolution of global gossip		

Week 2 - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Human speech and the words we sent into space		

Week 3 - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Manuscripts, Microsoft and 269 billion emails		Self-Reflection Due: Week 3 Friday (26 Mar 2021) 11:59 pm AEST

Week 4 - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Printing paper news to printing 3D nudes		

Week 5 - 05 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
A visual revolution: from photography to photoshop		

Vacation Week - 12 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
From black and white films to Dolby's black screen theatre		Portfolio Due: Week 6 Friday (23 Apr 2021) 11:59 pm AEST

Week 7 - 26 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Radiowaves to Radio renaissance		

Week 8 - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Little box in the corner goes Hi Def.		

Week 9 - 10 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
A digitised world		

Week 10 - 17 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Babbage, Babel and Paying with your face		

Week 11 - 24 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Babbage, Babel and Paying with your face		

Week 12 - 31 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Global integration and Fragmentation

Essay Due: Week 12 Friday (4 June 2021) 11:59 pm AEST

Review/Exam Week - 07 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
Review/Exam Week		

Exam Week - 14 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
Review/Exam Week		

Assessment Tasks

1 Self-Reflection

Assessment Type

Practical Assessment

Task Description

Learning Outcomes

This assessment is designed to evaluate your;

- Understanding and awareness of communication technology over your lifetime
- Ability to reflect on your use of communication technology and write reflectively
- Awareness of upcoming assessment material and evidence of forward planning

Overview

COMM12022 Communication and Global Technologies explores the way communication has changed culture. Naturally, the way people use communication technology plays a significant role in determining how these changes take place. This first assessment allows you to reflect on your own use of communication technology over your lifetime. The assessment also encourages you to plan for assessment two and three.

Task Description

In this assessment you are required to reflect on your use of communication technology over your life. You might consider both when particular technology was introduced in your life (i.e. Did you have computers at primary school? When did you receive your first mobile phone?) and your use of communication technology (i.e. Do you watch television? How did you communicate with your friends when you were in high school?). Provide a written response of around 500 words.

You are also required to begin planning for the second assessment (the interview portfolio). You should read the Assessment 2 information and identify someone you could interview for Assessment 2. This person should be someone

whose experience of communication technology would be different to yours. Provide a written response of around 250 words which outlines:

1. Your interviewee's name
2. The date (or estimated date) when you will conduct the interview
3. The place you will conduct the interview
4. A short justification which explains why this person is suitable to be interviewed (i.e this person's experience of communication technology appears different to yours, this person is available at a suitable time).

Other Information

As this is a reflective and planning document, references are not strictly required, however can be used to enhance your response. When including material or ideas from other sources, references should always be used.

Your response should be formatted as a word or pdf document. There are no set instructions for presentation however you should strive for your document to look professional and easy to read. The use of dot point formatting is acceptable, however should not replace proper sentence construction and the overall flow of your document.

Submission Instructions

This assessment will be submitted directly to Moodle. Additional instructions about submitting your assessment is available on the Moodle Support for Students site, or by asking the unit coordinator.

Marking Criteria

A full marking criteria will be provided on Moodle, however you will be assessed based on your attention to completion of requirements of task, presentation & structure, and quality of reflection.

Assessment Due Date

Week 3 Friday (26 Mar 2021) 11:59 pm AEST

Submission via Moodle portal

Return Date to Students

Week 5 Friday (9 Apr 2021)

Feedback and comments returned via Moodle portal

Weighting

20%

Assessment Criteria

A full marking criteria will be provided on Moodle, however you will be assessed based on your attention to completion of requirements of task, presentation & structure, and quality of reflection.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submission via Moodle portal

Learning Outcomes Assessed

- Craft interrogative questions for the purpose of obtaining information during an interview

Graduate Attributes

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

2 Portfolio

Assessment Type

Presentation

Task Description

Learning Outcomes

This assessment is designed to evaluate your;

- Understanding and awareness of global communication technology development
- Ability to critically analyse how communication technology influences cultural change

- Research skills, as demonstrated through the conduction of an interview

Overview

COMM12022 Communication and Global Technologies explores the way communication has changed culture. Naturally, the way people use communication technology plays a significant role in determining how these changes take place. The second assessment has a practical focus and gives you the opportunity to interview a person about their experience with communication technologies. You will use your interview findings in your third and final assessment item.

Task Description

In this assessment you will prepare a portfolio of items relating to an interview. You are required to plan, conduct and record a short interview with a person of an older generation (i.e. a grandparent or elderly family friend). In this interview you will seek to understand their experience of changes in communication technology. This should specifically include the effect 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; online newspapers, online banking, social media (etc).

You will need to read the Assessment 3 information and clarify the information you need to gather to address the essay question. You will then create 'an interview guide': a list of planned interview questions. You will also need to organise your interview, including agreeing on a set time and place with your interviewee, printing the information and consent forms for your interviewee to sign,

Once you have completed your interview, you need to prepare your portfolio of items for submission. Your portfolio needs to contain:

1. A copy of the Participant Information Sheet and Consent Form signed by your interviewee
2. Your interview guide
3. A copy of the recorded interview, preferably uploaded to SoundCloud and a link placed in your portfolio
4. A justification and reflection of approx. 1500 words which provides a broad overview of the interview, justifies your choice of interview questions and reflects on how you feel the interview went (i.e. do you feel the questions were suitable for giving the kinds of responses you can use in Assessment 3? How would you improve the interview for next time? How has this experience and the things you've learnt in the unit widened your thoughts on the effects of technological communications change?).

Other Information

Your portfolio should be submitted as a single word or pdf document, with the exception of the audio recording. There are no set instructions for presentation however you should strive for your document to look professional and easy to read. The use of dot point formatting is acceptable, however should not replace proper sentence construction and the overall flow of your document.

The interview should be conducted using a question-and-answer format. It is suggested you should plan 10-15 questions to ask your interviewee but be flexible enough to adjust your questions based on your interviewee's responses. The recorded interview should be approximately 10 -15 minutes long. It must be sufficiently long for you to have enough information to use in your final assessment but should not be too lengthy. We would suggest your interview takes absolutely no longer than 30 minutes. If your interview needs to take longer than 10-15 minutes, this is an indication your interview guide (questions) have not been sufficiently refined.

Submission Instructions

This assessment will be submitted directly to Moodle. Additional instructions about submitting your assessment is available on the Moodle Support for Students site, or by asking the unit coordinator.

Marking Criteria

A full marking criteria will be provided on Moodle, however you will be assessed based on your attention to completion of requirements of task, quality of writing, quality of justification and reflection.

Assessment Due Date

Week 6 Friday (23 Apr 2021) 11:59 pm AEST

Submission via Moodle portal

Return Date to Students

Week 8 Friday (7 May 2021)

Feedback and comments returned via Moodle portal

Weighting

35%

Assessment Criteria

A full marking criteria will be provided on Moodle, however you will be assessed based on your attention to completion of requirements of task, quality of writing, suitability of interview questions, quality of justification and reflection.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submission via Moodle portal

Learning Outcomes Assessed

- Analyse the key effects of the communication technology evolution
- Categorise the cultural effects of new media

Graduate Attributes

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

3 Essay

Assessment Type

Reflective Practice Assignment

Task Description

Learning Outcomes

This assessment is designed to evaluate your;

- Ability to critically analyse how communication technology influences cultural change
- Your ability to interpret and evaluate how global communication technologies have changed the way we live and work
- Written communication skills, particularly your ability to use a primary source

Overview

COMM12022 Communication and Global Technologies explores the way communication has changed culture. Naturally, the way people use communication technology plays a significant role in determining how these changes take place. The third assessment brings together the elements of the earlier two assessments to encourage you to consider the changes communication technology has on our lives, and our culture more broadly.

Task Description

In this assessment you will prepare a 2000-word argumentative essay which addresses the following research statement:

“Communication technology has really improved our lives”

You should use the information you gathered for the Assessment 2 interview as a primary source. You should analyse and discuss the changing use and impact of communication technology experience by your interviewee. You may include information from the interview (both paraphrased and the occasional, brief direct quote) in your essay. Your essay should also look at the deeper issues linked to the responses from your interviewee (i.e. fear of technology, increasing loss of technology, planned obsolescence, etc.).

Other Information

Your interview material should be referenced as ‘Personal Communication’, instructions relating to this are available in the APA referencing guide. Your essay should also reference material such as unit readings and your own research. At least 10 additional sources are expected.

Submission Instructions

This assessment will be submitted directly to Moodle. Additional instructions about submitting your assessment is available on the Moodle Support for Students site, or by asking the unit coordinator.

Marking Criteria

A full marking criteria will be provided on Moodle, however you will be assessed based on your attention to completion of requirements of task, quality of writing, written argument and analysis, research and use of sources to support argument, referencing.

Assessment Due Date

Week 12 Friday (4 June 2021) 11:59 pm AEST

Submission via Moodle portal

Return Date to Students

Exam Week Friday (18 June 2021)

Feedback and comments returned via Moodle portal

Weighting

45%

Assessment Criteria

A full marking criteria will be provided on Moodle, however you will be assessed based on your attention to completion of requirements of task, quality of writing, written argument and analysis, research and use of sources to support argument, referencing.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submission via Moodle portal

Learning Outcomes Assessed

- Evaluate and discuss the core cultural effects of recent communication technology
- Combine a formal essay with a reflective account of the research process.

Graduate Attributes

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