



COURSE OUTLINE

CMN104 Introduction to Screen and Media Industries

Course Coordinator: Karen Hands (khands1@usc.edu.au) **School:** School of Business and Creative Industries

2021 Semester 1

USC Sunshine Coast
USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course examines the economic, cultural and social significance of screen media and mass communication industries in a contemporary, globalised media marketplace. The course introduces you to various ways of thinking about screen and media, from the impact of ownership structures, content regulations and technological changes, to the possibilities and challenges of convergence, audience engagement and participatory cultures. You will engage with screen and media texts, cultural theories, technological and industrial contexts. This will provide a strong foundation for your understanding of the media landscape and context for professional practice in contemporary screen and media industries.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop – On campus tutorial/workshop for 12 weeks (or equivalent).	2hrs	Week 2	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

Introduction to media + hegemony

Analytical frameworks

Media ownership

Globalism and media convergence

Social and mobile media

Audiences and participatory culture

Consumerism + brands

Public service broadcasters

Textual analysis and subvertive meaning

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Identify the key approaches, the industries and the issues in contemporary screen, media and communication.	Knowledgeable Empowered
2 Analyse and explain change and continuity in screen, media and communication industries.	Creative and critical thinker Empowered
3 Analyse and discuss significant trends in screen, media and communications industries.	Knowledgeable Creative and critical thinker

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

The course includes an early assessment due in Week 4 which will provide formative feedback on academic progress and understandings of core concepts. If extra support is required at this stage, support mechanisms such as plans for subsequent submissions academic skills and information literacy assistance will be discussed.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	20%	500 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Oral	Group	35%	10 minutes	Week 10	In Class
All	3	Essay	Individual	45%	1200 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Short report

GOAL:	This task has been designed to allow you to investigate set readings in the course and define key concepts in the field of media and communications industries.		
PRODUCT:	Report		
FORMAT:	Academic format Written short online report that focuses upon the examination of five selected key concepts in the field of media and communication industries. Details of the terms and formatting will be provided on Blackboard and discussed in class.		
CRITERIA:	No.		Learning Outcome assessed
	1	Accurately define the key approaches, the industries and the issues in contemporary media and communications.	
	2	Communicate clearly in academic style.	
	3	Use appropriate formatting, spelling and punctuation.	
	4	Assessment criteria are mapped to the course learning outcomes.	1 2 3

All - Assessment Task 2: Tutorial presentation

GOAL:	Investigate and share your understanding of one key trend discussed in the course that currently impacts the media and communication industries in Australia.
PRODUCT:	Oral
FORMAT:	In this task you will investigate and share your understanding of key trends affecting the media and communication industries in Australia. Additional information, will be provided in tutorials and on Blackboard. Each student to submit bibliography.

CRITERIA:	No.	Learning Outcome assessed
	1	Depth of analysis and explanation of key concept.
	2	Engaging presentation that appeals to audience interest.
	3	Appropriate choice of medium for communication of presentation content
	4	Ability to stick to time limit.
	5	No reading of prepared materials

All - Assessment Task 3: Essay

GOAL:	To allow you to demonstrate your understanding of key trends affecting the media and communication industries.	
PRODUCT:	Essay	
FORMAT:	A formal, argumentative essay of 1200 words. The essay must be grounded in relevant research with a minimum of six academic sources included. You should use the Harvard referencing system. See Blackboard for more details about the requirements of this task.	
CRITERIA:	No.	Learning Outcome assessed
	1	Evidence of critical thinking.
	2	Demonstrated knowledge about key issues facing the media and communication industries.
	3	Use of appropriate sources and research (at least four academic sources).
	4	Well-structured and evidenced arguments
	5	Proficiency in formal essay writing conventions relating to presentation and referencing.
	6	Precision of language, grammar, syntax and punctuation.

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au