



## The University of Southern Queensland

### Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

#### Description: Introduction to Communication and Media Studies

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CMS	1010	87195	1, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100700

#### STAFFING

Examiner: Karey Harrison  
Moderator: Andrew Mason

#### SYNOPSIS

This course is designed as a foundation course in Communication and Media Studies. All of our interactions with other people, nations and cultures involve communication processes. This course introduces students to the study of human communication theory and the basic skills of information literacy, textual interpretation and cultural literacy. The course develops skills in communications research, essay and report writing and critical thinking. Through a study of theories of language and communication this course develops more effective communication skills and strategies, and it develops strategies for critically interpreting texts and discourses in their social & cultural context.

#### OBJECTIVES

On completion of this course students will be able to:

1. be able to competently use appropriate communications vocabulary and key theories.
2. be able to develop information literacy and academic writing skills
3. be able to apply selected communication theories to the critical analysis and interpretation of written and image texts;
4. be able to demonstrate the ability to participate in group discussions of course content.

#### TOPICS

Description	Weighting (%)
1. Information Literacy Skills	10.00
2. Models of communication & language	25.00
3. Reading Texts	25.00
4. Reading Images	25.00
5. Mass Media	15.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

The study materials are not available from the bookshop. Study materials and readings can be accessed on Study Desk. All other study materials must be downloaded or accessed from the Study Desk for this course.

Hartley, John 2002, *Communication, cultural and media studies: the key concepts*, 3rd edn, Routledge, New York.

Marsen, Sky 2006, *Communication studies*, Palgrave MacMillan, Basingstoke, Hampshire.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

'Electronic Journal of Communication' (Available: [www.cios.org](http://www.cios.org)).

'Catalogue of Benetton's postmodern advertisements' (Available: [www.benetton.com](http://www.benetton.com)).

Chandler, D 'Semiotics for Beginners' (Available: <http://www.aber.ac.uk/media/Documents/S4B/>).

Chandler, D 'The Transmission Model of Communication' (Available: <http://www.aber.ac.uk/media/Documents/short/trans.htm>).

McQuail, D 1994, *Mass Communication Theory: An Introduction*, 3rd edn, Sage, London.

The Rockridge Institute ' ' (Available: <http://www.rockridgeinstitute.org/>).

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Private Study	165.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
LIBRARY EXERCISE	100.00	15.00	27 Mar 2009 (see note 1)
ESSAY 1 (1500 WORDS)	100.00	40.00	11 May 2009 (see note 2)
ESSAY 2 (1500 WORDS)	100.00	45.00	15 Jun 2009 (see note 3)

### NOTES

1. This assessment item is aligned with Objective 2
2. This assessment item is aligned with Objectives 1,2 ,3

3. This assessment item is aligned with Objectives 1,2 ,3 .

## **IMPORTANT ASSESSMENT INFORMATION**

- 1 Attendance requirements:  
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks / grades obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
As there are no examinations in this course, there will be no deferred or supplementary examinations.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL  
<http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) Students who have undertaken all of

the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).