



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: Communication, Technology and Policy

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CMS	2016	86703	1, 2009	ONC	1.00	Fraser Coast

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	1
ASCED code:	100700

STAFFING

Examiner: Kelly McWilliam
Moderator: Karey Harrison

REQUISITES

Pre-requisite: (CMS1000 or ASD1000) and CMS1010

SYNOPSIS

Technological change has had major impacts upon the modes of transmission, processing and storage of information and electronic forms of communication. This course explores the social and policy implications of the digitisation of Australian (and international) telecommunications and broadcasting. Specific policy and technology themes and debates will be selected to illustrate the choices facing the information society. The course will also examine media discourses of communication technology.

OBJECTIVES

On successful completion of this course students will be able to:

1. explain how the means of communication are shaped by complex social factors;
2. understand the impact of communication technologies on government policy and planning;
3. understand the impacts of contemporary means of communication on politics, culture and the economy
4. analyse the changing nature of media and communication institutions from a number of theoretical perspectives;
5. engage critically with media discourses of communication and information technology.

TOPICS

Description	Weighting (%)
1. The social shaping of digitisation	10.00

2.	Theoretical perspectives on communication , technology and policy	10.00
3.	History of communications media	20.00
4.	ICT Policies and regulation	15.00
5.	Digital divides, surveillance and copyright	30.00
6.	ICTs and politics, culture and identity	10.00
7.	Issues for the future	5.00

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).

Hirst, Martin & Harrison, John 2007, *Communication and new media: from broadcast to narrowcast*, Oxford University Press, South Melbourne.

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.

, , Media International Australia, *Incorporating cultural policy*,
(quarterly journal)

'Department of communications, information technology and the arts' (Available: <http://www.dci.ta.gov.au>).

'Australian communications and media authority' (Available: <http://www.acma.gov.au>).

'Copyright council of Australia' (Available: <http://www.copyright.org.au>).

, , *ABA update*,

, , *Communications update*,

, , *Prometheus*,

(twice yearly journal)

Barr, T 2000, *Newmedia.com.au: the changing face of Australia's media and communications*, Allen & Unwin, Sydney.

Castells, M 2000, *The information age: economy, society and culture: the rise of the network society*, 2nd edn, Blackwell, Oxford, Vol 1.

Consalvo, M & Paasonen, S (eds) 2002, *Women and everyday users of the internet: agency and identity*, Peter Lang, New York.

Green, M 2001, *Websites & copyright: a practical guide*, Australian Copyright Council, Redfern, NSW.

Gross, LS 2000, *Telecommunications: an introduction to electronic media*, 7th edn, McGraw Hill, Boston.

McDonald, I 2002, *Current issues 2002: a discussion paper*, Australian Copyright Council, Redfern, NSW.

Morrison, V 2002, *Moral rights: a practical guide*, Copyright Council, Redfern, NSW.

Moyal, A 1984, *Clear across Australia: a history of telecommunications*, Nelson, Melbourne.

Mulgan, GJ 1991, *Communication and control*, Guilford Press, New York.

O'Sullivan, T, Hartley, J, Saunders, D, Montgomery, M & Fiske, J 1994, *Key concepts in communication & cultural studies*, 2nd edn, Routledge, London.

Webster, F 2002, *Theories of the information society*, 2nd edn, Routledge, London.

(e-book, available at

<http://ezproxy.usq.edu.au/login?url=http://site.ebrary.com/lib/unisouthernqld/Doc?id=10016859>)

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Lectures	26.00
Private Study	126.00
Tutorials	13.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ORAL PRESENTATION	100.00	20.00	06 Mar 2009 (see note 1)
TUTORIAL PARTICIPATION	100.00	10.00	06 Mar 2009 (see note 2)
ESSAY	100.00	30.00	08 May 2009 (see note 3)
NEWSFILE + DISCOURSE ESSAY	100.00	40.00	19 Jun 2009 (see note 4)

NOTES

1. Oral presentations will be made during scheduled tutorial times. This assessment item relates to Objectives 2, 3, 4 & 5.
2. Marks will be based on student's contribution to class discussions. This assessment item relates to Objectives 2, 3, 4 & 5.
3. This assessment item relates to Objectives 2, 3, 4 & 5.
4. This assessment item relates to Objective 1.

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:

It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. For this course, normal class attendance consists of two one-hour lectures and one one-hour tutorial per week.
- 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 prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
 - 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 exam for this course.
 - 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
 - 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 lodge the assignment at the USQ. (b) 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. (c). 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. (d) 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. (e) 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. (f) 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).

10 Students will require access to email and have internet access to USQConnect and other internet sites for this course.