



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: Issues in Professional Communication

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CMS	4001	91175	2, 2009	WEB	1.00	Toowoomba

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

STAFFING

Examiner: Karey Harrison
Moderator: Andrew Mason

REQUISITES

Pre-requisite: Students must be enrolled in the following Program: BAHN

SYNOPSIS

This course will take an interdisciplinary approach to immersing students of communication, journalism, public relations and the mass media in a range of global communications issues which impact on professional practice. Through class seminars students will be challenged to regard their discipline from the viewpoint of its global context. They will learn to analyse issues and events critically by applying theories of globalisation and the mass media to specific case studies and/or projects.

OBJECTIVES

On successful completion of this course students should:

1. be familiar with the major themes in contemporary debate about the practices of media professionals in today's global context;
2. demonstrate an understanding of the major issues and themes in the professional communication research literature;
3. be able to analyse critically contemporary debate on the media and to evaluate implications for professional preparation and practice;
4. show a capacity to recognize and to analyse problems in professional media practice in an era of globalisation.

TOPICS

Description	Weighting (%)
1. The media in today's global context	20.00

2.	Theories of globalisation and their impact on professional communicators	20.00
3.	Contemporary issues and debates surrounding professional communication practices	15.00
4.	Case studies in professional communication	15.00
5.	The influence of technology: convergence and globalisation	20.00
6.	Ethics and responsibilities of professional communications practice	10.00

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).

To Be Advised

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.

McQuail, D 2005, *McQuail's Mass Communication Theory*, 5th edn, London: Sage.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	100.00
Private Study	80.00
Project Work	150.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
RESEARCH REVIEW	100.00	25.00	11 Sep 2009 (see note 1)
ONLINE SEMINAR CONTRIBUTION	100.00	25.00	29 Oct 2009 (see note 2)
KEY ESSAY	100.00	50.00	30 Oct 2009 (see note 3)

NOTES

1. This assignment is aligned with Objectives 1 to 4.

2. This assignment is aligned with Objectives 1 to 4. Progressive contributions through course.
3. This assignment is aligned with Objectives 1 to 4.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the students' 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 one 1 hour lecture and one 1 hour tutorial per week.
- 2 Requirements for students to complete each assessment item satisfactorily:
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 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 a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or 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> or in the current USQ Handbook.

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) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (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 can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.