Description: Issues in Professional Communication

<table>
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<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<td>ONC</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100700

STAFFING
Examiner: Dianne Jones
Moderator: Julianne Stewart

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:

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

TOPICS

<table>
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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>1. The media in today's global context</td>
<td>20.00</td>
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<tr>
<td>2. Theories of globalisation and their impact on professional communicators</td>
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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:
Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

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.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Directed Study</td>
<td>100</td>
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<tr>
<td>Private Study</td>
<td>80</td>
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<tr>
<td>Project Work</td>
<td>150</td>
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ASSESSMENT DETAILS

<table>
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<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>SEMINAR CONTRIBUTION</td>
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<td>ISSUES ESSAY</td>
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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.

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 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 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/SECARIAT/calendar/Part5/ or in the printed version of 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) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required 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) 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. (e) 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).