UniSC

COURSE OUTLINE

CMN104 Introduction to Screen and Media Industries

School: School of Business and Creative Industries

2024 | Semester 1

| UniSC Sunshine Coast UniSC Moreton Bay | **BLENDED LEARNING** | Most of your course is on campus but you may be able to do some components of this course online. |
| Online | **ONLINE** | You can do this course without coming onto campus. |

Please go to usc.edu.au 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

In this course, you will be introduced to key concepts in screen and media industries in order to build a foundation knowledge of their role in producing and circulating culture. You'll examine the technological, economic and creative contexts within which screen and media industries operate and the impacts of digitisation and globalisation on the production and distribution of media texts and on media workers' creative practice and agency.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Asynchronous online delivery of learning material	1hr	Week 1	10 times
Tutorial/Workshop 1 – Synchronous and scheduled face to face workshops	2hrs	Week 2	10 times
ONLINE			
Learning materials – Asynchronous online delivery of learning material	1hr	Week 1	10 times

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
Tutorial/Workshop 1 – Synchronous online workshops (Recorded).	2hrs	Week 1	10 times

1.3. Course Topics

Module One: Framing Critical Inquiry

Understanding Screen and Media Industries

Key concepts and the Industrialisation of Culture Framework

Media Industry Mandates: Who Pays?

Module Two

Creative Practices, Media Work and Autonomy

First Nations Storytelling

Digital Distribution

Module Three

Ownership and Conglomeration Strategies

Globalisation of Media Industries

Forces of Change: Digitisation and Globalisation

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 concepts and issues in screen and media industries and their importance to society	Knowledgeable Empowered
2 Analyse and explain how media texts are funded, produced, distributed and monetised	Creative and critical thinker Empowered
3 Analyse and discuss the impacts of digitisation and globalisation on screen and media industries and creative practice	Knowledgeable Creative and critical thinker
4 Communicate issues in the contemporary screen and media industries through written, oral and digital mediums within an academic framework.	Creative and critical thinker Engaged

5. Am I eligible to enrol in this course?

Refer to the UniSC 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

In week 4 a draft copy of your first assessment task will be peer reviewed in your workshop to provide formative feedback on academic progress and understanding of key 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	Written Piece	Individual	20%	750 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Individual	35%	5 minutes, plus 500 word written submission based on your presentation.	Throughout teaching period (refer to Format)	In Class
All	3a	Plan	Individual	10%	Approximately 500 words	Week 11	Online Assignment Submission with plagiarism check
All	3b	Essay	Individual	35%	A 1500 word essay	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Short written work

GOAL:	This task has been designed to allow you to investigate set readings in the course. It allows you to define key terms and concepts in screen and media industries while reflecting on their connections to your prior personal learning
PRODUCT:	Written Piece
FORMAT:	Written short task that focuses upon the examination of selected key concepts in media and screen industries. Details of the terms and formatting will be provided on Canvas and discussed in class.

CRITERIA:	No.		Learning Outcome assessed
	1	Accurately define the key terms and concepts in screen and media industries using set readings	①
	2	Apply key terms and concepts to a contemporary media example	② ③
	3	Use appropriate academic tone, formatting, spelling and punctuation.	④
GENERIC SKILLS:	Communication, Organisation		

All - Assessment Task 2: Presentation in tutorial

GOAL:	Respond to a chosen media text (such as a TV show, a movie or a news story) using a key concept and appropriate theoretical framework from the course readings.
PRODUCT:	Oral and Written Piece
FORMAT:	In this presentation task you will apply a key concept and theoretical framework to your chosen text (such as a TV show, a movie or a news story). A separate written presentation outline and list of references will be submitted via Turnitin. Additional information, will be provided in workshops and on Canvas. Presentations will be delivered in class in weeks 7, 8 and 9.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Accurate application of a key definition and concept to the text.	①
	2	Depth of analysis of the media text.	②
	3	Cohesive, logical reasoning	② ③
	4	Appropriate selection and application of medium for communication of presentation content	② ③ ④
	5	Strength of oral presentation	④

GENERIC SKILLS:	Communication, Organisation, Information literacy

All - Assessment Task 3a: Draft outline of task 3

GOAL:	In order to support your preparations for task 3 this task requires you to write a draft outline of your key arguments and the research sources you will use for task 3.
PRODUCT:	Plan
FORMAT:	A written one page document. Additional information, will be provided in workshops and on Canvas.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	A range of research resources identified that are relevant to your chosen media industry	④
	2	Inclusion of possible arguments about the impacts of digitisation on your chosen media industry	②
	3	Preliminary structure or outline included	④

GENERIC SKILLS:	Communication, Organisation, Information literacy

All - Assessment Task 3b: Essay

GOAL:	To allow you to apply your understanding of the impacts of digitisation and globalisation to your chosen media industry, its creative practices and the texts that are produced for audiences.
PRODUCT:	Essay
FORMAT:	1500 word essay on how the forces of change are affecting your chosen media industry. Your work must be grounded in relevant scholarly and industry research with a minimum of SIX academic sources included in the written document. You should use the Harvard referencing system. See Canvas for more information about the requirements of this task.

CRITERIA:	No.		Learning Outcome assessed
	1	Demonstrated knowledge about key issues facing the media and communication industries.	①
	2	Well-structured, analytical arguments	② ③
	3	Use of appropriate sources and research (at least six academic sources)	② ③ ④
	4	Compelling video presentation (if applicable)	③ ④
	5	Written component accurately formatted and referenced.	④

GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy

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. 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 Canvas 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

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. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. 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.

10.6. 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.

10.7. 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.

10.8. 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au