

CMN120 Introduction to Contemporary Global Media and Communication

School: School of Business and Creative Industries

2025 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

This course introduces you to the role of communication across a range of sectors in a global media environment. You will explore notions such as media platforms, power, agency, propaganda, rhetoric, and public opinion and examine tactics and strategies to influence the public sphere. Through the development and analysis of case studies, you will develop a critical understanding of strategic communication practices, gaining insights into how the ethical practice of public communication contributes to the sustainability of organisations and communities.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

1. Understanding strategic communication and the more globalised media environment that communication now operates in
2. Understanding theories of propaganda, rhetoric and public opinion formation.
3. Unpacking strategies and tactics of strategic communication to influence the public sphere.
4. Exploring ethical and responsible strategic communication practice

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 and describe key concepts, principles and theories that inform professional strategic communication practice.	Knowledgeable
2 Recognise theoretical debates, contestations and contemporary perspectives in strategic communication and public relations literature.	Knowledgeable
3 Deploy ethical principles in the critical analysis of strategic communication cases.	Ethical
4 Evaluate strategic communication problems and issues in a sustainable and culturally responsible manner.	Sustainability-focussed

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 3 a non-graded quiz will be conducted and students will get feedback to ensure their understandings of the key concepts explored in the course so far

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	Artefact - Creative, and Written Piece	Individual	20%	500 word equivalent (100 words of explanation of concept + image)	Week 6	Online Submission
All	2	Oral and Written Piece	Group	40%	10 minute group presentation of a case study with an individual reflection of 200 words (written) about the group component	Week 10	Online Assignment Submission with plagiarism check
All	3	Report	Individual	40%	10 minute individual vlog or 1200 word blogpost report.	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Creative

GOAL:	This task is designed to build and enhance your theoretical and conceptual knowledge of contemporary global media and communication		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	Creative communication piece (meme, social media post, video; infographic as per student choice) to visually communicate one core concept from between Weeks 1-5) plus one x 100 word explanation of the piece and concept. Reference of core concept x 1 required in Harvard.		
CRITERIA:	No.		Learning Outcome assessed
	1	Good knowledge and understanding of week 1-5 learning materials and readings on global media and communication concepts and theories	1 2
	2	Core concept correctly referenced as per the Harvard guide	1
	3	Creative communication and visual appeal of material	1 3
GENERIC SKILLS:	Communication, Problem solving, Information literacy		

All - Assessment Task 2: Group Oral Presentation of a case study with individual written reflection of group work

GOAL:	This task is designed to develop your case study, oral and team work skills.																			
PRODUCT:	Oral and Written Piece																			
FORMAT:	You will make a team oral presentation of how theory relates to practice by identifying one theory and relating it to one contemporary global media and communication issue. Your presentation should be visually appealing and you should enhance audience experience. The case study will be a group endeavour where you will cite a minimum of six scholarly sources correctly in Harvard Style. In the case study you will explain your rationale for the selection of the case and theory. 10% of the overall mark will be individual reflection on the group work elements. 30% for the group component.																			
CRITERIA:	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Presentation is clear and content is creatively presented.</td><td>2</td></tr><tr><td>2</td><td>Sophisticated analysis of theory in relation to practice.</td><td>1</td></tr><tr><td>3</td><td>Sources correctly referenced in Harvard Style.</td><td>3</td></tr><tr><td>4</td><td>Creative presentation - audience engagement, verbal and non-verbal skills, time management.</td><td>4</td></tr><tr><td>5</td><td>Team commitment and contribution.</td><td>4</td></tr></tbody></table>	No.		Learning Outcome assessed	1	Presentation is clear and content is creatively presented.	2	2	Sophisticated analysis of theory in relation to practice.	1	3	Sources correctly referenced in Harvard Style.	3	4	Creative presentation - audience engagement, verbal and non-verbal skills, time management.	4	5	Team commitment and contribution.	4	
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5	Team commitment and contribution.	4																		
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Applying technologies, Information literacy																			

All - Assessment Task 3: Vlog or Blog report

GOAL:	This task is designed for you to produce a report that critically analyses five core concepts from a theoretical perspective, with reference to contemporary global media and communication examples for each concept. Minimum of seven scholarly sources.																
PRODUCT:	Report																
FORMAT:	Blogpost or vlog report. Must be communicated in a professional and engaging manner. This must be referenced correctly.																
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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

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](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) 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](tel:0754301226) 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