

INT203 Power, Politics and the Media

School: School of Law and Society

2026 Trimester 1

UniSC Sunshine Coast

**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, unless your program has specified a mandatory onsite requirement.

Please go to unisc.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

Politics and the media are closely entwined. In this course you will be introduced to the power of the media, its ability to influence populations, and how political forces attempt to use the media for their own power across the world. The impact of political advertising, media ownership, social media, surveillance, media laws, war reporting, and popular culture are investigated across a comparison of states. You will engage in TV and film analysis, alongside examining the rise of social and networked media. You will contemplate what the role of the media should be for free societies and how the media can serve the public good today.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Weekly online learning materials (e.g. videos, readings, activities, discussion board)	1hr	Week 1	12 times
Tutorial/Workshop 1 – Weekly in-person two-hour tutorial/workshops	2hrs	Week 1	10 times
ONLINE			
Learning materials – Weekly online learning materials (e.g. videos, readings, activities, discussion board)	1hr	Week 1	12 times
Tutorial/Workshop 1 – Weekly online tutorial/workshop	2hrs	Week 1	10 times

1.3. Course Topics

Media in history; Production of media; Media Theory; Ownership and Regulation of the media; Media and democracy; Media and propaganda; Media in advertising & surveillance; Media and security, war, terrorism; Popular Culture of media, TV and film analysis
Media in memes & cartoons

1.4. Mature Content

Sex/Sexual references, Violence, Adult themes

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

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 Apply theories of media, communication, and politics to real world events and problems.	Knowledgeable Empowered Problem solving
2 Investigate and evaluate the impact of media on politics, and, the influence of politics on media.	Creative and critical thinker Engaged Information literacy
3 Critically analyse the nature and value of current international media, sources, and news items.	Creative and critical thinker Communication Information literacy
4 Critically compare and contrast different media sources, evaluate content, and identify issues, themes, and biases.	Empowered Ethical Communication Information literacy
5 Communicate effectively to appropriate audience and apply referencing conventions.	Knowledgeable Empowered Ethical Communication Problem solving Information literacy

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

INT270 and INT370

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

5.5. Microcredential Information

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

Early feedback is provided in Portfolio from the second week. Students will be given direct oral and written feedback on their work and their preparation and participation in the tutorial related to readings and content in classes each week.

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	Report	Individual	30%	1500 words	Week 7	Online Assignment Submission with plagiarism check
All	2	Essay	Individual	40%	2000 words	Week 12	Online Assignment Submission with plagiarism check
All	3	Portfolio	Individual	30%	150 words approx. per week over 10 weeks & a written reflection in class each week.	Throughout teaching period (refer to Format)	In Class

All - Assessment Task 1: Media Analysis report

GOAL:	You will research and analyse two news items of your choice (on the same story/theme/issue but from different sources) and complete a report critically comparing and contrasting these items.																			
PRODUCT:	Report																			
AUTHORSHIP STATEMENT:																				
FORMAT:	The report is written as a formal academic paper consistently applying a referencing style (Harvard, Oxford, or Chicago preferred) and containing a List of References (LOR). The news items (whether articles, reports, editorials, TV spots) must be included with your report, either in print or as a link.																			
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Breadth of research on media sources; understanding and application of relevant literature.</td> <td>1 2 4</td> </tr> <tr> <td>2</td> <td>Critical comparison of news items (analysis and synthesis)</td> <td>1 4</td> </tr> <tr> <td>3</td> <td>Application of theories (communication/media and related concepts)</td> <td>1</td> </tr> <tr> <td>4</td> <td>Written communication</td> <td>4 5</td> </tr> <tr> <td>5</td> <td>Academic referencing</td> <td>3 5</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Breadth of research on media sources; understanding and application of relevant literature.	1 2 4	2	Critical comparison of news items (analysis and synthesis)	1 4	3	Application of theories (communication/media and related concepts)	1	4	Written communication	4 5	5	Academic referencing	3 5	
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GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Information literacy																			

All - Assessment Task 2: Essay

GOAL:	You will undertake research and write an essay that explores a media and politics issue in depth.																						
PRODUCT:	Essay																						
AUTHORSHIP STATEMENT:																							
FORMAT:	<p>Academic product 2000 words</p> <p>Particular attention will be focused on the inclusion of empirical data to support points and arguments made, integration of arguments with theories of media/communication, and, on the critical analysis and synthesis of materials in the essay.</p>																						
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GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy																						

All - Assessment Task 3: Preparation and Participation Portfolio

GOAL:	You will complete a written portfolio documenting your engagement with readings, learning materials, tutorials, discussions, activities and answering all questions as required. During your tutorial, in person, you will write a reflection to a question that is based on the readings. You will have to be present in the class to complete it.		
PRODUCT:	Portfolio		
AUTHORSHIP STATEMENT:			
FORMAT:	<p>Format:</p> <p>From weeks 1 - 10, you will have an in-class evaluation of your tutorial engagement that involves completing a reading Portfolio and answering one reflection question at the start of each tutorial.</p> <p>Preparation for each tutorial will require:</p> <ul style="list-style-type: none"> - reading the required readings for the week; - watching and engaging with the online learning materials; - completing written summaries and/or question/answer (150 words approx) each week and emailing these to the lecturer prior to the tutorial; - complete in your tutorial, in person, a written reflection based on a question or theme released in class; - reflecting on and discussing the issues highlighted for discussion in the class. <p>Discussions and activities will take place in the tutorial which will give you the opportunity to be heard and participate in a range of learning activities. Your discussions should be informed by the readings and online materials.</p>		
CRITERIA:	No.		Learning Outcome assessed
	1	Application of theory, philosophy, knowledge of media and politics	1 2 3 4
	2	Analysis of readings and case study materials	1 2 3 4
	3	In person class reflection (written) each week and active participation in discussions and activities during tutorial	1 2 3 5
GENERIC SKILLS:	Communication, Collaboration, 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:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. 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>

10.5. 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.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)