

COM307e Emerging Issues in the Communication Industry

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

COM307e Emerging Issues in the Communication Industry explores how world issues tie in all the major aspects of communication and mass media. It encourages students to examine emerging global issues in totality, from the perspective of how all of the media impacts these issues.

Topics:

- THEORETICAL MODELS AND ETHICAL FRAMEWORKS IN COMMUNICATION INDUSTRIES
- EMERGING BUSINESS OF COMMUNICATION INDUSTRIES
- MEDIA OWNERSHIP: OPPORTUNITIES AND BARRIERS
- GROWTH STRATEGIES: MARKET REGULATION AND CONTROL
- MANAGING TEXTS AND MEDIA CONTENT
- COMMUNICATION INDUSTRIES AS CREATIVE INDUSTRIES

Textbooks:

Croteau, David & Hoynes, William: The Business of Media: Corporate Media and The Public Interest.
2006 Pine Forge Press
ISBN-13: 9781412913157

Learning Outcome:

- Distinguish the key terms, theories and concepts of communications
- Discuss the factors of media policies and practices and analyse its impact on media products
- Criticize the current practices of media organisations in media content and work processes
- Evaluate theoretical frameworks and ethical concepts to the critical analysis of key trends in the communication industry
- Analyze cases using the theories and concepts
- Recommend strategic decisions and actions for the media practitioners and organizations
- Examine communication issues
- Apply knowledge of communication issues to the working environment, whether interacting with and understanding the media and/or corporate communications

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100