

COM308e Analysis of Issues and Trends 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:

The media industry is constantly changing. Today's communication environment is increasingly sophisticated and complicated, fuelled by technological advancement and a global economy. How does the audience make sense of a communication system that is saturated with information? Analysis of Issues and Trends in the Communication Industry provides students with a roadmap for understanding an ever-changing media industry by reviewing emerging trends in the various media sectors and topics, such as trends and issues pertaining to the different forms of media evolving into each other's spaces as well as the amalgamation and dwindling of media ownership. Students will also be introduced to various analytical frameworks and applied research methods in the various media sectors. Students will be equipped with the knowledge of how analysis and research shape trends, messages and market direction in the communication industry.

Topics:

- Changing landscape of the communication industry
- Distinctiveness of the communication industry
- Evolution of the communication industry: News, radio, television and film
- Market model and public sphere model
- Trends in media ownership
- Global communication economy
- Analytical frameworks to survey the communication industry
- Research application for newspapers and magazines
- Research application for electronic media
- Trends in texts and content
- Trends in communication technology
- Audience, media and public policy

Learning Outcome:

- Demonstrate knowledge and understanding of the different types of analysis and applied research applications for communication and media practices.
- Analyse current trends and issues in the communication industry.
- Appraise the process of applied communication research.
- Distinguish among the different analytical methods and the outcomes they can achieve.
- Prepare a feasible action plan and solution for emerging issues in the media and communication industry.
- Propose appropriate analytical framework and methodologies for different needs in the communication industry.
- Evaluate challenges in the media and communication industry.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100