

## **MODULE OUTLINES**

### **COMM2993 Locating Knowledges**

In this module students will explore the connections between knowledge and place from a range of cultural perspectives as foundational to their university learning, and foundational to knowledge making and sharing.

Locating themselves as university students is an experience of discovery and orientation in their relation to stories and histories, which can be viewed as situated and practiced knowledge encounters. Students will explore social relations that form knowledge encounters as well as ethical navigations required among differently situated groups and across differently located settings. Students will examine these knowledges encountered through a variety of media objects, communication practices and crafted art forms relevant to their discipline.

### **COMM2891 Asian Media and Communication**

Students will examine media and communication in Asia in the age of digitisation and globalisation.

They will be introduced to a range of theoretical approaches and their application in the Asian media and communication practices. The approaches include comparative media theories, journalism and propaganda, media control and monopolization, media convergence, new/social media and networked society. They will also explore media and communication practices from the perspectives of the government, the industry, the public and individual citizens in both local and global contexts.

### **COMM2994 Introduction to Public Relations**

In this module students will explore two questions: What is the purpose of public relations in a globalised, digital, and unpredictable world? And how can public relations contribute to social responsibility in this (same) unpredictable world?

Students will draw on public relations concepts and examples of professional practice to develop their knowledge of the processes and purposes of public relations. Students will analyse current campaigns to identify how the field contributes to organisational and social conversations and debates.

### **MKTG1315 Introduction to Advertising**

The purpose of this module is to give students an overview of the advertising, its functions, practices, and an appreciation of its role within the broader communications industry.

Students will examine advertising theory, practice, and explore the processes involved in creating effective communication campaigns. They will also review the role of advertising agencies, professional roles within advertising agencies, the importance of clients, target audiences, message and media strategy and creative thinking.

### **COMM2995 Introduction to Digital Communication**

Although we all engage with digital settings in our everyday lives, professional use of digital communication requires advanced knowledge and skills for effective use. This module introduces students to professional practices, key social issues and creative applications in digital communication. Students will develop their knowledge of digital communication's uses in professions, industries, society and everyday life, and gain skills in developing and managing compelling digital content. Students will develop critical skills for assessing digital issues, content and practices based on evidence and analysis. Students will also gain skills and knowledge to explain key concepts in digital communication and professional practice.

### **COMM2894 Contemporary Asian Modernities**

Students will examine a range of important issues around the political, economic, media and communication, and cultural developments of contemporary Asia against the supposedly universal values of Western modernity from a comparative perspective.

Some of the major questions they will explore are: What is modernity? Is there an "Asian model" and can it be seen as an alternative modernity? The meaning and significance of the rise of Asia? How has Asia been represented in Western media and Asian media seen the West? Is the 21st century going to be the so-called "Asian century"? What are the opportunities and challenges for Australia as an Asia-Pacific nation?

This exploration will improve students' understanding of both Asian and Western modernities and equip them with the key knowledge to engage with Asia in their professional practice.

### **COMM2996 Precision Writing for Digital Engagement**

Writing a precise sentence that will cut through their intended audience is a highly valued skill for digital communicators. In this module students will sharpen their writing skills and learn techniques and tools for maximising reader attention and engagement in digital

environments. Students will examine principles of readability and how word choice and text interact with algorithms to capture audience attention. Students can also explore how to apply tone and voice to target different audiences and consider ethics and possibilities of emerging technologies as tools for professional writing and develop skills for their correct use.

### **COMM2997 Social Media Communication**

This module introduces students to social media as a key object of media and communication. Students will consider the role of different social media technologies and platforms across the history of the internet and examine a range of current issues relevant to communication industries. Students will also develop skills to support the strategic use of social media platforms and associated digital tools for effective communication.

As part of the module, students will undertake learning activities / assessment to engage and connect them with industry relevant to their studies.

### **GRAP3037 Creativity for Advertising**

This module introduces students to the role of creativity in advertising and the theories that underpin it. Students will explore the relationship between creativity and effective communication and apply creative practices to produce advertising concepts and campaigns. They will use creative principles, practices and technologies to generate creative and effective solutions to communication problems across various advertising channels and contexts.

### **COMM2998 Public Relations Strategy and Planning**

This module will introduce students to strategic communication planning, including theory, concepts, and practices. Using a case study approach, students will analyse how strategic planning is applied across various communication and public relations specialisations and gain insights into the efficacy of a range of strategic approaches. It will give them insight into how strategic communication planning sits within broader organisational, situational planning and some aspects of interdisciplinary planning, such as management or marketing strategies. Students will examine a variety of frameworks and concepts used in strategic planning, including situation analysis techniques and agile planning tools which respond to the current environment.

### **COMM3000 Content Creation for Digital Engagement**

Images and audio are core to professional content production. In this module, students will develop and extend their content creation skills using digital tools to produce targeted communication outcomes. Students will explore methods for identifying communication gaps and opportunities and consider how storytelling and narrative work across audio, still and moving image to engage audiences.

### **COMM2999 Managing Digital Challenges**

In this module, students will work on critical problems across the digital communication landscape and collaborate to explore viable solutions. The modules will provide foundational skills in ethics and risk assessment for a professional communication environment. Students will examine different social, cultural, historical and industry perspectives around risk and ethics, and explore how law and regulation has evolved to address pressing digital challenges.

### **GRAP3038 Storytelling for Advertising**

Copywriting is the craft of writing for advertising with the aim of connecting with target audiences.

Students will explore how the spoken and written word is used in advertising to effectively communicate and persuade; and develop own skills in writing such as crafting compelling headlines, persuasive texts and engaging scripts and scenarios. The module will develop their story-telling and communication skills for diverse media platforms.

### **COMM2899 Asian Mobilities: Practices, Experiences and Impacts**

Students will explore the concept of 'mobilities' in terms of the movement of people (human migration, individual mobility, travel, transport), and the broader social implications of those movements. They will be introduced to the many practices and experiences of contemporary Asian mobilities and how they impact cultures, societies, communities, economies and politics.

The module will draw on theoretical approaches from mobility and migration frameworks to investigate, reveal and recognise the many types of Asian mobilities which occur across transnational, interstate and intrastate lines. Students will explore the diverse impact of Asian mobilities on contemporary relationships, identities, histories, customs, economies, policies, narratives and imagery.

### **COMM3001 Digital Audiences and Analytics**

Everyday digital communication and smart technology use generates a staggering volume of data that can be used by communication industries and government agencies to predict future activities, describe consumer practices, and develop new ways to engage people.

In this module students will examine data analytics across a range of settings, from marketing and Business through government services to the creative industries. Students will investigate social and cultural influence on attitudes, perceptions and behaviour. Students also examine how data analytics can be used to inform strategic communication, media planning and ethical decisions, as well as understand the limitation of data.

### **COMM3002 Contemporary Media Relations**

A core part of public relations practice involves working with media, journalists, bloggers and influencer in a changing media landscape. In this module, students will investigate and create a diverse range of media content exploring their different forms, purposes, attributes and challenges.

Student will develop the knowledge and skills to target their message to the appropriate audience, write content for a range of traditional and alternative media outlets and measure their effectiveness; and develop techniques and strategies for creating and maintaining relationships with media practitioners and organisations.

### **COMM3007 Digital Communication Professional Practice**

The purpose of this module is to provide students with the experience of working in digital communication practice either through an internship or by doing an industry focused project. By doing so, students can develop important digital communication skills for their post-graduation employment, making them work-ready, flexible and adaptable.

This module includes a Work Integrated Learning (WIL) experience in which the students' knowledge and skills will be applied and assessed in a real or stimulated workplace context and where feedback from industry and/or community is integral to their experience.

### **COMM3003 People and Persuasion**

Understanding people, especially your audience, is critical to developing well-considered and effective persuasive advertising communication. Being able to interpret how people and audience think, behave and make decisions, can help advertisers to determine how they can be best reached and persuaded. In this module students will explore how theory and research on consumers and target audiences influence communication decisions; and apply these theories and audience insights to develop effective and persuasive communication.

Students will also examine how to employ creativity, emotion, rhetoric and underlying theories of persuasion to develop persuasive messages and communication.

### **COMM2444 Exploring Asian Popular Culture**

Students will examine a range of critical approaches within media and cultural studies frameworks to examine contemporary Asian popular culture. They will consider how popular cultures are constructed, marketed and then consumed by their audiences. They will explore the ways in which popular culture is used within Asian contexts both by individuals and in public discourses, through the examination of artefacts, media and practices.

### **COMM2846 Issues, Risk and Crisis Communication**

In this module students will explore what to do if an issue or crisis threatens an organisation, and how effective response demands commitment and involvement across all areas of management. The reputation of an organisation can be damaged overnight in the current digital media environment. The identification of issues and how an organisation responds to them is fundamental to understanding modern crisis and risk communication.

This module provides an overview of key concepts in issues, risk and crisis communication, using case studies to examine the concepts in action. Students will explore how issues and risks are communicated and how appropriate communication can make the difference between issues escalating into a crisis or resulting in a public that understands. The perspectives of both the producers and receivers of the messages will be explored as well as the core concepts of trust, reputation, credibility and control.

### **COMM3004 Communication Platforms and Industries**

This module equips students with the skills in critical industry-focused research and analysis needed to address sector opportunities and challenges. Students will advance their understanding on digital society through a focus on the key role digital platforms play in transforming work and affecting societal change. The module also introduces students to key issues in digital platforms and communication industry research, such as the rise of gig work, developments in online content production, and the creative industries as a leading sector of innovation and disruption.

### **GRAP3039 Art Direction for Advertising**

The role of the art director in advertising is to add aesthetic value and clarity to an advertising idea. Students will explore visual communication theory, and how advertising art

direction works to enhance advertising campaigns, adding value, clarity and differentiation in crowded media environments.

This practical module integrates communication theory, visualisation, and art direction practice as students translate conceptual creative advertising ideas into art-directed executions across various advertising channels and contexts. They will explore social, ethical and environmental issues relevant to art direction, and the currency of visual media in contemporary global advertising.

### **COMM3005 Advocacy and Voice in Public Relations**

In this module, students will explore the different types of voice, the power of narrative, and how to effectively use their voice in public relations. Students will develop the skills and knowledge to effectively communicate and advocate for a cause, organisation or individual. Student will explore community engagement and advocacy which are central to ethical to public relations and the role of effective communication in shaping public opinion and attitudes; and analyse how to effectively engage with policymakers and other decision-makers. They will then develop content related to activism and social responsibility in both local and international contexts.

### **COMM3006 Digital Communication Capstone Project**

In this capstone module students will explore strategic communication, advanced project management and orienting their work towards industry, community and employment. Their learning is enabled through engaging in industry focused problem-based tasks which reflect current issues and needs in media and communications.

Specifically, students will undertake a Work Integrated Learning (WIL) Project where they plan, research, develop and produce a professional communication project. Students will draw on their knowledge and skills developed across their studies to produce a meaningful communication outcome. As part of this experience, students will engage with and receive feedback from industry practitioners on the planning and delivery of their project.