

SUBJECT DESCRIPTION

50653 New Media and Social Change

Course Name:	Bachelor of Arts in Communication (Social Inquiry)
Level:	300
Number of Credit points:	8
Prerequisites:	50300 Communicating the Social or equivalent from another professional strand
Semester offered:	Autumn
Grading:	Graded

HANDBOOK DESCRIPTION:

Social change practitioners are increasingly involved in communication using new media technologies. Effective communication requires a critical understanding of the ways in which digital media can be used, the role of interactive environments in social mobilization, and the methods required to realise collaborative projects. Situations may include social movements, community organizations, social campaigns at the local, national and international level, the development of exhibitions, demonstrations and presentations, and the building of communities. This subject integrates analyses of social change situations, with the development of key skills needed to ensure effective interaction between researchers, change agents and communities. It develops skills in the use of Dreamweaver and related website programs.

CONTRIBUTION TO GRADUATE PROFILE

This subject-

- Will contribute to the development of theoretical knowledge about communication and social inquiry
- Will contribute to the development of the capacity to engage with advocacy and social change;
- Will contribute to the development the capacity to use communication techniques and strategies to communicate social research to a wide variety of audiences;
- Will contribute to the development of both generalised and specialised skills in the communication of social inquiry and research (including new media and electronic media);
- Will provide opportunities to use their professional skills in advocacy and change management;
- Will contribute to the development of knowledge and critical awareness of professionally relevant industries, practices and processes.

OBJECTIVES

At the completion of this subject students will have:

- a) gained a broad understanding of the role and challenges of new media in environments of social change
- b) developed skills in the analysis of new media and its application to particular situations of advocacy, research and communication in social change.
- c) built inter-disciplinary team skills in project design and planning .
- d) the capacity to assess critically, the ethical and political bases of interventions by new media practitioners and organizations in social, political and cultural issues.
- e) developed skills in communicating their ideas on complex issues through the use of new media.

TEACHING AND LEARNING ACTIVITIES

This subject is taught on a seminar and workshop basis as a Professional class. It includes:

- Lectures
- Tutorial discussions based on in-class student presentations;
- Online discussions sustaining collaborative investigations and debates
- Group problem solving
- Intensive in class skill development workshops
- Project based learning.

CONTENT

Social change practitioners are increasingly involved in communication using new media technologies. Effective communication requires a critical understanding of the ways in which digital media can be used, the role of interactive environments in social mobilization, and the methods required to realise collaborative projects. Situations may include social movements, community organizations, social campaigns at the local, national and international level, the development of exhibitions, demonstrations and presentations, and the building of communities. This subject integrates analyses of social change situations, with the development of key skills needed to ensure effective interaction between researchers, change agents and communities.

ASSESSMENT

Assessment item 1 In-class presentation with report of discussion posted online.

Objectives: a, b, d, f

Value: 20%

Due: As allocated

Task: In-class presentation with report of discussion posted online. This assessment task will cumulatively help students achieve all the goals listed above

Assessment criteria:

Quality of issue definition; structure of presentation; use of communication aids; logic and presentation; evidence of rehearsal; insights to issues.

Assessment item 2 Journal

Objectives: b and d

Value: 20%

Due: Week 14

Task: Keeping an up-to-date weekly reflective Journal of each student's intellectual and skills development throughout the semester.

Assessment criteria:

Regularity of content; evidence of regular reading; insights from readings; reflection on skills development.

Assessment item 3 Individual web site

Objectives: b, c, e

Value: 20%

Due: Week 8

Task: The development of a small individual web site reflecting one of the professional elements of advocacy, research or public history, including a clearly developed plan.

Assessment criteria:

Evidence of planning; quality of look and feel; quality of content; evidence of audience needs appraisal.

Assessment item 4 Group web site

Objectives: f

Value: 40%

Due: Week

Task: Participation in and documentation of the development of a group web site that reflects the range of technical skills taught in the subject, and the application of these skills to communication for professional practice in social inquiry.

Assessment criteria:

Evidence of group work skills; evidence of planning; quality of look and feel; quality of content; evidence of audience needs appraisal; strategies for evaluation of effectiveness.

MINIMUM REQUIREMENTS

Completion of all assignments; participation in group work out of class; attendance at 11 out of 13 classes.

TEXTS AND REFERENCES

Will be determined by projects undertaken.