School of Communication

Presentation to current students – DIGITAL & SOCIAL MEDIA

Opening: Mai Hansford, Deputy Head of School
Presentation: Heather Ford, Head of Discipline

Zoom Etiquette for today's session:
- Please keep your microphone to mute as default.
- Use the chat function during the information session if any of the information is unclear.
- We may not get to answer all questions due to the number of attendees.
- Remember that the information will be posted to the website today to also assist you with any questions.

Bachelor of Communication

There are changes to the BComm courses with a new version of the course launching next year.

What does the new course version launching next year look like?

o Core subjects remain the same (3 x 8cp subjects).

o More major subjects – subjects now 6cp instead of 8cp.
  (8 x 6cp subjects instead of 6 x 8cp subjects)

o Change of major names
  ➢ Public Communication will change to Strategic Communication
    (with no Public Relations and Advertising split)
  ➢ Creative Writing will change to Writing and Publishing

o Launch of new major – Media Business

o More elective options.

Bachelor of Communication

Why is my course being changed?

o UTS courses are accredited every 5 years. Sometimes this accreditation process results in the phasing out or discontinuation of existing courses or subjects.

o We are responding to student feedback by increasing the number of subjects in each major.

o We are responding to Industry feedback to make students more employable.

Current Course Structure for BComm Courses

CURRENT BCOMM COURSE STRUCTURE			
Core	3 x 8cp subjects		24cps
Major	6 x 8cp subjects		48cps
Cross Disciplinary Electives *(All students complete min of 24cps)*	3 x 8cp subjects		24cps
Second Major-First year stream	2 x 8cp subjects		16cps
After first year:			
Second Major or Electives			32cps
Second Major ***	4 x 8cp subjects	32cps	
OR			
Electives *(Default)* *(Only students not completing second major)*	4 x 8cp subjects	32cps	
		TOTAL	144cps

*** *students need to meet eligibility criteria to continue in second major*

New Course Structure for BComm Courses (from 2022)

BCOMM COURSE STRUCTURE 2022			
Core	3 x 8cp subjects		24cps
Major	8 x 6cp subjects		48cps
Electives (All students complete min of 24cps)	3 x 8cp subjects OR 4 x 6cp subjects		24cps
Second Major-First year stream	3 x 6cp subjects		18cps
After first year:			
Second Major or Electives			30cps
Second Major (***Default)	5 x 6cp subjects	30cps	
OR			
Electives (Only students not completing 2nd major)	5 x 6cp subjects	30cps	
		TOTAL	144cps

*** students do not need to meet criteria to continue in second major

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What does this mean for you?

- Remain as you are in your current course version – no action required. The course code and course name remain the same.

- You will be able to complete your course and graduate without any delays if you have been following the typical program in the handbook.

- Changes to your study plan will be made prior to enrolment opening for 2022.

- You will be able to undertake some new major subjects as well as some new elective options from 2022.

- No changes to the cross disciplinary electives. They remain at 8cp.

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What subjects should I enrol in for 2022?

o All subjects that you have completed will remain on your course study plan.

o You will be able to undertake the new subject equivalents for your major subjects.
These subjects will be 6cp instead of 8cp subjects.

o You will have access to an updated list of elective options as the first three subjects in each major will now be offered as electives.
Electives will now be a mixture of 8cp, 6cp and 2cp subjects.

Subject Equivalents from 2022 – Digital & Social Media

CURRENT MAJOR SUBJECTS		SUBJECT EQUIVALENTS FROM 2022	
54060 Understanding Digital Audiences	8cp	52681 Understanding Digital Audiences	6cp
54061 Digital Media: Marketing, Metrics and Data	8cp	52682 Digital Media Metrics	6cp
54062 Digital Experience Design	8cp	52683 User Experience Research	6cp
54063 Code as Literacy, Commodity, Infrastructure	8cp	52685 Working with Data and Code	6cp
54064 Digital Publishing for Apps	8cp	52686 Digital Publishing for Apps	6cp
54065 Digital Futures	8cp	52687 Making Digital Impact	6cp

Elective options from 2022

○ Choose from a longer list of elective options.
○ Elective options will now consist of a list of 8cp, 6cp and 2cp subjects.
   Students will also be able to choose some early subjects from each major (excluding MAP) as electives.

Subject No	Subject Name	cps
52640	Media Law and Ethics	6cp
52641	News Now	6cp
52642	Multimedia Features	6cp
52660	Emergent Public Relations	6cp
52661	Strategic Communication in Society	6cp
52662	Creative Advertising	6cp
52670	Self and Society	6cp
52671	Histories of the Present	6cp
52672	Comparing Indigenous Histories and Politics	6cp
52680	Digital Media Industries	6cp
52681	Understanding Digital Audiences	6cp
52682	Digital Media Metrics	6cp
52690	Narrative in Theory and Practice	6cp
52691	Writing and Editing Foundations	6cp
52692	Imagining the Real	6cp
52699	Government and Political Communication	6cp
52703	Media Influence	6cp
52710	Climate Justice and Climate Policy	6cp

Subject No	Subject Name	cps
52712	Global Cinema	6cp
52713	Communicating Health and Science	6cp
52714	Professional Internship	6cp
52715	Environmental Communication	6cp
52716	Design Thinking for Social Innovation	6cp
52717	Digital Interactive Documentary	6cp
52718	The Social Life of Technology	6cp
01399	Aboriginal Sydney Now	8cp
03620	Arguments, Evidence and Intuition	8cp
54098	Becoming Australia	8cp
54092	Culture: Plugged and Unplugged	8cp
54094	Environmental Communication	8cp
54097	Online Documentary	8cp
54091	Professional Internship	8cp
54004	The Future of Work	8cp
52900	Active Resilience in the Workplace 2cp	2cp
52901	Navigating Workplace Conflict 2cp	2cp

Bachelor of Communication

Where can I get more information?

- Check out our FAQ page on our current student page.

- If your question isn't answered on the FAQ page, please Ask UTS as per the usual process.

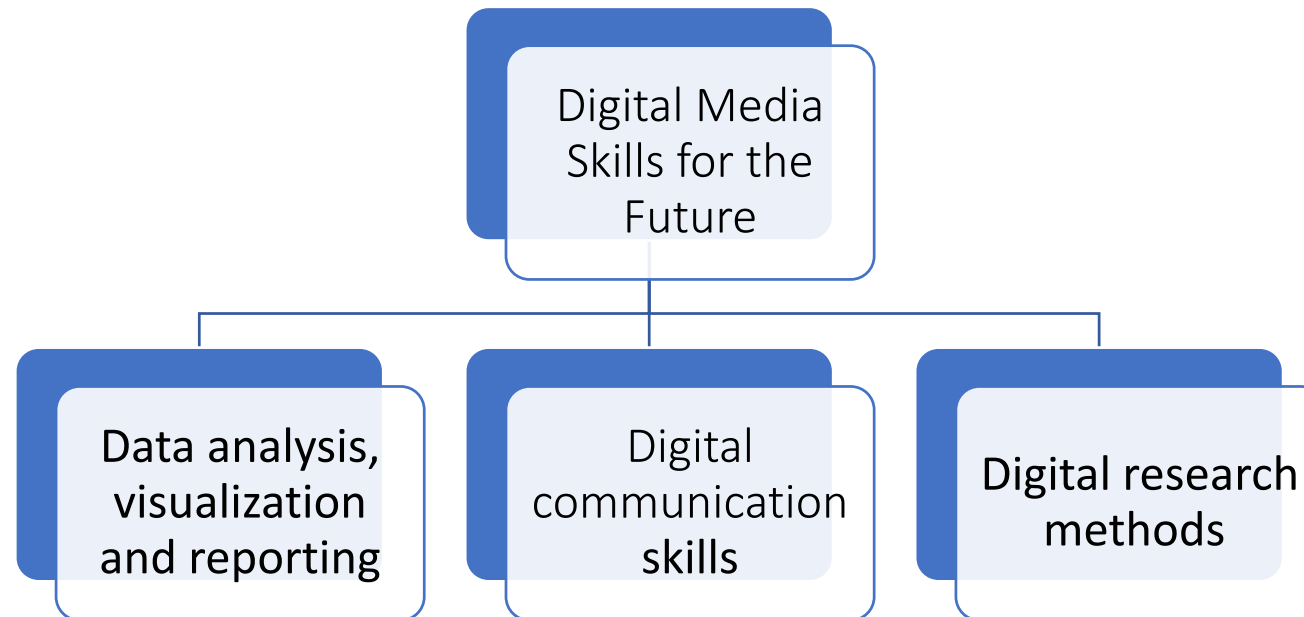# Bachelor of Communication – Recap of changes

No change to your core subjects	Major subjects will be 6cp – new subject equivalents	No change to cross disciplinary electives
More options in electives – mix of 8cp and 6cp electives	New 2cp subjects to manage any credit point shortfalls	Study plans will be amended prior to 2022 enrolment opening

Bachelor of Communication

Digital and Social Media

We conducted a skills audit of our current programme and matched that with industry trends in order to come up with three skillsets that we wanted to emphasise in the new programme:

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                        ┌─────────────────┐
                        │  Digital Media  │
                        │  Skills for the │
                        │     Future      │
                        └─────────────────┘
                                 │
          ┌──────────────────────┼──────────────────────┐
          │                      │                      │
┌─────────────────┐   ┌─────────────────┐   ┌─────────────────┐
│  Data analysis, │   │     Digital     │   │ Digital research│
│  visualization  │   │  communication  │   │     methods     │
│  and reporting  │   │     skills      │   │                 │
└─────────────────┘   └─────────────────┘   └─────────────────┘
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Bachelor of Communication

Digital and Social Media: Our vision

Our graduates know how to produce digital stories, to communicate across a range of digital media platforms and to collaborate effectively in teams. They understand how to critically interpret and produce data and to understand how digital media can be better designed to support human flourishing.

Years 1 to 3		
1	Digital Media Industries	Digital Media Metrics
	Understanding Digital Audiences	
2	User Experience Research	Working with Data and Code
	Digital Activism	
3	Digital Publishing for Apps	Making Digital Impact

1. Data analysis, visualization & reporting

1	Digital Media Industries	Digital Media Metrics
	Understanding Digital Audiences	
2	User Experience Research	Working with Data and Code
	Digital Activism	
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Working with Data and Code

- How data and algorithmic processes have *impacted* our everyday life

- Developing Data and Code *literacy*

- Hands-on, project-oriented experience to data and code *production* and manipulation
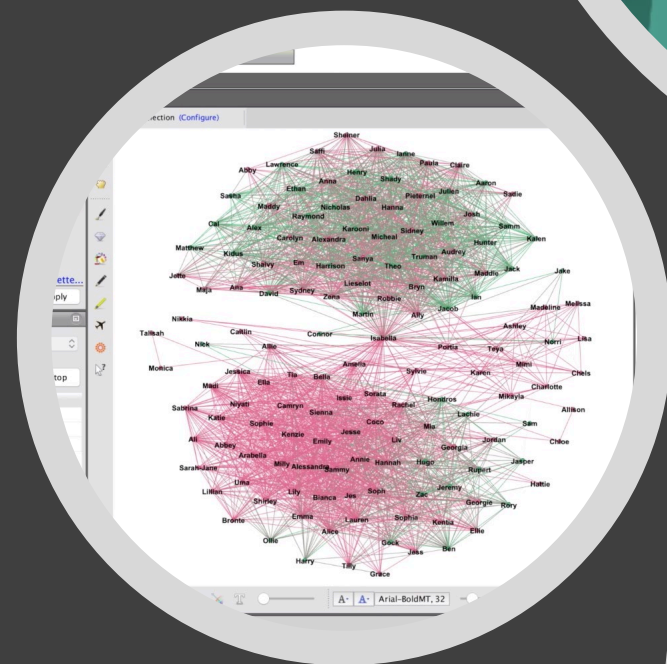

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File IDs from the corpus
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...xtract paragraphs from the corpus
paragraphs=corpus.paras()
print("\n Total paragraphs in this corpus : ", len(par...

#Extract sentences from the corpus
sentences=corpus.sents()
print("\n Total sentences in this corpus : ", len(senter...
print("\n The first sentence : ", sentences[0])

#Extract words from the corpus
print("\n Words in this corpus : ",corpus.words() )

Files in this corpus :  ['Genesis1.txt']

 Total paragraphs in this corpus :  1

 Total sentences in this corpus :  33

 The first sentence :  ['GENESIS', '1', 'The', 'Beginnin
d', 'the', 'earth', '.']

 Words in this corpus :  ['GENESIS', '1', 'The', 'Beginn
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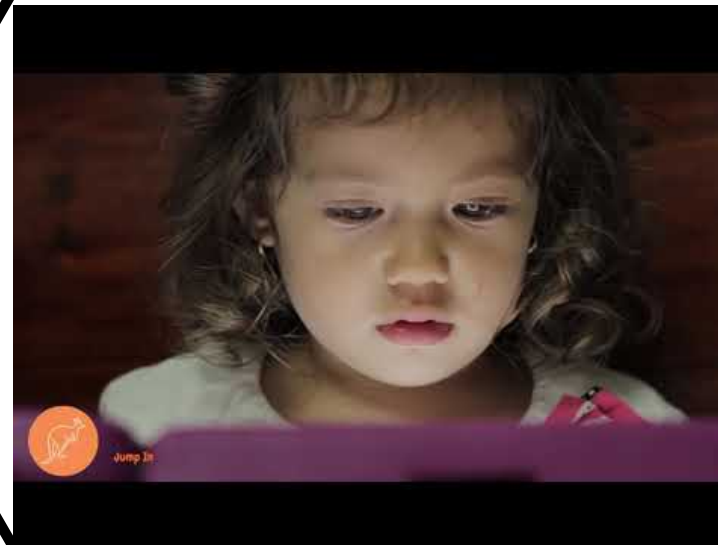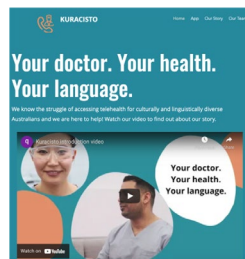# 2. Communication skills (written, verbal, visual)

1	Digital Media Industries	Digital Media Metrics
	Understanding Digital Audiences	
2	User Experience Research	Working with Data and Code
	Digital Activism	
3	Digital Publishing for Apps	Making Digital Impact

screencasts, video, images, presentations, professional reports, strategy documents, wireframes, online essays, etc.
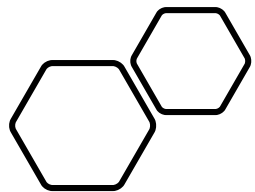
Making Digital Impact

- Technological innovations for real-world scenarios

- A1: Research a problem space, produce a report & complexity diagram

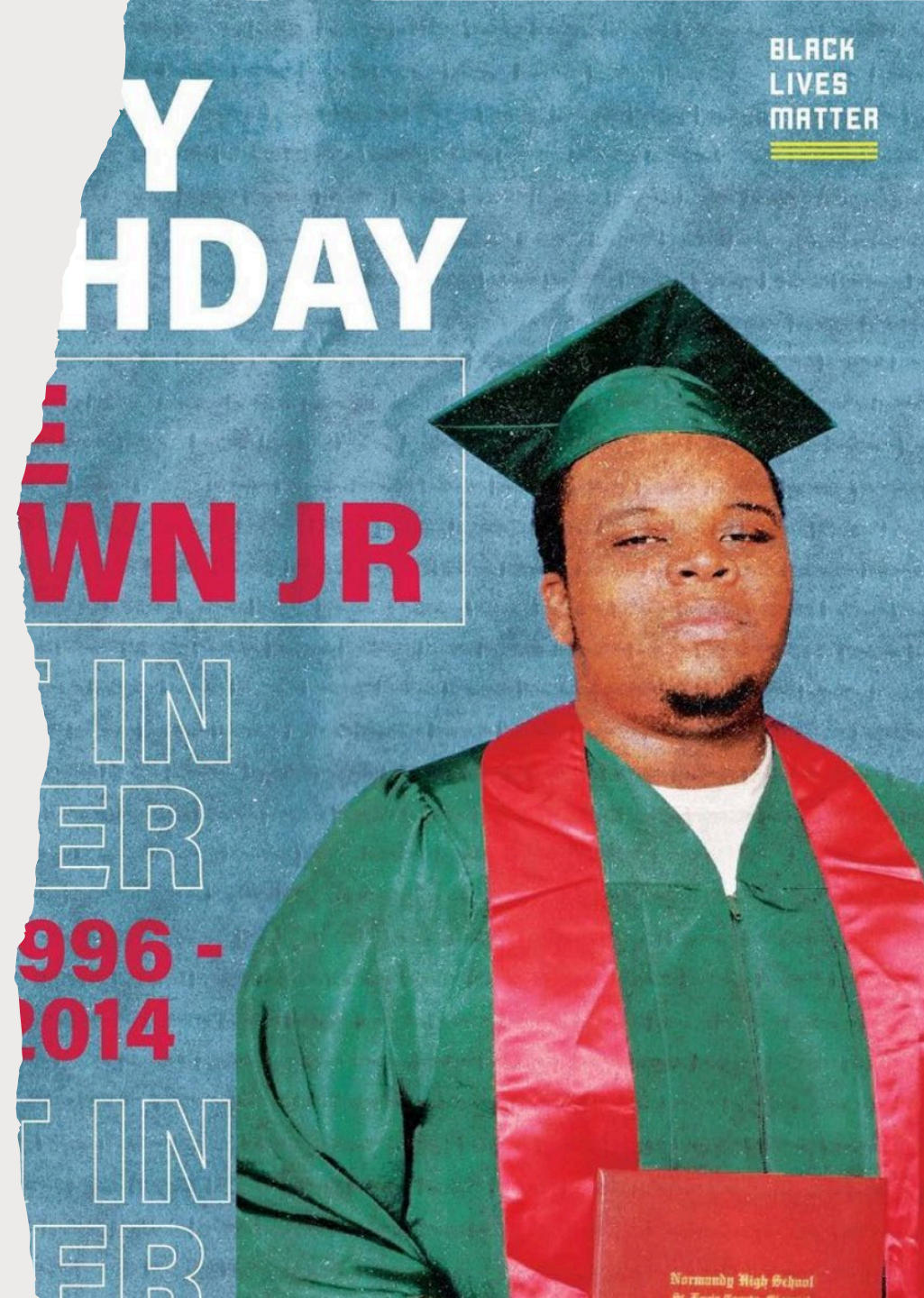- A2: Work in groups to pitch your innovation with a video and website
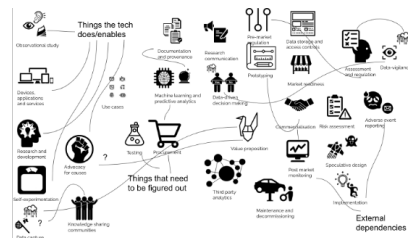
3. Digital research methods

1	Digital Media Industries	Digital Media Metrics
	Understanding Digital Audiences	
2	User Experience Research	Working with Data and Code
	Digital Activism	
3	Digital Publishing for Apps	Making Digital Impact

Digital Activism

- Focus on hashtag activism, memes and politics, participatory culture, influencers & activism

- A1: Evaluate a social media activism campaign

- A2: Interview a professional mentor + do research to produce a social media strategy + infographic for this campaign

Thank you & questions?