

Course Title:	Text, Image and Sound
Course Code:	COMM505
Descriptor Start Date:	01/01/2021
Descriptor End Date:	22/02/2023
POINTS:	15.00
LEVEL:	5
PREREQUISITE/S:	None
COREQUISITE/S:	None
RESTRICTION/S:	None

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Ka whakaatu i ngā huatau o te kupu tuhi ki te ao pāpāho, ka mātaitia te reo, ngā whakaahua me ngā oro, kia kite he pēhea tā ēnei mea whakauru i te māramatanga ki ngā horopaki ahurea. Tōmenetia ai te kupu tuhi o ngā kiriata, o ngā hōtaka pouaka whakaata, o ngā pae pāhopori, o ngā reo irirangi me te kawekōrero.

Introduces the concept of textuality in the media, examining language, visual images and sound, and revealing how they generate meaning within cultural contexts. Explores texts from film, television, social media, radio and journalism.

LEARNING OUTCOMES

1. Examine and apply a variety of approaches to the analysis of texts.
2. Analyse how meanings are generated in written, moving image and sound texts in a cultural context.
3. Apply concepts of analysis to make readings across a range of media and genres.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Texts and Meaning
- Verbal, visual and aural signs
- Realism
- Genre
- Narrative
- Discourse

LEARNING & TEACHING STRATEGIES

Lectures, tutorials and screenings

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Magazine Cover	40.00	1,2
Content Analysis	60.00	1, 2, 3

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

- Complete and submit all assessments
- Achieve a minimum overall grade of C-.

LEARNING RESOURCES

A list of readings will be provided.

For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: AK3303, Bachelor of Communication Studies

Related Programme/s: AK1315
AK2001

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