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|---|---|
| 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

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|---|---|
| Principal Programme: | **AK3303, Bachelor of Communication Studies** |
| Related Programme/s: | **AK1315**<br>**AK2001** |

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