

MECM40014 Global Media: Theory and Research

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 2 Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Formerly available as 100-570 Global Media: Theory and Research. Students who have completed 100-570 are not eligible to enrol in this subject.
Core Participation Requirements:	None
Coordinator:	Assoc Prof Ramaswami Harindranath
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Subject Overview:	This subject provides students with advanced understanding of global and international media communication in the recent past and the contemporary world. The subject will encourage students to engage with empirical case study materials concerning key aspects of global media performance, industries, texts and audiences and their contribution to wider processes of transformation and change: economic, political, social, cultural. Developments in contemporary media theory and methodologies deployed in the analysis of global media will be addressed throughout. As well as providing a coherent overview of past research and theoretical trajectories in respect of international and global communications, the subject will also equip students to engage with current debates centring on questions of globalisation/localisation, identity and citizenship and such media approaches as "public sphere(s)".
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to demonstrate an informed understanding of the changing international context of media communication and selected major research studies; # be able to critically engage with major theoretical frameworks, concepts and debates deployed in the academic analysis of globalisation and international media communication; # be able to evaluate the role of methods and methodology in international media communication research and how these inform the production of knowledge; and # be able to reflect on past and present trends in global media communications and how these relate to contemporary questions of mediated identity, citizenship and international public sphere(s).
Assessment:	A 2500 word essay 50% (due mid-semester) and a case study of 2500 words 50% (due end of semester). Students must attend 80% of classes to be eligible for assessment.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Students who successfully complete this subject will: <ul style="list-style-type: none"> # be able to demonstrate competence in advanced library searches and information retrieval;

	<ul style="list-style-type: none"># be able to demonstrate proficiency in the application of selected methods of media analysis; and# be able to demonstrate conformity to academic protocols of presentation and research procedures.
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications) Master of Global Media Communication Postgraduate Diploma in Arts (Media and Communication)
Related Majors/Minors/ Specialisations:	Media and Communication