

100-204 Media and Communications Theory

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour seminar per week Total Time Commitment: Not available
Prerequisites:	Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p><p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p> </p>
Coordinator:	Sean Cubitt
Subject Overview:	<p>This subject is designed to introduce students to the major branches of media and communications theory at an intermediate level. It covers approaches drawn from both humanities and social sciences, including medium theory, textual analysis, political economy, and theories of the information society. Key topics include ideology and semiotics, narrative and genre analysis, audiences, media globalisation and new media. Students will be presented with a range of case studies engaging with representations of gender and sexuality, class, race and ethnicity, and will investigate the pressures that contribute to patterns of media stereotyping. Students completing this subject will gain a deeper understanding of the diverse forces shaping the contemporary mediascape, and of the different theoretical traditions underpinning various research methodologies in the field of media and communication.</p>
Assessment:	A textual analysis of 1500 words 35% (due mid-semester), a research essay of 2500 words 55% (due at the end of semester), an oral presentation of 10 minutes 5% (in seminar) and seminar participation 5%. Students must complete all assignments and attend at least 80% of classes to be eligible for assessment.
Prescribed Texts:	Prescribed Texts:A subject reader will be available from the University Bookshop
Breadth Options:	<p>This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008.</p> <p>This subject or an equivalent will be available as breadth in the future.</p> <p>Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available.</p> <p>2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	# be able to demonstrate competence in reading relevant academic literature and in reflecting critically on that body of literature; # be able to demonstrate conformity to appropriate forms of written presentation in academic work; # be able to demonstrate a general awareness of the role of theory in understanding social life.
Notes:	This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws. Students who have completed 100-104 Media and Communications Theory are not eligible to enrol in this subject.
Related Course(s):	Bachelor of Arts(Media and Communication) & Bachelor of Commerce Bachelor of Arts(Media and Communications)