

100-417 Media and Everyday Life

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. .
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour seminar per week Total Time Commitment: .
Prerequisites:	Admission to the postgraduate diploma or fourth-year honours in Media and Communications.
Corequisites:	.
Recommended Background Knowledge:	.
Non Allowed Subjects:	.
Core Participation Requirements:	.
Coordinator:	to be advised
Subject Overview:	This subject is designed to provide students with a detailed understanding of various developments, perspectives and issues in the study of media and everyday life. Students begin by looking at the time-space arrangements of daily social life, before going on to consider the organisation of interaction and the construction of meaning in day-to-day media use. Several theoretical approaches (eg. structuration theory, phenomenology, social semiotics) and modes of inquiry (eg. discourse analysis, ethnography) are discussed and illustrated. Selected examples of media use in everyday life will include television viewing, Internet and telephone communications, and the reading of popular fiction and magazines. Students are encouraged to relate the academic work they encounter in this subject to their own experiences of daily social life, and they will also have the opportunity to carry out their own critical investigations of media use in routine social settings.
Assessment:	An essay of 2000 words 40% (due mid-semester), a media report of 3000 words 60% (due at the end of semester). Students must attend at least 80% of classes to be eligible for assessment.
Prescribed Texts:	A subject reader will be available from the University Bookshop
Recommended Texts:	.
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:	<ul style="list-style-type: none"> # 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 and method in understanding and investigating social life.
Notes:	.
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications)

Master of Arts (Global Journalism)
Master of Arts (Global Media Communication)
Master of Global Media Communication
Postgraduate Certificate in Arts (Media and Communication)
Postgraduate Diploma in Arts (Media and Communication)