

106-474 The Contemporary Publishing Industry

Credit Points:	12.500
Level:	Graduate/Postgraduate
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: Not available
Prerequisites:	None
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:	Mark Davis
Subject Overview:	This subject provides an overview of the major factors affecting the local and global production, marketing and distribution of books, magazines and electronic publications. It considers the impact of political, social and economic conditions, technological changes, and changing industry practices. Students will gain a critical understanding of professional practices and current issues in various sectors of the industry in the context of global developments.
Assessment:	Project proposal 1000 words (20%) due mid-semester; research paper 4000 words (80%) due at the end of the semester. Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and/or special consideration will receive a fail grade for the piece of assessment.
Prescribed Texts:	Prescribed Texts:A subject reader will be available from the University Bookshop.
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"> # acquire high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, wide reading on issues of contemporary English usage, and exposure to the protocols of editorial practice; # have a capacity for effective teamwork through group discussions, collaborative exercises and involvement in author-editor negotiations; # develop cultural and ethical understanding through reflection and reading on issues of inclusive and non-discriminatory language and the ethical responsibilities of the editor;

	<ul style="list-style-type: none"> # acquire information technology literacy and understanding of information management through participation in computer laboratory sessions and completion of exercises and assignments; # develop skills in research, including the use of online as well as print-based materials in the course of exercises and assignments; # acquire skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements; # show a capacity for critical analysis through close engagement with a wide range of texts.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program or the Bachelor of Arts (Media and Communications Honours) or MA (Media and Communications).
Related Course(s):	<ul style="list-style-type: none"> Bachelor of Arts (Honours)(Media and Communications) Master of Arts (Global Journalism) Master of Arts (Global Media Communication) Master of Creative Writing, Publishing and Editing Master of Global Media Communication Master of Publishing and Communications Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications) Postgraduate Diploma in Arts (Media and Communication)