

107-077 Television and Commodity Culture

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 2-hour screening, a 1-hour lecture and a 1-hour tutorial per week Total Time Commitment: .
Prerequisites:	Usually 12.5 points of first-year cinema studies.
Corequisites:	.
Recommended Background Knowledge:	.
Non Allowed Subjects:	.
Core Participation Requirements:	.
Coordinator:	Dr Felicity Colman
Subject Overview:	This subject forms a study of late 20th century cultural forms with a special emphasis of film, photography and new media. Two divergent ways of making meaning, alternative culture and the world of the commodity, are studied together to form a comprehensive system for interpreting how we understand media and culture. Student will encounter a range of cultural styles arising from countercultures and political movements, including information structures, black power, decolonisation movements, and new hierarchies of gender and sexuality, music and drug cultures on screen. On completion of the subject, students should have a knowledge of cultural and cinema theories and their relationship to the viewer/participant. The range of this subject extends to the mobile screens like Myspace and Youthtube, experimental and ephemeral screen situations and art installations, the televisual screen, the cinematic screen, concert screen and projections. This subject will provide a foundation for any further study contemporary in fields of postmodern and contemporary theories of culture.
Assessment:	Extensive use of eLearning tools will form the major part of the assessment process. The subject's written work comprises of an essay-formatted blog of 4000 words to be constructed throughout the semester as a diary, due complete at the end of semester(80%). A collaborative component within this blog will form part of the seminar assessment (20%).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:	A subject reader will be available from the Bookroom at the beginning of semester
Recommended Texts:	.
Breadth Options:	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. This subject or an equivalent will be available as breadth in the future. 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. 2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	# be skilled in critical thinking and analysis;

	<p># possess effective written communication skills;</p> <p># have an understanding of social, ethical and cultural context.</p>
Notes:	Formerly available as 107-080 Commodity Culture. Students who have completed 107-080 are not eligible to enrol in this subject.
Related Course(s):	<p>Bachelor of Arts Bachelor of Arts(Media and Communication) & Bachelor of Commerce Bachelor of Arts(Media and Communications) Diploma in Arts (Australian Studies) Diploma in Arts (Cinema Studies) Diploma in Arts (Cultural Studies) Graduate Certificate in Arts (Cinema Studies) Graduate Certificate in Arts (Cultural Studies) Graduate Diploma in Arts (Cinema Studies) Graduate Diploma in Arts (Cultural Studies)</p>