

175-200 Language and Media

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: 34 hours in total. Consisting of two 1 hour lectures per week and a 1 hour tutorial. There will be no tutorials in the first and last week of semester. Total Time Commitment: .
Prerequisites:	.
Corequisites:	.
Recommended Background Knowledge:	.
Non Allowed Subjects:	.
Core Participation Requirements:	.
Coordinator:	Dr Paul Gruba
Subject Overview:	This subject examines the role of language in media texts using approaches developed through the field of linguistics and applied linguistics. Using digitised video clips, the subject explores the relationships between aural and visual elements in media texts using a variety of analytical techniques. Semiotics is a major focus of the subject, and other topics include the role of media in discourse, media literacy and cross-cultural communication.
Assessment:	Two 2000 word essays, each worth 50% (one due mid-semester, one due at the end of semester).
Prescribed Texts:	Materials prepared by the Department.
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:	# * develop skills in critical thinking through tutorial discussion and completion of analytical exercises; * communicate intelligibly and economically an understanding of key issues within this area; * understand the social and cultural implications of media usage in relation to language.
Related Course(s):	Bachelor of Arts Bachelor of Arts(Media and Communication) & Bachelor of Commerce Bachelor of Arts(Media and Communications) Diploma in Arts (English Language) Diploma in Arts (Linguistics)