

# 100-311 Media & Communications Research Project

<b>Credit Points:</b>	25.00
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus. Semester 2, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: A 2-hour lecture and a 2-hour lecture/workshop plus regular supervision during semester Total Time Commitment: 4 contact hours/week , 12 additional hours/week. Total of 16 hours per week.
<b>Prerequisites:</b>	Completion of 100 points in second year of the BA (Media and Communications) Enriched Major.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt;         &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Coordinator:</b>	Assoc Prof Ingrid Volkmer
<b>Contact:</b>	Ingrid Volkmer email: ivolkmer@unimelb.edu.au
<b>Subject Overview:</b>	The Media and Communications Research Project provides students with an opportunity to conduct an extensive analysis of any form of media output, theoretical framework, institutional structure, or mode of reception. Students will deploy, and reflect upon, their selected method/s of analysis and present their findings in a written report. They will be offered guidance throughout the process of conceiving, designing, executing and writing their report. The final written presentation should aim to produce a critical evaluation of the topic with reference to relevant positions of theory and debate, the methods and methodology deployed, as well as their own research practice. On completion of this subject, students will have gained critical insight into their chosen topic, as well as a deeper understanding of the processes, stages and methodological requirements for undertaking successful research in the field of Media and Communications.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># be able to design, research and present in writing a sustained academic study;</li> <li># be able to demonstrate awareness of relevant literature in the field of media and communication in relation to a chosen topic of inquiry;</li> <li># be able to marshal argument and evidence in a structured narrative and sequence of chapters according to scholarly practice;</li> <li># be able to critically engage with relevant theoretical frameworks and debates, and reflect upon issues of methodology where appropriate.</li> </ul>
<b>Assessment:</b>	An 8000-word research project 100% (due at the end of semester). Note: 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 special consideration will receive a fail grade for the piece of assessment.
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<ul style="list-style-type: none"> <li># be able to plan, develop and present supervised research on a particular topic in accordance with academic standards and conventions;</li> <li># be able to enhance their ability to initiate and undertake independent research;</li> <li># be able to deploy time-management skills relevant to a self-directed program of study.</li> </ul>
<b>Notes:</b>	This subject is only available to students enrolled in the BA (Media and Communications) enriched major.
<b>Related Course(s):</b>	Bachelor of Arts (Media & Communications) and Bachelor of Laws Bachelor of Arts(Media and Communication) & Bachelor of Commerce Bachelor of Arts(Media and Communications)