

100-422 Media Writing: Rhetoric and Practice

| | |
|--|---|
| Credit Points: | 12.50 |
| Level: | 4 (Undergraduate) |
| Dates & Locations: | 2009, This subject commences in the following study period/s: Semester 2, - Taught on campus. |
| Time Commitment: | Contact Hours: A 3 hour seminar per week Total Time Commitment: 3 contact hours/week, 5 additional hours/week. Total of 8 hours per week. |
| Prerequisites: | Students must be eligible for study at 4th year level. |
| 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: | Dr Carolyne Ruth Lee |
| Contact: | Carolyne Lee carolyne@unimelb.edu.au (mailto:carolyne@unimelb.edu.au) |
| Subject Overview: | Developed from at least the fifth century BCE onwards, the metalanguage of rhetoric (writing on writing, or discourse on discourse) is today inextricably imbricated in both practices and critiques of media language. This subject examines the highly controversial history of rhetoric, always already embedded in philosophy, as well as its competing definitions, and various appearances, influences, and even metamorphoses, in writing practices and in theories of communication from the time of Aristotle through to the age of electronic media. At the same time, the subject addresses current practices of media writing within national and global media spheres, necessarily viewed through the lens of the metalanguage of rhetoric, encouraging critical engagement with both media writing and rhetorical theory, and most importantly with students' own writing practices. |
| Objectives: | |
| Assessment: | Seminar paper discussing the writing of a chosen rhetorical theorist; 1500 words (20%). An essay which critically examines a specific genre of media writing, utilising chosen and competing rhetorical theories; 2500 words (50%). An original piece of appropriately-targeted media writing within the specific genre the student analysed in her/his theoretical essay, enacting an awareness of the theoretical position taken in essay; 1000 words (30%). Note: Students must complete all assignments by the due date and attend at least 80% of classes to be eligible for assessment. |
| Prescribed Texts: | A subject reader will be available. |
| 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 a high level of written communication skills, including conformity to academic protocols of presentation and research;# be able to demonstrate a high level of competence in reading, synthesizing, and presenting to others the relevant theoretical material;# be able to design and conduct original research that includes reflection on their own learning. |
| Related Course(s): | Master of Global Media Communication Postgraduate Diploma in Arts (Media and Communication) |
| Related Majors/Minors/ Specialisations: | Media and Communications |