

## 100-571 Media Convergence and Digital Culture

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: A 2-hour seminar per week Total Time Commitment: 2 contact hours/week, 8 additional hours/week. Total of 10 hours per week.
<b>Prerequisites:</b>	Students must be eligible for study at the MA level
<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 Scott Mcquire
<b>Contact:</b>	Scott McQuire <a href="mailto:mcquire@unimelb.edu.au">mcquire@unimelb.edu.au</a> (mailto:mcquire@unimelb.edu.au)
<b>Subject Overview:</b>	Media Convergence and Digital Culture This subject offers a critical examination of the impact of digital technology on contemporary media industries, cultural practices and social formations. We will examine the prospects and limits of media convergence by tracing the effects of digital technology on different media sectors such as cinema, music, television and video games. These case studies will be framed by engagement with key scholarly approaches to specific aspects of digital culture, including contemporary debates about the emergence of new narrative forms, new configurations of public and private space, and the changes in identity and subjectivity related to the global information society.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># be able to demonstrate high-level understanding of the complex forces underlying technological changes in international media industries;</li> <li># be able to develop critical analyses of the effects of digital technology upon contemporary media form and content;</li> <li># be able to engage in informed debates about the social and political impact of digital culture in the twenty-first century.</li> </ul>
<b>Assessment:</b>	Class presentation or site analysis essay 1000 words 25% (due mid-semester), final reflective essay 4000 words 75% (due end of semester) Note: Students must complete all assignments by the due date and attend at least 80% of classes to be eligible for assessment.
<b>Prescribed Texts:</b>	A subject reader will be available.
<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># Identify and apply appropriate research methods and theoretical frameworks for independent study of media industries and digital culture;</li><li># Demonstrate an advanced capacity for critical analysis of the theoretical and practical contexts relevant to this area;</li><li># Demonstrate high-level capacity to communicate research relating to media industries and digital culture in written and oral presentations.</li></ul>
<b>Related Course(s):</b>	Master of Arts (Science, Communication and Society) Master of Cinema Management Master of Global Media Communication