

175-200 Language and Media

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week - no tutorials in the first and last week of semester. Total Time Commitment: 3 contact hours/week , 6 additional hours/week. Total of 8.5 hours per week.
Prerequisites:	None
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>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>
Coordinator:	Catherine Anne Elder
Contact:	Dr Paul Gruba p.gruba@unimelb.edu.au
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.
Objectives:	<ul style="list-style-type: none"> # be able to analyse media texts from a range of theoretical approaches; # critically analyze media research based on an understanding of linguistic principles; # appreciate the complex layering of elements in a media text.
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:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07) # Bachelor of Commerce (https://handbook.unimelb.edu.au/view/2009/F04) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2009/A04) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2009/M05) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2009/R01) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2009/355-AA)

	You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # improve critical thinking and analytical skills # develop capacity for information seeking, evaluation and # expand knowledge of modern communication retrieval technology
Related Course(s):	Bachelor of Arts(Media and Communications) Diploma in Arts (English Language) Diploma in Arts (Linguistics)
Related Majors/Minors/ Specialisations:	Cross Cultural Communication Cross Cultural Communication English Language Studies Linguistics & Applied Linguistics Linguistics & Applied Linguistics Major Linguistics and Applied Linguistics Linguistics and Applied Linguistics