

483-726 International English Language Media

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: 24 hours of lectures/seminars/workshops Total Time Commitment: Not available
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:	Ms Brenda Rose Krenus, Ms Jennifer Lowe
Subject Overview:	This subject examines the wide dissemination of English language media internationally and its effects. Topics include markets for English language newspapers in non-English speaking countries, construction of English language newspapers, news sources, global television (CNN, MTV, etc) and English language programs (sitcoms, hospital dramas, etc) in other cultures.
Objectives:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # understand the ways in which the target audience demographic shapes media texts; # be able to analyse the target market for which particular media texts are constructed; and # be aware how different cultures will read the same media texts differently.
Assessment:	Assignments totalling 5,000 words (100 per cent).
Prescribed Texts:	None
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
Related Course(s):	Master of English as an International Language