

670-306 Understanding Australian Media

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 2-hour lecture and a 1-hour seminar per week Total Time Commitment: 3 contact hours/week , 5.5 additional hours/week. Total of 8.5 hours per week.
Prerequisites:	Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first 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 Sally Young
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Subject Overview:	This subject examines Australian media with an emphasis on its political nature and issues of policy, regulation, ownership, governance and local content. Students are encouraged to actively, and critically, examine their own media use. Drawing on this, and a range of case studies, students will engage with debates about journalism and ethics, the nature of commercial and public media, and the changing shape of news and current affairs. Major topics include advertising and commercial television; alternative media; talkback radio and the 'cash for comment' inquiry; and journalism and ethics. On completion of this subject, students should have developed a strong grasp of the major thematic issues influencing Australian media.
Objectives:	<ul style="list-style-type: none"> # be able to demonstrate a critical understanding of historical developments and current issues concerning Australian media; # have gained a broad understanding of the constituent interest groups in Australian media practice; # have forged intellectual links between daily media experience and broader theories about Australian media; # be able to identify and critically engage with a range of media theories, concepts and debates.
Assessment:	A written essay of 2000 words 50% (due at the end of semester), a project of 2000 words 45% (due mid-semester), and an oral seminar presentation 5% (due during semester). Students must attend at least 80% of classes to be eligible for assessment. 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.
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 reflect on their own use of media and relate this to broader theoretical issues;# be able to critically analyse the role of contemporary media institutions;# be able to prepare and present their ideas in both verbal and written mode at an intermediate level and in conformity to conventions of academic presentation;# be able to participate in discussion and group activities and be sensitive to the participation of others.
Notes:	This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce and the BA (Media and Communications)/Bachelor of Laws.