

672-385 Political Communication

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: Thirty contact hours per semester. A 2-hour lecture per week for 10 weeks and 1-hour tutorial per week for 10 weeks. The lecture and tutorial programs are staggered and cover the 12 weeks of semester Total Time Commitment: 3 contact hours/week , 5.5 additional hours/week. Total of 8.5 hours per week.
Prerequisites:	Recommended: 12.5 points of Level 1 and Level 2 Politics and International Studies or Sociology
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:	Dr Michael Crozier
Contact:	Dr. Michael Crozier mcrozier@unimelb.edu.au
Subject Overview:	This subject examines the role of communication systems in the constitution of contemporary political and social life. It pays particular attention to the new modes and means of political communication given the developments in information technologies and global reach. It introduces students to a number of different approaches to the understanding and analysis of political communication in the information age. The subject explores substantive topics such as civic malaise, political marketing, infotainment, political scandal, and media democracy. On completion of this subject, students should have an understanding of a number of the key configurations of contemporary political communication.
Objectives:	<ul style="list-style-type: none"> # have an informed appreciation of the role of communication in contemporary political and social life; # have acquired a critical understanding of communication systems in the constitution of social worlds and political action; # have an awareness of differing approaches to the study of political communication; # have developed basic analytical skills to evaluate these differing approaches; # be prepared for further studies in political and social inquiry.
Assessment:	A research essay of 2000 words 60% (due at the end of semester) and a 2-hour examination 40% (during the examination period).
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses:

	<p># <u>Bachelor of Biomedicine</u> (https://handbook.unimelb.edu.au/view/2009/J07)</p> <p># <u>Bachelor of Commerce</u> (https://handbook.unimelb.edu.au/view/2009/F04)</p> <p># <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2009/A04)</p> <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2009/M05)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2009/R01)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2009/355-AA)</p> <p>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.</p>
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 research through the competent use of the library and other information sources, and be able to define areas of inquiry and methods of research in the preparation of essays; # be able to conceptualise theoretical problems, form judgements and arguments and communicate critically, creatively and theoretically through essay writing, tutorial discussion and presentations; # be able to communicate knowledge ideologically and economically through essay writing and tutorial discussion; # be able to manage and organise workloads for recommended reading, the completion of essays and assignments and examination revision; # be able to participate in team work through small group discussions.
Notes:	<p><i>Formerly available as 166-210 and 672-385. Students who have completed 166-210 or 672-385 are not eligible to enrol in this subject.</i></p> <p>Available as a Breadth subject</p>
Related Majors/Minors/Specialisations:	<p>Political Science Major Politics & International Studies Politics and International Studies Politics and International Studies Sociology Sociology Sociology Sociology Major</p>