

EDUC90076 International English Language Media

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: March, Parkville - Taught on campus. July, Parkville - 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:	Attendance at all classes (tutorial/seminars/practical classes/lectures/labs) is obligatory. Failure to attend 80% of classes will normally result in failure in the subject.
Coordinator:	Mrs Susan Worthington, Ms Kerry Ellerington
Contact:	Education Student Centre
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:	On completion of this subject, students should be able to: <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