

MECM10001 Introduction to Media and Communications

Credit Points:	12.50
Level:	1 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus. On Campus
Time Commitment:	Contact Hours: 3 A 1-hour lecture and 2 hours of tutorials per week. Total Time Commitment: 96
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the 3Disability Liaison Unit website: 4 http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Carolyne Lee
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Subject Overview:	This subject offers a broad introduction to the study of Media and Communications and a solid foundation for more advanced study in years two and three. It aims to encourage students to reflect on the relevance and value of studying Media and Communications in today's "mediated" society, and with an emphasis on the Asia-Pacific region. Broad themes covered in the course include media and modernity, media representations and methods, media industries and production, media audiences and reception, media convergence and globalisation as well as "media wars" and the perennial debate about the value of media studies. Topics covered include the historical rise of the press and its contribution to a "public sphere", media source power, politics and the media, new interactive technologies and audience empowerment, global-local media, journalism, advertising, PR and communication strategies. In addition, students are also introduced to important theoretical approaches and methods of analysis and encouraged to engage in forms of critical analysis of their own.
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to demonstrate knowledge of historical developments and current empirical trends concerning media communication; # appreciate how studying media communication involves attending to interrelated moments of media production, media representation and media reception; # be able to identify and critically engage with a range of media communication theories, concepts and debates and be able to deploy selected methods of media analysis.
Assessment:	A group project 500 words 15% (due during the semester), participation in seminars and online discussions 15%, a news story analysis 1500 words 30% (due mid semester), a major researched essay of 2000 words 40% (due end of semester). Students must attend at least 80% of classes to be eligible for assessment. Note: 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. Media and Society: an Introduction, 3rd edition (Michael O'Shaughnessy & Jane Stadler)
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:	Students who successfully complete this subject will: <ul style="list-style-type: none"> # be able to prepare and present their ideas in both verbal and written mode and in conformity to conventions of academic presentation; # be able to reflect on their own learning and take responsibility for organising personal study; # 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) 105-MC.
Related Course(s):	Bachelor of Arts(Media and Communications) Bachelor of Arts(Media and Communications) & Bachelor of Commerce