

MECM20003 Net Communications

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On Campus
Time Commitment:	Contact Hours: 3 A 2-hur lecture and a 1-hour workshop per week. Total Time Commitment: 102
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:	100-106 Cyber Communications; 100-106 Net Communications; 103-002 Internet Applications
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:	Prof Sean Cubitt
Contact:	Sean Cubitt email: sean.cubitt@unimelb.edu.au
Subject Overview:	This subject introduces students to techniques in written communication for digital media, with a focus on publishing for the Internet and the world wide web. Students receive workshop instruction in web publishing techniques, with the aim of realising specific projects during the semester. Lectures will present students with a range of contemporary case studies demonstrating the Internet's social effects and cultural functions in order to contextualise their understanding of both Internet theory and practical communication techniques. On completion of this subject, students will have gained a broad overview of the relevant skills and sets of knowledge needed to work as professional communicators in the field of new media.
Objectives:	Students who successfully complete this subject will: <ul style="list-style-type: none"> # have acquired a critical understanding of the role of professional communicators in the field of new media; # gain a practical awareness of appropriate tools and methodologies for solving problems encountered in the process of designing, constructing and evaluating Internet based publishing projects; # be able to demonstrate enhanced information literacy skills relevant to new media forms.
Assessment:	An online project 60% (due at the end of semester), written work and oral presentation 25% (due during the first half of semester), assignments and class participation 15% (due throughout 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:	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to identify appropriate analytical frameworks to effectively communicate their ideas in both written and oral forms and on the world wide web; # be able to contribute to group discussion, and to engage with the views expressed by other students; # be able to organise their personal study to reflect on their own learning processes and to complete assessment tasks in a timely manner.
Notes:	This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws. Formerly available as 100-106 Cyber Communications, students who have completed 100-106 Cyber Communications or 100-106 Net Communications are not eligible to enrol in this subject. Students are not permitted to enrol in this subject if they have completed or are enrolled in 103-002 Internet Applications.
Related Course(s):	Bachelor of Arts(Media and Communications) Bachelor of Arts(Media and Communications) & Bachelor of Commerce
Related Majors/Minors/ Specialisations:	Media and Communications Media and Communications