

MECM20006 Understanding Australian Media

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On Campus
Time Commitment:	Contact Hours: 3 A 2-hour lecture and a 1-hour seminar 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:	670-306 Understanding Australian Media
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: 4http://www.services.unimelb.edu.au/disability/
Coordinator:	Prof Sean Cubitt
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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:	Students who complete this subject will: <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:	Students who successfully complete this subject will: <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.
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