

MECM30004 Media Futures and New Technologies

Credit Points:	12.50
Level:	3 (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:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	100-221 Media Futures and New Technologies
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:	Assoc Prof Scott Mcquire
Contact:	Scott McQuire email:mcquire@unimelb.edu.au
Subject Overview:	This subject examines the pressures of technological change on contemporary media institutions and communications practices. Students will be introduced to key debates about media convergence, the relationship between technological change and media practices, and the shift from mass communication societies to networked societies. A range of case studies drawn from different sectors of the media including photography, the music industry, television, cinema, and the Internet will be complemented by examination of emerging practices such as video games, new entertainment forms and surveillance. Students completing the subject will be able to develop a critical understanding of the forces affecting technological change, and will be able to identify the major pressures likely to shape the media-communications industries of the future.
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to understand the nexus between technological change and the structure of media and communications industries; # be able to recognise and explain the differences between analogue and digital media with reference to selected case studies; # have gained a broad understanding of the key issues new media technologies raise for contemporary media institutions and communications practices; # be able to critically assess the future for different media sectors using approaches drawn from media and communication studies.
Assessment:	A short essay of 1500 words 30% (due mid-semester), a research report of 2500 words 55% (due end of semester), a 10-minute oral presentation 5% (given in seminar) and seminar participation 10%. Students must complete all assignments and 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. New Media: An Introduction (3rd edition) (Flew, Terry) OUP
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 identify appropriate analytical frameworks to effectively communicate their ideas in both written and oral forms; # 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:	Students who have completed 100-221 Media Futures and New Technologies are not permitted to enrol in this subject. 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. Students who have completed 100-221 Media Future and New Technologies are not eligible to enrol in this subject.
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