

MECM90007 Media Convergence and Digital Culture

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
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: 2 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
Coordinator:	Assoc Prof Scott Mcquire
Contact:	Scott McQuire mcquire@unimelb.edu.au (mailto:mcquire@unimelb.edu.au)
Subject Overview:	This subject offers a critical examination of the impact of digital technology on contemporary media industries, cultural practices and social formations. We will examine the prospects and limits of media convergence by tracing the effects of digital technology on different media sectors such as cinema, music, television and video games. These case studies will be framed by engagement with key scholarly approaches to specific aspects of digital culture, including contemporary debates about the emergence of new narrative forms, new configurations of public and private space, and changes in identity and subjectivity related to the global information society.
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to demonstrate high-level understanding of the complex forces underlying technological changes in international media industries; # be able to develop critical analyses of the effects of digital technology upon contemporary media form and content; and # be able to engage in informed debates about the social and political impact of digital culture in the twenty-first century.
Assessment:	Class presentation or site analysis essay 1000 words 25% (due mid-semester), final reflective essay 4000 words 75% (due end of semester) Note: Students must complete all assignments by the due date and attend at least 80% of classes to be eligible for 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 be able to: <ul style="list-style-type: none"> # identify and apply appropriate research methods and theoretical frameworks for independent study of media industries and digital culture; # demonstrate an advanced capacity for critical analysis of the theoretical and practical contexts relevant to this area; and

	# demonstrate high-level capacity to communicate research relating to media industries and digital culture in written and oral presentations.
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications) Master of Arts (Media and Communication) Adv.Seminar & Shorter Thesis Master of Arts (Science, Communication and Society) Master of Cinema Management Master of Global Media Communication