

## MECM90012 Media and Communications Thesis

<b>Credit Points:</b>	18.75
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus. Regular supervision across two concurrent semesters
<b>Time Commitment:</b>	Contact Hours: .5 Total Time Commitment: 240
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	The thesis must be completed over two consecutive semesters of enrolment.
<b>Coordinator:</b>	Dr Umi Manickam Khattab
<b>Contact:</b>	Sean Cubitt <a href="mailto:sean.cubitt@unimelb.edu.au">sean.cubitt@unimelb.edu.au</a> (mailto:sean.cubitt@unimelb.edu.au)
<b>Subject Overview:</b>	The Media and Communications Thesis subject requires students to design and deliver a substantial research project. Students will select an object of study, an appropriate methodology, and tools for analysing and interpreting the data they gather from their sources.
<b>Objectives:</b>	Students who complete this subject will be able to: # demonstrate an ability to design and deliver a research project and use skills to marshal evidence and interpreting it appropriately; and # demonstrate an ability to use appropriate theoretical and methodological models in the field of media and communications.
<b>Assessment:</b>	Thesis of 12,000 words (100%) due at the end of two concurrent semesters.
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	# Bertrand, Ina and Peter Hughes (2005), <b>Media Research Methods: Audiences, Institutions, Texts</b> , Palgrave, Basingstoke # Deacon, David, Michael Pickering, Peter Golding and Graham Murdoch (eds) (1998), <b>Researching Communications: A Practical Guide to Methods on Media and Cultural Analysis</b> , Arnold, London # Jensen, Klaus Bruh and Nicholas W Jankowski (eds) (1991), <b>A Handbook of Qualitative Methodologies for Mass Communication Research</b> , Routledge, London # Jones, Steven G. (ed) (1999), <b>Doing Internet Research: Critical Issues and Methods for Examining the Net</b> , Sage, London
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	Students who successfully complete this subject will be able to: # prepare and present ideas in both verbal and written mode, and in conformity to conventions of academic presentation;

	# reflect on learning and take responsibility for organising personal study; and # participate in discussion and group activities and be sensitive to the participation of others.
<b>Related Course(s):</b>	Bachelor of Arts (Honours)(Media and Communications) Master of Global Media Communication Postgraduate Diploma in Arts (Media and Communication)