

## MECM30007 Media & Communications Research Project

<b>Credit Points:</b>	25
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus. On Campus
<b>Time Commitment:</b>	Contact Hours: 10. Two x 2-hour lectures in weeks one and two of semester, followed by regular supervision throughout the semester and a 2-hour workshop held prior to the final submission of assessment. Total Time Commitment: 102
<b>Prerequisites:</b>	Completion of 100 points of second year in the BA (Media & Communications) Enriched Major program. This subject is only available to students enrolled in the BA (Media & Communications) degree prior to 2011.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	100-311 Media & Communications Research Project
<b>Core Participation Requirements:</b>	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 Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Assoc Prof Ingrid Volkmer
<b>Contact:</b>	Ingrid Volkmer <a href="mailto:ivolkmer@unimelb.edu.au">ivolkmer@unimelb.edu.au</a>
<b>Subject Overview:</b>	The Media and Communications Research Project provides students with an opportunity to conduct an extensive analysis of any form of media output, theoretical framework, institutional structure, or mode of reception. Students will deploy, and reflect upon, their selected method/s of analysis and present their findings in a written report. They will be offered guidance throughout the process of conceiving, designing, executing and writing their report. The final written presentation should aim to produce a critical evaluation of the topic with reference to relevant positions of theory and debate, the methods and methodology deployed, as well as their own research practice. On completion of this subject, students will have gained critical insight into their chosen topic, as well as a deeper understanding of the processes, stages and methodological requirements for undertaking successful research in the field of Media and Communications.
<b>Objectives:</b>	Students who complete this subject will: <ul style="list-style-type: none"> <li># be able to design, research and present in writing a sustained academic study;</li> <li># be able to demonstrate awareness of relevant literature in the field of media and communication in relation to a chosen topic of inquiry;</li> <li># be able to marshal argument and evidence in a structured narrative and sequence of chapters according to scholarly practice;</li> <li># be able to critically engage with relevant theoretical frameworks and debates, and reflect upon issues of methodology where appropriate.</li> </ul>
<b>Assessment:</b>	An 8000-word research project 100% (due at the end of semester). Students must attend all scheduled classes for this subject in order to submit final assessment. Assessment submitted late without an approved extension will be penalised at 10% per day. In-class tasks missed

	without approval will not be marked. All pieces of written work must be submitted to pass this subject.
<b>Prescribed Texts:</b>	None
<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>	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> <li># be able to plan, develop and present supervised research on a particular topic in accordance with academic standards and conventions;</li> <li># be able to enhance their ability to initiate and undertake independent research;</li> <li># be able to deploy time-management skills relevant to a self-directed program of study.</li> </ul>
<b>Notes:</b>	This subject is only available to students enrolled in the BA (Media and Communications) 105-MC enriched major and is a compulsory subject in this major.
<b>Related Course(s):</b>	Bachelor of Arts(Media and Communications) Bachelor of Arts(Media and Communications) & Bachelor of Commerce