

## MECM90012 Media and Communications Thesis

<b>Credit Points:</b>	18.75
<b>Level:</b>	9 (Graduate/Postgraduate)
<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. Regular supervision across two concurrent semesters
<b>Time Commitment:</b>	Contact Hours: .5 Total Time Commitment: 240
<b>Prerequisites:</b>	Admission to the postgraduate diploma or fourth year honours in Media and Communication, or Master of Global Media Communication
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	MULT50001 Research Principles and Practices for students enrolled in fourth year honours in Media and Communication.
<b>Non Allowed Subjects:</b>	None
<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>	Dr Umi Manickam Khattab
<b>Contact:</b>	Carolyne Lee <a href="mailto:carolyne@unimelb.edu.au">carolyne@unimelb.edu.au</a> (mailto:carolyne@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. Enrolment in the thesis is across two consecutive semesters and students must enrol in the subject in each semester to ensure they are meeting the full 37.5 point requirement for the year-long subject.
<b>Objectives:</b>	Students who complete this subject will be able to: <ul style="list-style-type: none"> <li># demonstrate an ability to design and deliver a research project and use skills to marshal evidence and interpreting it appropriately; and</li> <li># demonstrate an ability to use appropriate theoretical and methodological models in the field of media and communications.</li> </ul>
<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>	<ul style="list-style-type: none"> <li># Bertrand, Ina and Peter Hughes (2005), Media Research Methods: Audiences, Institutions, Texts, Palgrave, Basingstoke</li> <li># Deacon, David, Michael Pickering, Peter Golding and Graham Murdoch (eds) (1998), Researching Communications: A Practical Guide to Methods on Media and Cultural Analysis, Arnold, London</li> <li># Jensen, Klaus Bruh and Nicholas W Jankowski (eds) (1991), A Handbook of Qualitative Methodologies for Mass Communication Research, Routledge, London</li> </ul>

	# Jones, Steven G. (ed) (1999), <i>Doing Internet Research: Critical Issues and Methods for Examining the Net</i> , 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: <ul style="list-style-type: none"> <li># prepare and present ideas in both verbal and written mode, and in conformity to conventions of academic presentation;</li> <li># reflect on learning and take responsibility for organising personal study; and</li> <li># participate in discussion and group activities and be sensitive to the participation of others.</li> </ul>
<b>Related Course(s):</b>	Bachelor of Arts (Honours)(Media and Communications) Master of Global Media Communication Postgraduate Diploma in Arts (Media and Communication)
<b>Related Majors/Minors/ Specialisations:</b>	Media and Communications