

MECM90017 Media Writing: Rhetoric and Practice

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	Admission to postgraduate diploma or fourth-year honours in media and communication, Master of Global Media Communication, Master of Arts (Media and Communication) Advanced Seminar and Shorter Thesis, Master of Publishing and Communications
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Students who have previously completed 100-422 Media Writing: Rhetoric and Practice are not eligible to enrol in this subject.
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 Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Carolyne Lee
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Subject Overview:	Developed from at least the fifth century BCE onwards, the metalanguage of rhetoric (writing on writing, or discourse on discourse) is today inextricably imbricated in both practices and critiques of media language. This subject examines the highly controversial history of rhetoric, always already embedded in philosophy, as well as its competing definitions, and various appearances, influences, and even metamorphoses, in writing practices and in theories of communication from the time of Aristotle through to the age of electronic media. At the same time, the subject addresses current practices of media writing within national and global media spheres. It views these through the lens of the metalanguage of rhetoric, encouraging critical engagement with both media writing and rhetorical theory, and most importantly with student's own writing practices.
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to recognise and explain how the metalanguage of rhetoric applies to 21 st century media writing; # be able to demonstrate knowledge of the history of rhetoric and principles of philosophical rhetoric; and # be able to utilise their theoretical knowledge of rhetoric to reflect on their own media writing practices.
Assessment:	Seminar paper of 1500 words: 20%, an original piece of appropriately-targeted media writing, of approx 1000 words 20% (due during the semester), a critical, theoretical essay of 2500 words: 60% (due at the end of the semester). Students are required to attend a minimum of 80% of

	classes in order to qualify to have their written work assessed. All required written work must be submitted in order to pass the subject.
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:	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to demonstrate a high level of written communication skills, including conformity to academic protocols of presentation and research; # be able to demonstrate a high level of competence in reading, synthesizing, and presenting to others the relevant theoretical material; and # be able to design and conduct original research that includes reflection on their own learning.
Related Course(s):	<p>Bachelor of Arts (Honours)(Media and Communications) Master of Arts (Media and Communication) Adv.Seminar & Shorter Thesis Master of Creative Writing, Publishing and Editing Master of Global Media Communication Master of Publishing and Communications</p>
Related Majors/Minors/ Specialisations:	Media and Communications