

POL30021 Political Communication

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Thirty contact hours per semester. 1 x two hour lecture and 1 x one hour tutorial per week for 10 weeks. The lecture and tutorial programs are staggered and cover the 12 weeks of semester. Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	Politics and International Studies or Sociology at Levels 1 & 2
Non Allowed Subjects:	672-385 Political Communication
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 Michael Crozier
Contact:	Dr. Michael Crozier mcrozier@unimelb.edu.au
Subject Overview:	This subject examines the role of communication systems in the constitution of contemporary political and social life. It pays particular attention to the new modes and means of political communication given the developments in information technologies and global reach. It introduces students to a number of different approaches to the understanding and analysis of political communication in the information age. The subject explores substantive topics such as civic malaise, political marketing, infotainment, political scandal, and media democracy. On completion of this subject, students should have an understanding of a number of the key configurations of contemporary political communication.
Objectives:	<ul style="list-style-type: none"> # have an informed appreciation of the role of communication in contemporary political and social life. # have acquired a critical understanding of communication systems in the constitution of social worlds and political action. # have an awareness of differing approaches to the study of political communication. # have developed basic analytical skills to evaluate these differing approaches. # be prepared for further studies in political and social inquiry.
Assessment:	A research essay of 2000 words (60%) due towards the end of semester, and a 2-hour examination (40%) during the examination period. This subject has a minimum Hurdle Requirement of 75% Tutorial attendance. Students who fail to meet this hurdle requirement will be deemed ineligible to submit the final piece of assessment or sit the final examination. Regular participation in tutorials is required. Assessment submitted late without an approved extension will be penalised at 10% per working day. In-class tasks missed without approval will not be marked. All pieces of written work must be submitted to pass this subject.
Prescribed Texts:	A subject reader will be available for purchase from the University Bookshop.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses:

	<p># Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2011/B-BMED)</p> <p># Bachelor of Commerce (https://handbook.unimelb.edu.au/view/2011/B-COM)</p> <p># Bachelor of Environments (https://handbook.unimelb.edu.au/view/2011/B-ENVS)</p> <p># Bachelor of Music (https://handbook.unimelb.edu.au/view/2011/B-MUS)</p> <p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2011/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2011/B-ENG)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be able to research through the competent use of the library and other information sources, and be able to define areas of inquiry and methods of research in the preparation of essays. # be able to conceptualise theoretical problems, form judgements and arguments and communicate critically, creatively and theoretically through essay writing, tutorial discussion and presentations. # be able to manage and organise workloads for recommended reading, the completion of essays and assignments and examination revision. # be able to participate in team work through small group discussions.
Notes:	Available as a Breadth subject to non-Bachelor of Arts students
Related Majors/Minors/Specialisations:	<p>Political Science Major</p> <p>Politics and International Studies</p> <p>Politics and International Studies</p> <p>Politics and International Studies</p> <p>Sociology</p> <p>Sociology</p> <p>Sociology</p> <p>Sociology Major</p>