

## CULS30001 The Digital Mediascape

<b>Credit Points:</b>	12.50
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On Campus
<b>Time Commitment:</b>	Contact Hours: 4.5 Total Time Commitment: 120
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Usually 12.5 points of first year Cinema/Screen & Cultural Studies (CICU10001 or CICU10002) and 25 points of second year Cinema/Screen & Cultural Studies.
<b>Non Allowed Subjects:</b>	106-320 The Digital Mediascape
<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 Angela Ndalianis
<b>Contact:</b>	Angela Ndalianis <a href="mailto:angelan@unimelb.edu.au">angelan@unimelb.edu.au</a>
<b>Subject Overview:</b>	This subject explores the impact that digital technology has had in defining and mediating our interaction with the world around us. Tracing the historical development of digital culture, the focus will be on the impact that digital technology has had on traditional media such as television, film and music as well as the emergence of new media that include computer games, the internet, mobile phones and iPods.
<b>Objectives:</b>	Students undertaking this subject will: <ul style="list-style-type: none"> <li># develop an understanding of the historical development of digital culture;</li> <li># account for the impact that digital technology has had on traditional media;</li> <li># understand how digital technologies have impacted on the social environment;</li> <li># have a knowledge of key interpretative and theoretical models that have emerged in response to the digital mediascape.</li> </ul>
<b>Assessment:</b>	A paper presentation submitted in online blog format of 1500 words 40% (due during semester). A written essay of 2500 words submitted in online blog format 60% (due at the end of semester). This subject has a minimum hurdle requirement of 75% attendance and regular participation in tutorials. 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>	A subject reader will be available.
<b>Breadth Options:</b>	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-BMED">https://handbook.unimelb.edu.au/view/2012/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-COM">https://handbook.unimelb.edu.au/view/2012/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ENVS">https://handbook.unimelb.edu.au/view/2012/B-ENVS</a>)</li> </ul>

	<p># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-MUS">https://handbook.unimelb.edu.au/view/2012/B-MUS</a>)</p> <p># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-SCI">https://handbook.unimelb.edu.au/view/2012/B-SCI</a>)</p> <p># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ENG">https://handbook.unimelb.edu.au/view/2012/B-ENG</a>)</p> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<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 should demonstrate:</p> <ul style="list-style-type: none"> <li># a capacity for critical thinking through the use of readings and discussion to develop an understanding of the considerations that underpin digital media studies;</li> <li># high-level written and oral communication skills through contribution to class discussions and the completion of assignments;</li> <li># skills in research through the preparation of class papers and assignments, including the use of online as well as print-based materials;</li> <li># skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements;</li> <li># a capacity for theoretical analysis through engagement with a range of texts that offer different perspectives on publishing as a component of the wider field of cultural practices.</li> </ul>
<b>Notes:</b>	This subject is available to Bachelor of Arts (Continuing) students at either level 2 or 3 in order to complete a major in either Cinema or Cultural Studies.
<b>Related Course(s):</b>	<p>Bachelor of Arts(Media and Communications)</p> <p>Bachelor of Creative Arts</p>
<b>Related Majors/Minors/Specialisations:</b>	<p>Cinema Studies Major</p> <p>Cultural Studies Major</p> <p>Screen and Cultural Studies</p> <p>Screen and Cultural Studies</p> <p>Screen and Cultural Studies</p>