

MECM10003 Media and Society

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| Credit Points: | 12.50 |
| Level: | 1 (Undergraduate) |
| Dates & Locations: | 2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. |
| Time Commitment: | Contact Hours: 3-hours per week Total Time Commitment: 102-hours |
| Prerequisites: | None |
| Corequisites: | None |
| Recommended Background Knowledge: | None |
| Non Allowed Subjects: | 100-100 Introduction to Media and Communications; MECM20007 Media and Society |
| 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: | Assoc Prof Ingrid Volkmer, Dr Robert Hassan |
| Contact: | Nick Sharman n.sharman@unimelb.edu.au |
| Subject Overview: | This subject provides students with a thematic overview of the study of media and communications. The subject addresses the production and distribution of media and the work of media audiences in historical and contemporary contexts. It engages students in debates over the relative analytical power of such approaches as the economics of the media industry and the relations between media, politics and public life. It encourages students to develop their critical capacities by enlarging their understanding of both the empirical nature of the media and the range of theoretical approaches to them. |
| Objectives: | Students who complete this subject should: <ul style="list-style-type: none"> # be able to demonstrate knowledge of historical developments and current empirical trends concerning media communication; # appreciate how studying media communication involves attending to interrelated moments of media production, media representation and media reception; # be able to identify and critically engage with a range of media communication theories, concepts and debates and be able to deploy selected methods of media analysis. |
| Assessment: | Assessment equivalent to 4000 words comprising a news story analysis due in week 8, 30% (1500 words); a group project, to be completed in small groups throughout the semester, 15% (equivalent to 500 words); a research essay, 30% (1500 words) and a final report, 15% (500 words) due in the examination period. Participation in tutorial workshops and online reading forms, 10%, assessed continuously. 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. |
| Prescribed Texts: | A subject reader will be available. Media and Society: an introduction, new edition (Michael O'Shaughnessy & Jane Stadler) |
| Breadth Options: | This subject potentially can be taken as a breadth subject component for the following courses: |

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| | <p># <u>Bachelor of Biomedicine</u> (https://handbook.unimelb.edu.au/view/2012/B-BMED)</p> <p># <u>Bachelor of Commerce</u> (https://handbook.unimelb.edu.au/view/2012/B-COM)</p> <p># <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2012/B-ENVS)</p> <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2012/B-MUS)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2012/B-SCI)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2012/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: | <p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to prepare and present their ideas in both verbal and written mode and in conformity to conventions of academic presentation; # be able to reflect on their own learning and take responsibility for organising personal study; # be able to participate in discussion and group activities and be sensitive to the participation of others. |
| Notes: | This subject is not available to students enrolled in 105-MC Bachelor of Arts (Media and Communications) |
| Related Majors/Minors/Specialisations: | Media and Communications |
| Related Breadth Track(s): | Media & Communication |