

MECM30002 Perspectives in Global Media Cultures

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 2.5 Total Time Commitment: 102
Prerequisites:	Completion of 37.5 pts of level two subjects in Media and Communications and enrolment in the Bachelor of Arts or Graduate Diploma in Arts (Media and Communications) or BA (Media and Communications).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	100-301 Global Media Cultures; MECM30002 Global Media Cultures
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
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Subject Overview:	This subject explores global media across different cultures. Students will engage with debates on different aspects of global culture, including national cultural formations, institutional structures, media ownership, and transnational media. This subject also explores the theme of local resistance to global media representations, including the appropriation of these by local audiences. By examining case studies of television, cinema and new technologies in and from different geographical regions, students of Global Media Cultures will broaden their understanding of the institutional and cultural contexts of global media.
Objectives:	Students who successfully complete this subject will: <ul style="list-style-type: none"> # be able to demonstrate understanding of key theories and concepts in intercultural communications, globalisation and media studies; # be able to identify the relationship between different theoretical frameworks deployed in the study of intercultural communications and the global media; # be able to demonstrate a clear understanding of the significance of cultural contexts to the construction, presentation and reception of media texts; # be able to identify and qualitatively assess levels of media influence in the construction and dissemination of global media representations, including those from television, cinema and new technologies.
Assessment:	A short essay of 1500 words 35% (due mid-semester), a case-study of 2500 words 60% (due at the end of semester), and class participation 5%. 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.
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 an understanding of basic research and analytical methods and to present findings in conformity with academic protocols commensurate with 2nd/3rd year undergraduate studies; # be able to critique electronic media texts in a balanced and persuasive manner drawing from a range of intellectual discourses; # have the capacity to work independently, clearly recognise the requirements of subject assessment tasks and show initiative in consulting academic staff when necessary.
Notes:	This subject is available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws. Students who have completed 100-103/100-203 Global Media Cultures are not eligible to enrol in this subject. This subject is compulsory for students who wish to complete a major in Media and Communications new gen BA degree.
Related Course(s):	Bachelor of Arts(Media and Communications) Bachelor of Arts(Media and Communications) & Bachelor of Commerce
Related Majors/Minors/Specialisations:	Gender Studies Gender Studies Major Media and Communications Media and Communications