

MECM30004 Media Futures and New Technologies

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:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	100-303 Media Futures and New Technologies
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 Scott Mcquire
Contact:	Scott McQuire email: mcquire@unimelb.edu.au Stephanie Brookes email: s.brookes@unimelb.edu.au
Subject Overview:	This subject examines the pressures of technological change on contemporary media institutions and communications practices. Students will be introduced to key debates about media convergence, the relationship between technological change and media practices, and the shift from mass communication societies to networked societies. A range of case studies drawn from different sectors of the media including photography, the music industry, television, cinema, and the Internet will be complemented by examination of emerging practices such as video games, new entertainment forms and surveillance. Students completing the subject will be able to develop a critical understanding of the forces affecting technological change, and will be able to identify the major pressures likely to shape the media-communications industries of the future.
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to understand the nexus between technological change and the structure of media and communications industries; # be able to recognise and explain the differences between analogue and digital media with reference to selected case studies; # have gained a broad understanding of the key issues new media technologies raise for contemporary media institutions and communications practices; # be able to critically assess the future for different media sectors using approaches drawn from media and communication studies.
Assessment:	A short essay of 1500 words 30% (due mid-semester), a research report of 2500 words 55% (due end of semester), a 10-minute oral presentation 5% (given in seminar) and seminar participation 10%. 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:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2012/B-BMED) # Bachelor of Commerce (https://handbook.unimelb.edu.au/view/2012/B-COM) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2012/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2012/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2012/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2012/B-ENG) <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 identify appropriate analytical frameworks to effectively communicate their ideas in both written and oral forms; # be able to contribute to group discussion, and to engage with the views expressed by other students; # be able to organise their personal study to reflect on their own learning processes and to complete assessment tasks in a timely manner.
Notes:	This subject is available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce and the BA (Media and Communications)/Bachelor of Laws. Students who have completed 100-221 Media Future and New Technologies are not eligible to enrol in this subject.
Related Course(s):	Bachelor of Arts(Media and Communications) Bachelor of Arts(Media and Communications) & Bachelor of Commerce
Related Majors/Minors/Specialisations:	Media and Communications Media and Communications Media and Communications
Related Breadth Track(s):	Media & Communication