

## CULS10005 Media, Identity and Everyday Life

<b>Credit Points:</b>	12.50
<b>Level:</b>	1 (Undergraduate)
<b>Dates &amp; Locations:</b>	2013, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week. Total Time Commitment: Total expected time commitment is 102-hours across the semester, including class time.
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	CICU10002 Culture, Media and Everyday Life; 106-101 Culture, Media and everyday Life
<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 Chris Healy, Dr Fran Martin
<b>Contact:</b>	Dr Fran Martin f.martin@unimelb.edu.au Assoc Prof Chris Healy clhealy@unimelb.edu.au
<b>Subject Overview:</b>	This subject offers an introduction to contemporary cultural studies by focusing on how we interact with popular media in everyday life. Students analyse a range of media including television, social media, and advertising, examining the relationships between these cultural forms and the construction of individual and group identities. This subject provides students with a reflexive understanding of the media's significance in contemporary cultural life and advanced critical skills with which to understand the complex social roles of popular media. It enables students to theorise many naturalised aspects of their own everyday media consumption in relation to formations of identity, taste, power and resistance, and to develop a grasp of the complex relationships between ideological formations and audience pleasures.
<b>Objectives:</b>	On completion of the subject students should have: <ul style="list-style-type: none"> <li># an introductory understanding of contemporary theories of culture, identity, and everyday life;</li> <li># an appreciation of the importance of popular media forms to contemporary culture;</li> <li># acquired relevant research skills including use of the library, referencing and presentation of written work;</li> <li># the ability to apply flexible reading strategies and writing practices to the material studied;</li> <li># a background of relevant knowledge and methodologies, both critical and theoretical, on which to base further studies in Cultural Studies.</li> </ul>
<b>Assessment:</b>	An online multimedia blog equivalent to 1000 words (30%) (due as scheduled throughout the semester), an essay of 1500 words (35%) due mid semester, a second essay of 1500

	words (35%) due in the examination period. 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 and additional online resources will be available.
<b>Breadth Options:</b>	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-BMED">https://handbook.unimelb.edu.au/view/2013/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-COM">https://handbook.unimelb.edu.au/view/2013/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-ENVS">https://handbook.unimelb.edu.au/view/2013/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-MUS">https://handbook.unimelb.edu.au/view/2013/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-SCI">https://handbook.unimelb.edu.au/view/2013/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-ENG">https://handbook.unimelb.edu.au/view/2013/B-ENG</a>)</li> </ul> <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 will:</p> <ul style="list-style-type: none"> <li># develop social, ethical and cultural understanding of self and others;</li> <li># acquire critical analysis and synthesis;</li> <li># have an effective written and oral communication;</li> <li># develop information management and information literacy;</li> <li># develop teamwork, flexibility and tolerance;</li> <li># develop time management and planning.</li> </ul>
<b>Related Course(s):</b>	Bachelor of Arts(Media and Communications)
<b>Related Majors/Minors/Specialisations:</b>	<p>Cultural Studies Major  Media and Communications  Screen and Cultural Studies  Screen and Cultural Studies  Screen and Cultural Studies</p>