

EDUC90076 International English Language Media

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2013.
Time Commitment:	Contact Hours: 24 hours of lectures/seminars/workshops Total Time Commitment: Attendance at all classes (tutorial/seminars/practical classes/lectures/labs) is obligatory. Failure to attend 80% of classes will normally result in failure in the subject.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
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 HDisability Liaison Unit website: Hhttp://www.services.unimelb.edu.au/disability/H
Contact:	Education Student Centre
Subject Overview:	This subject examines the wide dissemination of English language media internationally and its effects. Topics include markets for English language newspapers in non-English speaking countries, construction of English language newspapers, news sources, global television (CNN, MTV, etc) and English language programs (sitcoms, hospital dramas, etc) in other cultures.
Objectives:	On completion of this subject, students should be able to: <ul style="list-style-type: none"> # understand the ways in which the target audience demographic shapes media texts; # be able to analyse the target market for which particular media texts are constructed; and # be aware how different cultures will read the same media texts differently.
Assessment:	Essay 1: 1,500 words (40 per cent) due week 7 Essay 2: 2,500 words (60 per cent) due week 14
Prescribed Texts:	None
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
Related Course(s):	Master of English as an International Language