

# LING20012 Language and Media

<b>Credit Points:</b>	12.50
<b>Level:</b>	2 (Undergraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014.
<b>Time Commitment:</b>	Contact Hours: 2 x 1 hour lectures and 1 x 1 hour tutorial per week. Total Time Commitment: 3 contact hours/week, 6 additional hours/week. Total of 9 hours per week.
<b>Prerequisites:</b>	none
<b>Corequisites:</b>	none
<b>Recommended Background Knowledge:</b>	none
<b>Non Allowed Subjects:</b>	none
<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>Contact:</b>	<b><a href="mailto:p.gruba@unimelb.edu.au">p.gruba@unimelb.edu.au</a></b> ( <a href="mailto:p.gruba@unimelb.edu.au">mailto:p.gruba@unimelb.edu.au</a> )
<b>Subject Overview:</b>	This subject examines the role of language in media texts using approaches developed through the field of linguistics and applied linguistics. Using digitised video clips, the subject explores the relationships between aural and visual elements in media texts using a variety of analytical techniques. Semiotics is a major focus of the subject, and other topics include the role of media in discourse, media literacy and cross-cultural communication.
<b>Learning Outcomes:</b>	<ul style="list-style-type: none"> <li># be able to analyse media texts from a range of theoretical approaches.</li> <li># critically analyze media research based on an understanding of linguistic principles.</li> <li># appreciate the complex layering of elements in a media text.</li> </ul>
<b>Assessment:</b>	Two 2000 word essays, each worth 50% (one due mid-semester, one due at the end of semester). This subject has the following hurdle requirements: Regular participation in tutorials is required with a minimum of 75% attendance. All pieces of written work must be submitted to pass this subject. Assessment submitted late without an approved extension will be penalised at 10% per day and in-class tasks missed without approval will not be marked.
<b>Prescribed Texts:</b>	Chandler, D. (2007) Semiotics: The Basics. Second Edition. London Routledge. Materials prepared by the School.
<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/2014/B-BMED">https://handbook.unimelb.edu.au/view/2014/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2014/B-COM">https://handbook.unimelb.edu.au/view/2014/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2014/B-ENVS">https://handbook.unimelb.edu.au/view/2014/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2014/B-MUS">https://handbook.unimelb.edu.au/view/2014/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2014/B-SCI">https://handbook.unimelb.edu.au/view/2014/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2014/B-ENG">https://handbook.unimelb.edu.au/view/2014/B-ENG</a>)</li> </ul>

	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.
<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>	<ul style="list-style-type: none"> <li># improve critical thinking and analytical skills</li> <li># develop capacity for information seeking, evaluation and</li> <li># expand knowledge of modern communication retrieval technology</li> </ul>
<b>Related Majors/Minors/ Specialisations:</b>	English Language - 200 Point Program English Language Studies English Language Studies Major Language Testing - 200 Point Program Linguistics and Applied Linguistics Linguistics and Applied Linguistics Linguistics and Applied Linguistics Linguistics and Applied Linguistics TESOL - 200 Point Program Technology in Language Learning - 200 Point Program
<b>Related Breadth Track(s):</b>	Linguistics: English Language Studies