

MECM30002 Perspectives in Global Media Cultures

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	This subject is not offered in 2014. On campus
Time Commitment:	Contact Hours: A 1.5-hour lecture and a 1-hour tutorial per week. Total Time Commitment: Total expected time commitment is 102-hours across the semester, including class time.
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/
Contact:	Dr Robert Hassan hassanr@unimelb.edu.au Dr Stephanie Brookes s.brookes@unimelb.edu.au
Subject Overview:	This subject explores global media across different cultures. Students will engage with debates on different aspects of global cultures, including national cultural formations, institutional structures, media ownership, and transnational media. This subject also explores the theme of local resistance to global media representation, including appropriation of these by local audiences. By concentrating on the effects of globalization and new information technologies in and from different geographical regions, students of <i>Global Media Cultures</i> will broaden their understanding of the institutional and cultural contexts of global media. This subject addresses debates on globalization, including those regarding the global-local dialectic, questions of cultural agency, identity politics, and indigenous media. The subject explores key issues on the politics of representation, paying particular attention to questions of subalternity, cultural nationalism and media imperialism, 'multiculturalism, new technologies, and transnationalism.
Learning Outcomes:	On completion of the subject students should have: <ul style="list-style-type: none"> # the ability to demonstrate understanding of key theories and concepts in intercultural communications, globalisation and media studies; # the ability to identify the relationship between different theoretical frameworks deployed in the study of intercultural communications and the global media; # the ability to demonstrate a clear understanding of the significance of cultural contexts to the construction, presentation and reception of media texts; # the ability 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 in the examination period), 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)
Related Majors/Minors/Specialisations:	Media and Communications Media and Communications