

## CULS10005 Media, Identity and Everyday Life

<b>Credit Points:</b>	12.5
<b>Level:</b>	1 (Undergraduate)
<b>Dates &amp; Locations:</b>	2015, 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 170 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
<b>Contact:</b>	Dr Fran Martin <a href="mailto:f.martin@unimelb.edu.au">f.martin@unimelb.edu.au</a> ( <a href="mailto:f.martin@unimelb.edu.au">mailto:f.martin@unimelb.edu.au</a> ) Assoc Prof Chris Healy <a href="mailto:clhealy@unimelb.edu.au">clhealy@unimelb.edu.au</a> ( <a href="mailto:clhealy@unimelb.edu.au">mailto:clhealy@unimelb.edu.au</a> )
<b>Subject Overview:</b>	The subject will explore the intimate connections between screen and media technologies and changing understandings of culture in the 20th century. It focuses on how innovations in print and photographic technologies, telegraphy and telephony, the moving image, sound recording, radio, film exhibition, TV and video, and the transformation of analogue by digital technologies, have enabled changing visions of culture. It studies terms such as mechanical reproduction and the culture industry, the optical unconscious and trauma, massification and broadcast, public sphere and media literacy, fragmentation and globalisation. Students will be encouraged, and given the confidence, to move between cultural histories and cultural studies. They will be introduced to the histories of key media technologies, and examine attempts to theorise the significance and influences of those technologies within cultural studies. As a result, students should have, on completion of the subject, a strong critical knowledge of how histories of media technologies are central to contemporary culture.
<b>Learning Outcomes:</b>	On completion of the subject students should have: <ul style="list-style-type: none"> <li># Have developed a critical appreciation of the significance of popular media forms in contemporary cultural and social life, in all its diversity;</li> <li># Demonstrate an introductory knowledge and understanding of contemporary theories of culture, media, identity, and everyday life;</li> <li># Have mastered relevant research skills including use of the library, e-research skills, and appropriate referencing and presentation of written work that are applied with intellectual honesty and a respect for ethical values;</li> </ul>

	<ul style="list-style-type: none"> <li># have a general understanding of selected texts, sites and practices of everyday media in selected non-Western contexts, and an appreciation of the global diversity of popular media forms and cultures;</li> <li># Appreciate national and international debates on specific contemporary issues and complex problems connected with culture, media, identity and everyday life and be able to apply this knowledge and experience to a broad range of professional and disciplinary contexts;</li> <li># Demonstrate the ability to effectively apply flexible reading strategies and writing practices in analysing contemporary media cultures.</li> </ul>
<b>Assessment:</b>	An online multimedia blog equivalent to 1000 words (30%) 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 80% 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/2015/B-BMED">https://handbook.unimelb.edu.au/view/2015/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-COM">https://handbook.unimelb.edu.au/view/2015/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-ENVS">https://handbook.unimelb.edu.au/view/2015/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-MUS">https://handbook.unimelb.edu.au/view/2015/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-SCI">https://handbook.unimelb.edu.au/view/2015/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-ENG">https://handbook.unimelb.edu.au/view/2015/B-ENG</a>)</li> </ul> <p>You should visit <a href="http://breadth.unimelb.edu.au/breadth/info/index.html">learn more about breadth subjects (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>Screen and Cultural Studies  Screen and Cultural Studies  Screen and Cultural Studies</p>