MECM10004 Building Community Media

Credit Points:	12.5
Level:	1 (Undergraduate)
Dates & Locations:	This subject is not offered in 2015.
Time Commitment:	Contact Hours: 24 Hours Total Time Commitment: 120 Hours
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 Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability
Contact:	**Dean Merlino** Culture and Communication CCD Office VCA HUB Southbank Campus 234 St Kilda Road, Southbank, 3006 Enquiries Phone: 9035 9138 Email: merlinod@unimelb.edu.au
Subject Overview:	This subject examines how traditions of independent and community media are being reactivated in contemporary culture, from DIY publishing and citizen journalism to digital storytelling and open source media. It examines how forms of community media are theorised politically and philosophically (for example, the idea that information 'wants to be free') and how community media are 'built': how they are sustained and organised socially. Through a series of case studies we will trace some key issues: the role of communications technologies in community development, the future of 'community media' and what it means to seize the means of production in a knowledge economy. Students will engage in a series of assignments to be completed in written, video or audio essays.
Learning Outcomes:	On completing this subject students will be able to: - demonstrate an understanding of key concepts of community media across a range of locations and institutions; - critically analyse the uses of concepts in community media discourse; - develop concepts, propositions or project proposals that critically engage with the notion of community media.
Assessment:	Essay/report of 3000 words worth 70% and due in the examination period;class presentation of 10 mins during the semester worth 30%.Hurdle requirements: Students must attend 80% of all scheduled classes and attempt all elements of assessment to be eligible for a pass in this subject.
Prescribed Texts:	Subject Reader
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses:

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\# **Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2015/B-BMED)**

\# **Bachelor of Commerce (https://handbook.unimelb.edu.au/view/2015/B-COM)**

\# **Bachelor of Environments (https://handbook.unimelb.edu.au/view/2015/B-ENVS)**

\# **Bachelor of Music (https://handbook.unimelb.edu.au/view/2015/B-MUS)**

\# **Bachelor of Science (https://handbook.unimelb.edu.au/view/2015/B-SCI)**

You should visit **learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html)** and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.

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Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On completing this subject students will be able to: - demonstrate skills in critical thinking and textual and media analysis; - display an ability for intellectual discourse; - exhibit skills in presenting concepts or proposal to peers.
Links to further information:	http://handbook.unimelb.edu.au/breadth/
Related Course(s):	Bachelor of Fine Arts (Contemporary Music) Bachelor of Fine Arts (Film and Television) Bachelor of Fine Arts (Music Theatre) Bachelor of Fine Arts (Production) Bachelor of Fine Arts (Screenwriting) Bachelor of Fine Arts (Theatre Practice) Bachelor of Fine Arts (Visual Art)