

MECM20010 Comparing Media Systems

Credit Points:	12.5
Level:	2 (Undergraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught 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 170-hours across the semester, including class time.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>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.</p> <p>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</p></p>
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Subject Overview:	<p>While new communication technologies, satellite broadcasting, and the Internet have contributed to an increasing connectedness between different regions, a deeper understanding of the organizational structure of this 'connectedness', the national and transnational regulation and the ways in which these are perceived in different societies and national contexts becomes increasingly important. In particular the increasing role of supra- and subnational media within such a transnational public require new 'comparative' methodological approaches. This subject will explore the organizational, cultural and political structures of transnationally operating media organizations in order to identify new forms of overlap and disjuncture in the international media environment. Students will be introduced to comparative approaches for a deeper understanding of the development and contemporary forms of diverse media structures and societal environments in developing, transitional, and developed countries.</p>
Learning Outcomes:	<p>On completion of the subjects students should have</p> <ul style="list-style-type: none"> # gained insight into the corporate structures of transnationally operating media organizations; # developed an understanding of regionally diverse implications of globally operating media organizations; # developed analytical skills for the critical analysis of regional media structures; # the ability to apply conceptual frameworks for the critical assessment of globally diverse content flows; # been able to interact with peers to develop collaboration and leadership skills.

Assessment:	A 1500 word essay (due mid semester) 30% and a 2500 word essay 60% (due in the examination period). Students must attend a minimum of 80% of tutorials and participate in class discussion in order to submit assessment for the subject. Students who submit assessment late without a formal extension or special consideration will be penalised at the rate of 10% per day late. All written assessment must be submitted in order to pass this subject.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # 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 Science (https://handbook.unimelb.edu.au/view/2015/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2015/B-ENG) <p>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.</p>
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 prepare and present their ideas in both verbal and written mode and in conformity to conventions of academic presentation; # be able to reflect on their own learning and take responsibility for organising personal study; # be able to participate in discussion and group activities and be sensitive to the participation of others.
Related Course(s):	Bachelor of Arts(Media and Communications)
Related Majors/Minors/Specialisations:	<p>Media and Communications Media and Communications Media and Communications</p>