

MECM30002 Perspectives in Global Media Cultures

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 2, 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:	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/
Coordinator:	Assoc Prof Robert Hassan
Contact:	Dr Robert Hassan hassanr@unimelb.edu.au (mailto:hassanr@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 understand the nexus between broader theories of technological change and the transformation of the global media and communication environments; # The ability to recognise and explain the differences between the globalisation of the world's economies; the effects of this process upon the increasing importance of information technologies; the transformation of media into networked media; and the shifts in the experience and practice of culture on the global scale; # Developed the capacity for high level analysis and conceptual sophisticated in order to assess the concrete and abstract processes of globalisation and how this affects culture and cultural change;

	# Be able to effectively communicate their ideas in both written and oral forms, contribute to group discussions, and engage with the views expressed by fellow students whose disciplinary and cultural backgrounds may differ.
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 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.
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
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