

MECM40017 Media & Communications Thesis

Credit Points:	25								
Level:	4 (Undergraduate)								
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus. Regular, documented consultations over two semesters with the supervisor as arranged. Meetings should normally occur fortnightly and should be at least of half an hour duration.								
Time Commitment:	Contact Hours: 0.25 Total Time Commitment: 480								
Prerequisites:	Admission to the postgraduate diploma or fourth year honours in Media and Communication.								
Corequisites:	MULT50001 Research Principles and Practices must be undertaken concurrently with the first semester of thesis enrolment.								
	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MULT50001 Research Principles and Practices</td> <td>February, July</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MULT50001 Research Principles and Practices	February, July	12.50
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MULT50001 Research Principles and Practices	February, July	12.50							
Recommended Background Knowledge:	None								
Non Allowed Subjects:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MECM90012 Media and Communications Thesis</td> <td>Semester 1, Semester 2</td> <td>18.75</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75
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MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75							
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 Ingrid Volkmer, Dr Carolyne Lee								
Contact:	Carolyne Lee carolyne@unimelb.edu.au (mailto:carolyne@unimelb.edu.au) Ingrid Volkmer ivolkmer@unimelb.edu.au (mailto:ivolkmer@unimelb.edu.au)								
Subject Overview:	The Media and Communications Thesis subject requires students to design and deliver a substantial research project. Students will select an object of study, an appropriate methodology, and tools for analysing and interpreting the data they gather from their sources. Enrolment in the thesis is across two consecutive semesters and students must enrol in the subject in each semester to ensure they are meeting the full 50 point requirement for the year-long subject.								
Learning Outcomes:	Students who complete this subject will be able to: # demonstrate an ability to design and deliver a research project and use skills to marshal evidence and interpreting it appropriately; and								

	# demonstrate an ability to use appropriate theoretical and methodological models in the field of media and communications.
Assessment:	A thesis of 15 000 words on an approved topic written over two consecutive semesters 100% (due at the end of the second semester of enrolment). Students are required to attend a minimum of 80% of supervision meetings in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
Prescribed Texts:	None
Recommended Texts:	<ul style="list-style-type: none"> # I Volkmer (ed), <i>The Handbook of Global Media Research</i>, Wiley-Blackwell, 2012. # C Lee, "Ch 14: Researching and Reporting", <i>Word Bytes</i>, MUP, 2009. # I Bertrand et al, <i>Media Research Methods: Audiences, Institutions, Texts</i>, Palgrave, 2005. # D Deacon & M Pickering et al (eds), <i>Researching Communications: A Practical Guide to Methods on Media and Cultural Analysis</i>, Arnold, 1998. # R D Wimmer et al, <i>Mass Media Research: Introduction</i>, Thomson, 2006. # J Stokes, <i>How to do Media & Cultural Studies</i>, Sage, 2003. # K B Jensen et al (eds), <i>A Handbook of Qualitative Methodologies for Mass Communication Research</i>, Routledge, 1991. # S Jones (ed), <i>Doing Internet Research: Critical Issues and Methods for Examining the Net</i>, Sage, 1999.
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 be able to:</p> <ul style="list-style-type: none"> # prepare and present ideas in both verbal and written mode, and in conformity to conventions of academic presentation; # reflect on learning and take responsibility for organising personal study; and # participate in discussion and group activities and be sensitive to the participation of others.
Related Majors/Minors/Specialisations:	Media and Communications