

MECM90007 Media Convergence and Digital Culture

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 1 hour lecture and 1 hour seminar per week Total Time Commitment: 170
Prerequisites:	Admission to postgraduate diploma or fourth year honours in media and communication, Master of Global Media Communication, Master of Arts (Media and Communication) Advanced Seminar and Shorter Thesis, Master of Arts and Cultural Management (Moving Image).
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 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 Scott Mcquire
Contact:	Scott McQuire mcquire@unimelb.edu.au (mailto:mcquire@unimelb.edu.au)
Subject Overview:	This subject offers an advanced critical examination of the impact of digital technology on contemporary media industries and cultural practices. We will examine the way the internet and new modes of collaborative production in the Web 2.0 environment are driving the transformation of all media sectors, including cinema, music, video, gaming and television. Through case studies in these sectors and close analysis of contemporary internet practices, students will engage with key debates about digital culture, including the transformation of audiences, the emergence of new media platforms, the role of peer to peer networks and social media and the changing nature of power in the digital era.
Learning Outcomes:	Students who complete this subject will: <ul style="list-style-type: none"> # be able to demonstrate high-level understanding of the complex forces underlying technological changes in media industries; # be able to develop critical analyses of the effects of digital technology upon contemporary media form and content; and # be able to engage in informed debates about the social and political impact of digital culture in the twenty-first century.
Assessment:	Class presentation 10% (due during the semester), case study essay 1500 words 25% (due mid-semester), and research essay 3500 words 65% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes 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:	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
Generic Skills:	<p>Students who successfully complete this subject will be able to:</p> <ul style="list-style-type: none"> # identify and apply appropriate research methods and theoretical frameworks for independent study of media industries and digital culture; # demonstrate an advanced capacity for critical analysis of the theoretical and practical contexts relevant to this area; and # demonstrate high-level capacity to communicate research relating to media industries and digital culture in written and oral presentations.
Related Course(s):	Graduate Diploma in Journalism (Advanced)
Related Majors/Minors/Specialisations:	<p>100 Point Master of Arts and Cultural Management 100 Point Moving Image 150 Point Master of Arts and Cultural Management 150 Point Master of Global Media Communication 150 Point Moving Image 150 point program - full time over 18 months 200 Point Master of Arts and Cultural Management 200 Point Master of Global Media Communication 200 Point Moving Image 200 point program - full time over 18 months 200 point program - full time over 24 months Media and Communications Media and Communications</p>