

## LING20012 Language and Media

<b>Credit Points:</b>	12.5
<b>Level:</b>	2 (Undergraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2016.
<b>Time Commitment:</b>	Contact Hours: 24 hours- 2 x 1 hour lectures and 1 x 1 hour tutorial per week Total Time Commitment: 170 hours
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt; <p>&lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p> </p>
<b>Contact:</b>	Email: <a href="mailto:p.gruba@unimelb.edu.au">p.gruba@unimelb.edu.au</a> ( <a href="mailto:p.gruba@unimelb.edu.au">mailto:p.gruba@unimelb.edu.au</a> )
<b>Subject Overview:</b>	This subject examines the role of language in media texts using approaches developed through the field of linguistics and applied linguistics. Using digitised video clips, the subject explores the relationships between aural and visual elements in media texts using a variety of analytical techniques. Semiotics is a major focus of the subject, and other topics include the role of media in discourse, media literacy and cross-cultural communication.
<b>Learning Outcomes:</b>	<p>On successful completion of this subject, students should:</p> <ul style="list-style-type: none"> <li># be able to analyse media texts from a range of theoretical approaches;</li> <li># be able to critically analyze media research based on an understanding of linguistic principles;</li> <li># appreciate the complex layering of elements in a media text.</li> </ul>
<b>Assessment:</b>	A 2000 word essay due mid-semester [50%] A 2000 word essay due at the end of semester [50%] Hurdle requirement: Students must attend a minimum of 75% of tutorials in order to pass this subject. All pieces of written work must be submitted to pass this subject. Note: Assessment submitted late without an approved extension will be penalised at 10% per working day. In-class tasks missed without approval will not be marked.
<b>Prescribed Texts:</b>	Materials prepared by the School
<b>Breadth Options:</b>	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-BMED">https://handbook.unimelb.edu.au/view/2016/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-COM">https://handbook.unimelb.edu.au/view/2016/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-ENVS">https://handbook.unimelb.edu.au/view/2016/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-MUS">https://handbook.unimelb.edu.au/view/2016/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-SCI">https://handbook.unimelb.edu.au/view/2016/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-ENG">https://handbook.unimelb.edu.au/view/2016/B-ENG</a>)</li> </ul>

	You should visit <b>learn more about breadth subjects (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>)</b> and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	Students who successfully complete this subject should have: <ul style="list-style-type: none"> <li># improved critical thinking and analytical skills;</li> <li># developed capacity for information seeking and evaluation;</li> <li># expanded knowledge of modern communication retrieval technology</li> </ul>
<b>Related Majors/Minors/ Specialisations:</b>	English Language - 200 Point Program English Language Studies Graduate Certificate in Arts - Linguistics and Applied Linguistics Graduate Diploma in Arts - Linguistics and Applied Linguistics Language Testing - 200 Point Program Linguistics and Applied Linguistics Linguistics and Applied Linguistics TESOL - 200 Point Program Technology in Language Learning - 200 Point Program
<b>Related Breadth Track(s):</b>	Linguistics: English Language Studies