

MECM30015 Media and Communications Project

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 1.5-hour tutorial per week. Total Time Commitment: Total expected time commitment is 170 hours across the semester, including class time.
Prerequisites:	This subject is only available to students completing a major, minor or specialisation in Media and Communications.
Corequisites:	None
Recommended Background Knowledge:	MECM20011 Approaches to Media Research
Non Allowed Subjects:	MECM30007 Media and Communications Research Project
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 Overview, Objectives, Assessment and Generic Skills sections of this entry. 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 the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Scott Wright
Contact:	scott.wright@unimelb.edu.au (mailto:scott.wright@unimelb.edu.au)
Subject Overview:	The Media and Communications Project provides students with an opportunity to conduct an extensive analysis of any form of media output, theoretical framework, institutional structure, or mode of reception. Students will deploy, and reflect upon their selected method of analysis and present their findings in a written report. They will be offered guidance throughout the process of conceiving, designing, executing and writing their report. The final written project should aim to produce a critical evaluation of the topic with reference to relevant positions of theory and debate, the methods and methodology deployed, as well as their own research practice. On completion of this subject, students will have gained critical insight into their chosen topic, as well as a deeper understanding of the processes, stages and methodological requirements for undertaking successful research in the field of Media and Communications. Students will also be asked to give an assessed poster presentation of their work, a format that is widely used by professionals and at academic conferences.
Learning Outcomes:	On completion of the subject students should have <ul style="list-style-type: none"> # the ability for professional presentation of research outcomes; # the ability for high level analysis of media and communication practice; # developed skills to design, research and produce a sustained academic study; # Skills to critically reflect relevant literature in the field of media and communication in relation to a chosen topic of inquiry; # The ability to marshal argument and evidence in a structured narrative and sequence of chapters according to scholarly practice.
Assessment:	A research project of 3500 words 80% (due in the examination period) and a poster presentation 20% (due towards the end of semester). 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.
Prescribed Texts:	None
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:</p> <ul style="list-style-type: none"> # be able to plan, develop and present supervised research on a particular topic in accordance with academic standards and conventions; # be able to enhance their ability to initiate and undertake independent research; # be able to deploy time-management skills relevant to a self-directed program of study.
Notes:	This subject is only available to students undertaking the Bachelor of Arts degree with a major in Media & Communications or students admitted to the Graduate Diploma in Arts (Media & Communications).
Related Majors/Minors/Specialisations:	Graduate Diploma in Arts - Media and Communications Media and Communications