Bachelor of Arts (Media and Communications)

The Media and Communications Program is a new Bachelor of Arts stream designed to provide students with optimal access to the globally expanding media industry and its new communications technologies.

The program is vocational in direction and interdisciplinary in nature, offering students a mix of industry-focused communications training and academic subjects. Students will develop the skills to facilitate entry into a range of career pathways across this dynamic field. Career options include print and on-line journalism, publishing and editing, broadcasting, multimedia, public relations, corporate and government communication, and the entertainment and information industries more generally. Hands-on vocational, project-based and research experience is available in the form of internships, practicums, and a final research project.

Media and communications is concerned with interpretive, theoretical and historical approaches to the media and its communication technologies, in close combination with the development of practical communication skills. An exciting range of subjects enables students to develop a comprehensive overview of the media's place in today's society, economy and culture, to think across media, and to achieve an understanding of the effects of new communication technologies and their impact on the emerging global media environment. Key areas of interest include the legal, commercial and policy frameworks of media industries, professional writing, multimedia and media futures, cross-cultural communication in the Asia-Pacific region, and media consumption and spectatorship.

Course objectives

The Bachelor of Arts (Media and Communications) has as its objectives that graduates:

- are enabled to develop a comprehensive overview of the media's place in today's society, economy and culture, with an emphasis on the Asia-Pacific region;
- are provided with the fundamental writing communication skills required by successful journalists and other media professionals;
- are helped to achieve an understanding of the effects of new communication technologies and their impact on the emerging global media environment. In particular, graduates should acquire practical skills in mastering and negotiating new multimedia technologies and the internet;
- are trained to think across media, a skill we see as increasingly important for the next generation of media professionals;
- are introduced to the humanities and social sciences through a focus on the media;
- are offered the opportunity to gain industry experience in the form of internships;
- are offered the opportunity to refine their research skills by undertaking a research component in their final year which will allow them to conduct quantitative and/or qualitative research in an area of media and communications;
- are offered the opportunity to refine their practical communication skills by undertaking a practicum.

Entry requirements

The BA (Media and Communications) commences at first year. The degree is subject to quotas and selection will be based on academic achievement. Work experience is not taken into consideration in the selection process. Media and communications core subjects are not available to students in the Bachelor of Arts, CAP or the Bachelor of Letters.

Credit for previous studies

Students applying to transfer from a Bachelor of Arts degree into the BA (Media and Communications) who have successfully completed Arts and/or optional subjects may apply for a maximum of 100 points of credit towards the Arts component of first year and the double major. However, no credit will be granted for core media and communications subjects, which all students are expected to complete as an enrolled student within the program.

Students transferring from other faculties or tertiary institutions may apply for a maximum of 100 points of credit distributed across first and second year. No credit will be granted for core media and communications subjects. Credit is subject to faculty approval, To be granted credit for Arts and optional subjects previous study must be deemed to have equivalent content and assessment.

Course structure

The BA (Media and Communications) is a three-year full-time program, comprising 100 points at each of first, second and third year levels, for a total of 300 points. In first year students complete two core subjects, two subjects from a list of suitable options (50 points), and 50 points of additional study from the Bachelor of Arts degree. Upon entering second year students choose between two streams of major study:

- **Enriched major stream**: a comprehensive program of study in media and communications, comprising 50 points of core study and 50 points of optional study at second year. Third year is comprised of 100 points of study which may include core and optional subjects, a practicum or internship and a final research project.
- **Double major stream**: a concentrated program of media and communications study designed to be taken in conjunction with a major in another area of Arts study, comprising 50 points of core study and 50 points of Bachelor of Arts study at each of second and third years.

First year		Sem.
Students complete eight subjects (totalling 100 points) which must include:		
the following core subjects;		
100-100	Introduction to Media and Communications *(p.354)*	1 rep 2
100-101	Professional Writing *(p.354)*	1 rep 2
two of the following optional subjects;		
Computer applications in the social sciences and humanities		
103-001	Computer Applications *(p.121)*	1
Cultural studies		
106-005	Contemporary Culture and Everyday Life *(p.142)*	2
Cinema studies		
107-073	Introduction to Hollywood & Art Cinema *(p.105)*	1
107-074	Introduction to Film Theory *(p.105)*	2
Art history		
107-017	Visual Cultures *(p.72)*	N/A
Geography		
121-011	Australia in Asia *(p.180)*	2
History		
131-007	The World Since World War Two: 1945-1972 *(p.204)*	1
131-008	The World Since World War Two: 1973-2000 *(p.205)*	2
History and philosophy of science		
136-030	Human Values, Science, and Nature *(p.223)*	1
Communication skills and English as a second language		
145-003	Project Based Communication Skills *(p.117)*	1 rep 2
Political science		
166-006	Media, Politics and Society *(p.300)*	2
166-009	The World is an Amazing Place *(p.307)*	N/A
Linguistics and applied linguistics		
175-004	Introduction to Language *(p.268)*	1 rep 2
175-006	Cross-cultural Communication *(p.268)*	2 rep Summer
and		
four subjects (50 points) of first year subjects from those available within the Arts degree.		

Second year		Sem.
Students complete eight subjects (totalling 100 points).		
Enriched major students complete **four** of the following core subjects;		
Double major students complete **two** of the following core subjects in combination with a major in another Arts area of study;		
100-102	Media Histories: An Introduction *(p.355)*	1
100-103	Intercultural Communications/Global Era *(p.355)*	1
100-104	Media Communications Theory *(p.355)*	1
100-105	Writing Journalism *(p.355)*	1
100-106	Cyber Communications *(p.355)*	2
100-107	Asia-Pacific Media Systems *(p.355)*	2
100-108	Politics, Communication, Media *(p.355)*	2
and		
Enriched major students complete **four** of the following optional subjects;		
Double major students complete **two** of the following optional subjects in combination with a major in another Arts area of study;		
Computer applications in the social sciences and humanities		
103-002	Internet Applications *(p.121)*	2
103-005	Cybersociety *(p.224)*	1
103-006	Multimedia Authoring *(p.121)*	2
Creative writing		

Second year		Sem.
106-027	Writing Scripts *(p.126)*	1
106-041	Writing in the Electronic Age *(p.126)*	N/A
106-062	Writing Non-Fictional Forms *(p.126)*	2
106-090	Editing *(p.126)*	N/A
Cultural studies		
106-003	Media and Cultural Difference *(p.143)*	2
106-008	Cultural Consumption *(p.143)*	2
106-009	Print to Pixels: Cultural Histories *(p.143)*	1
106-012	Television Cultures *(p.150)*	N/A
106-014	Hong Kong Cinema *(p.143)*	1
Cinema studies		
107-077	Television and Australian Culture *(p.108)*	N/A
107-078	National Cinemas and Cultural Difference *(p.108)*	N/A
107-079	Feminist Film and Television Theory *(p.108)*	N/A
107-080	Commodity Culture *(p.106)*	1
107-082	The Entertainment Experience *(p.106)*	1
107-087	Contemporary Australian Cinema *(p.107)*	2
Indonesian studies		
110-076	Indonesian through Multimedia *(p.236)*	2
110-092	Media Portrayal of Islam *(p.242)*	N/A
110-140	Mass Media in Indonesia *(p.236)*	2
History		
131-065	Film and History *(p.210)*	2
131-146	Inventing Asian Traditions *(p.213)*	2
History and philosophy of science		
136-045	Fact, Fiction & Fraud in the Digital Age *(p.226)*	2
Political science		
166-014	Asia Pacific International Politics *(p.307)*	N/A
166-106	Colonial/Postcolonial S.E.Asian Politics *(p.305)*	1
Linguistics and applied linguistics		
175-008	Language & Media *(p.268)*	2

Third year

Enriched major students complete a total of 100 points of media and communications study, which may comprise core subjects, optional subjects, an internship or practicum and a final research project.

Double major students complete a total of 100 points of study, comprising of **two** core subjects, **two** optional subjects and **four** subjects (50 points) of study from another area.

Core subjects may include:

Advanced Writing Skills
Marketing Communications
Understanding Australian Media
Transnational Communications and Civil Society
Media Futures and New Technologies
Media Law

Optional subjects may include:

Multimedia and Communications
Advanced Multimedia Applications
Computer Games: Interactive Spectatorship
Postmodernism and the Cinema
Managing Communications and the Media
Electronic Commerce
Globalisation, Cultural Diversity and IS
Telecommunications Concepts
Human Computer Interfaces

Honours requirements

The Faculty plans to offer an honours program, and a Master of Arts in Media and Communications by research, coursework or coursework and minor thesis from 2003.

Further study

Students wishing to continue their studies in the field may be able to undertake one of two streams of further learning, one of which is orientated to research, the other professional work.

Career opportunities

The BA (Media and Communications) is designed to facilitate students' entry into the dynamic and expanding media and communications sectors of Australia and the Asia-Pacific region. The degree is a pathway into careers in print and on-line journalism, multimedia, public relations, corporate and government communication, advertising, film, television and broadcasting, lobbying and consultancy, media policy, research and management, and the information and entertainment industries more generally.

Further information

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WWW: http://www.arts.unimelb.edu.au/international

First year subjects

100-100 Introduction to Media and Communications

Note: Special entry conditions apply. Students must consult the media and communications Program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Tania Lewis

Contact: A 1-hour lecture and 2 hours of tutorials per week *(Semester 1, repeat 2).*

Description: This subject introduces students to the academic study of media and communications, with an emphasis on the Asia-Pacific region. (It is aimed at preparing students for the more narrowly focused later-year subjects in the media and communications program.) It will ask students to understand the media as a set of institutions using a variety of technologies. It will also introduce students to the role the media play in shaping societies and cultures across the region. To do so, it will familiarise students with the main theories and methods of media and communications studies, past and current. And it will inform students about the basic questions facing regional media in the future.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

100-101 Professional Writing

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Carolyne Lee

Contact: A 1-hour lecture and 2 hours of tutorials/workshops per week *(Semester 1, repeat 2).*

Description: This subject aims to enhance students' writing in general by introducing them to the fundamental skills used by professional writers within the media and communications industries. Through a workshop format, students will work on their own news stories in order to enhance their mastery of written communication. Students will familiarise themselves with planning, editing and revising their work, as well as that of others. Students will also become familiar with various styles and contexts of media writing and develop an understanding of the various writing skills required to communicate effectively to different kinds of readers. In addition, through the lecture format, students will learn about basic theories of communication, including communication as rhetoric, and communicative media as a system of signs.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

Second year subjects

100-102 Media Histories: An Introduction

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Scott McQuire

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 2-hour lecture and a 1-hour seminar per week *(Semester 1).*

Description: This subject introduces students to the history of the media and current research on media history by means of case studies of the early development of specific media forms. It will focus on broadcasting, in particular radio and television. The subject examines the impact of these new media on society and culture, analysing their early effects on other forms of communication. It will pay attention to the rhetoric within which new media are received as well the regulatory mechanisms put in place to structure emergent media environments. The subject will help students to understand the social and cultural implications of new media technologies in their current and historical context.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

100-103 Intercultural Communications/Global Era

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Lesleyanne Hawthorne

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 1-hour lecture and a 2-hour seminar/workshop per week *(Semester 1).*

Description: This subject will provide practical skills and protocols for cross-cultural communications, as they are required both within modern multicultural communities and transnationally in the current globalised media environment. It will also examine theories of intercultural relations in the context of globalisation by addressing case studies in export television and movie industries. Students will improve their intercultural communications skills and gain an understanding of the technological and cultural contexts in which these skills have become of increasing importance.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

100-104 Media Communications Theory

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Scott McQuire

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 2-hour lecture and a 1-hour seminar per week *(Semester 1).*

Description: This subject examines various theories of media communications at an intermediate level. Drawing on both humanities and social science approaches, it will introduce students to research on uses and effects of media, discourse analysis, ideology, semiotics, narratology and media audiences. It will present students with key ethnographical research methods, including the use of participant observation, surveys and focus groups. It will examine how concepts of gender, sexuality, age and ethnicity apply to media research.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

100-105 Writing Journalism

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Lawrie Zion

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 1-hour lecture and a 2-hour seminar/workshop per week *(Semester 1).*

Description: This subject introduces students to techniques in journalistic communication and writing, with a focus on feature articles. The subject emphasises writing for print media. It analyses and develops the skills required in reporting. It aims to provide students with the ability to present information lucidly and effectively; to allow students to develop creativity in their presentations; to communicate evaluation of evidence; and to develop an individual style and voice. Student stories and articles will be workshopped throughout the semester. Upon completion students will have written a feature article.

Assessment: Class participation and a folio totalling 4000 words, comprising a selection of the student's own journalistic writing. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

100-106 Cyber Communications

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Paul Gruba

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 1-hour lecture and a 2-hour workshop per week *(Semester 2).*

Description: This subject introduces students to techniques in written communication for digital media, with a focus on publishing for the World Wide Web. It will also familiarise students with basic theories and understandings of the internet's effect and function in culture and society so as to allow them to expand their communication techniques.

Assessment: Class participation and computer assignments equivalent to 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts:

A subject reader will be available.

100-107 Asia-Pacific Media Systems

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Stephanie Donald

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 1-hour lecture and a 2-hour seminar per week *(Semester 2).*

Description: This subject introduces students to media systems in different countries across the Asia-Pacific region, such as Singapore, Australia, Hong Kong, Malaysia and the Peoples Republic of China. It identifies the cultural, economic, legal and political parameters within which these systems are organised and regulated. It will pay attention to questions of media ownership, media policy including censorship, and the debate over Asian values in relation to media organisation. Transactions between the media and political values, objectives and institutions will also be examined. The subject will help students to gain a comparative understanding of differences between media environments across the region.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts: S Cunningham & E Jacka, *Australian Television and International Mediascapes*, Cambridge University Press, 1996.

100-108 Politics, Communication, Media

Note: Special entry conditions apply. Students must consult the media and communications program.

Credit points: 12.5 **HECS-band:** 1

Coordinator: Scott McQuire

Prerequisites: Usually 25 points of first year media and communications.

Contact: A 1-hour lecture and a 2-hour seminar per week *(Semester 2).*

Description: This subject examines the relationship between the media and political institutions and processes. It focuses on the setting of agendas, the concept of public opinion, advocacy, and the influence of the media on political and electoral behavior and policy. Image politics, polling, news management, the concept of balance in reporting, political aspects of media ownership and the challenges set to traditional political institutions by the new media will all come under examination. Case studies will include advertising and public relations campaigns by political parties.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 70% of classes to be eligible for assessment.

Prescribed texts: R Negrine, *The Communication of Politics*, Sage, 1997.