

Media and Communications

This area of study is only available to students enrolled in the Bachelor of Arts (Media and Communications) program or the Bachelor of Arts (Media and Communication) Honours program.

The Media and Communications Program is an exciting Bachelor of Arts stream designed to provide students with optimal access to the globally expanding world of media and new communication technologies and to future postgraduate study and research.

The program is deliberately interdisciplinary in nature and offers a distinctive blend of academic study and media-relevant practice delivered by internationally recognized scholars and experienced industry professionals. By this means students can determine pathways to a wide range of media-related careers and opportunities and/or prepare a foundation for later postgraduate study and advanced research. Possible careers in Media and Communications today include print, broadcasting and on-line journalism, advertising and public relations, publishing and editing, corporate and government communications, as well as diverse opportunities in the entertainment and information industries more generally.

Our courses represent the latest thinking and research in the international field of scholarship and students select core and optional subjects from a wide range of subjects according to their own interests and career trajectories. Subjects offered include, amongst many others, Net Communications; Media Futures and New Technologies; Politics, Communication, Media; Marketing Communications; Professional Writing; Advanced Writing; Writing Journalism; Asia-Pacific Media Systems; Global Media/Intercultural Communication, Understanding Australian Media; and Media Law.

Hands-on media industry experience and project-based research is also available through our popular internships and the final research project. We study Media and Communications as interrelated global-local processes comprising media institutions and communication technologies, media representations and texts, and media audiences and processes of reception, and we situate these in relation to social, political and cultural contexts and historical dynamics of change. Students are encouraged to develop their critical understanding of the changing nature and role(s) of Media and Communications in today's 'mediatised' societies as well as develop practical skills and research aptitudes of use to them in their future careers within today's rapidly changing global media environment.

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 written communication skills required by successful journalists and other media professionals;
- are helped to achieve an understanding of new communication technologies and their impact on the fast-changing global media environment;
- are trained to think across media, a skill we see as increasingly important for the next generation of media professionals and media researchers;
- are helped to appreciate the value of an international and interdisciplinary approach to the study of Media and Communications;
- are offered the opportunity to gain industry experience in the form of internships;
- are offered opportunities to develop research skills and engage in applied analysis of media within different subjects and through the presentation of a final research project.

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 Bachelor of Arts, CAP, complementary studies, or Bachelor of Letters students.

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 150 points of credit. 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. Credit is subject to Faculty approval and is assessed on a case by case basis.

Students transferring from other faculties or tertiary institutions may apply for a maximum of 150 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 and is assessed on a case by case basis. 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 (25 points), and two subjects from a list of suitable options (25 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 two core and two optional subjects, a 25 point research project and a 25 point internship or three core subjects, three optional subjects and a 25 point research project.
- **Double major stream:** a concentrated program of Media and Communications study designed to be taken in conjunction with a major in another arts area of 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 subjects totalling 100 points which must include the following core subjects;

100-100	Introduction to Media and Communications (p.3)	1 rep 2
100-101	Professional Writing (p.4)	1 rep 2

and two of the following optional subjects;

103-100	Computer Applications (p.1)	1
106-101	Contemporary Culture and Media (p.2)	1
106-106	Contemporary Culture and Everyday Life (p.2)	2
106-186	Creative Writing 1: Autofictions (p.3)	1
107-132	Introduction to Hollywood & Art Cinema (p.2)	1
107-133	Introduction to Film Theory (p.2)	2
110-118	Language and Power in Asian Societies (p.2)	2
121-103	Australia in Asia (p.2)	N/A
131-145	USA Today: Society, Culture, Identity (p.3)	1
131-154	The World Since World War Two: 1945-1972 (p.4)	1
131-155	The World Since World War Two: 1973-2002 (p.4)	2
131-165	Screen Writing History: History on Film (p.4)	1
131-190	Australia: Histories of the Present (p.3)	2
136-103	Human Values, Science, and Nature (p.2)	1
175-134	Project Based Communication Skills (p.1)	1 rep 2
166-107	Media, Politics and Society (p.2)	2
166-108	Modern Political Ideologies & Movements (p.2)	1
166-123	The World is an Amazing Place (p.3)	N/A
175-105	Introduction to Language (p.2)	1
175-108	Cross-Cultural Communication (p.2)	2

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;

Core subjects:

100-103	Global Media/Intercultural Communication (p.4)	1
100-104	Media Communications Theory (p.4)	1
100-105	Writing Journalism (p.4)	1
100-106	Net Communications (p.4)	1
100-107	Asia-Pacific Media Systems (p.5)	2
100-108	Politics, Communication, Media (p.5)	1
100-220	Marketing Communications (p.5)	2
100-221	Media Futures and New Technologies (p.5)	2
100-222	Understanding Australian Media (p.5)	1
100-223	Media Law (p.6)	2

and

Enriched major students complete **four** second/third-year optional subjects, see page 1.

Double major students complete **two** second/third-year optional subjects below in combination with a major in another arts area of study.

Third year Sem.

Students must complete subjects totalling 100 points.

Enriched major students must complete:

Third year

100-310 Media & Communications Internship (*p.6*) 1 rep 2
 100-311 Media & Communications Research Project (*p.6*) 1 rep 2
two of the following core subjects below and two second/third year optional subjects below;

or

100-311 Media & Communications Research Project (*p.6*) 1 rep 2
three of the following core subjects below and three second/third year optional subjects below;

Double major students must complete:

two core subjects below in combination with a major in another arts area of study;

and

two second/third year optional subjects in combination with a major in another area of study.

Core subjects:

100-103 Global Media/Intercultural Communication (<i>p.4</i>)	1
100-104 Media Communications Theory (<i>p.4</i>)	1
100-105 Writing Journalism (<i>p.4</i>)	1
100-106 Net Communications (<i>p.4</i>)	1
100-107 Asia-Pacific Media Systems (<i>p.5</i>)	2
100-108 Politics, Communication, Media (<i>p.5</i>)	1
100-220 Marketing Communications (<i>p.5</i>)	2
100-221 Media Futures and New Technologies (<i>p.5</i>)	2
100-222 Understanding Australian Media (<i>p.5</i>)	1
100-223 Media Law (<i>p.6</i>)	2
100-312 Advanced Writing (<i>p.6</i>)	2

Second/third-year optional subjects (some optional subjects have specific prerequisites that must be met)**Australian studies**

102-003 Australia and America (<i>p.2</i>)	1 rep 2
102-211 Migrant Nation: Culture and Identity (<i>p.3</i>)	1

Cinema studies

107-077 Television and Australian Culture (<i>p.2</i>)	N/A
107-078 Italian National Cinemas (<i>p.3</i>)	2
107-079 Feminist Film and Television Theory (<i>p.3</i>)	1
107-080 Commodity Culture (<i>p.3</i>)	N/A
107-081 Genre Study (<i>p.3</i>)	N/A
107-082 The Entertainment Experience (<i>p.3</i>)	N/A
107-083 Film Noir: Style and History (<i>p.3</i>)	N/A
107-087 Contemporary Australian Cinema (<i>p.4</i>)	N/A
107-258 Game Studies (<i>p.4</i>)	1
107-268 Myth and Media: from Homer to Hollywood (<i>p.4</i>)	1
107-269 The Musical: From Hollywood to Bollywood (<i>p.4</i>)	2
107-270 The 1950s: Film, Perfection & Propaganda (<i>p.4</i>)	1
107-271 Media Matrix: Film, Media and Morality (<i>p.5</i>)	2

Computer applications in the social sciences and humanities

103-002 Internet Applications (<i>p.1</i>)	2 rep Summer
103-005 Cybersociety (<i>p.3</i>)	1
103-006 Multimedia Authoring (<i>p.1</i>)	2

Creative writing

106-025 Creative Writing 2: Across the Genres (<i>p.4</i>)	1
106-027 Writing Scripts (<i>p.5</i>)	N/A
106-062 Writing Literary Non-Fiction (<i>p.9</i>)	2
106-090 Editing (<i>p.9</i>)	N/A
106-212 Principles of Editing and Publishing (<i>p.10</i>)	2

English and cultural studies

106-003 Media and Cultural Difference (<i>p.3</i>)	N/A
106-009 Media Histories and Cultural Studies (<i>p.3</i>)	1
106-012 Television Cultures (<i>p.3</i>)	N/A
106-014 Hong Kong Cinema (<i>p.4</i>)	N/A
106-032 Novel and Film (<i>p.5</i>)	2
106-036 Postmodernism (<i>p.6</i>)	1
106-045 Aboriginal Writing (<i>p.7</i>)	N/A
106-046 Australia and the Colonial Imaginary (<i>p.7</i>)	2
106-047 Art/Pornography/Blasphemy/Propaganda (<i>p.7</i>)	2
106-055 Cybercultures: Global/Local (<i>p.8</i>)	2
106-063 Aboriginal Cultural Studies (<i>p.9</i>)	N/A
106-064 Contemporary Cultural Studies (<i>p.9</i>)	N/A
106-203 Sports, Entertainment and the Media (<i>p.10</i>)	N/A

History

131-026 Picturing Australia (<i>p.6</i>)	2
131-051 Aboriginal & Pacific Islander Histories (<i>p.8</i>)	2

Second/third-year optional subjects (some optional subjects have specific prerequisites that must be met)

131-062 Making China Modern (<i>p.9</i>)	1
131-071 Museums, Objects, Spectacles (<i>p.9</i>)	N/A
131-212 Screening the Holocaust (<i>p.12</i>)	2
131-223 Making News: Making Histories (<i>p.13</i>)	2
131-225 Terrorism in Modern Conflict (<i>p.14</i>)	1
131-228 Inventing Asian Traditions (<i>p.12</i>)	2

History and philosophy of science

136-045 Fact, Fiction & Fraud in the Digital Age (<i>p.5</i>)	2
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Indonesian studies

110-218 Mass Media in Indonesia (<i>p.4</i>)	2
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Linguistics and applied linguistics

175-008 Language & Media (<i>p.3</i>)	1
175-020 Language & Culture (<i>p.4</i>)	1

Political science

166-004 Change & Conflict in Australian Society (<i>p.3</i>)	N/A
166-014 Asia Pacific International Politics (<i>p.4</i>)	N/A
166-018 Chinese Politics and Society (<i>p.4</i>)	1
166-021 International Relations and its Others (<i>p.4</i>)	2
166-022 Public Policy Making (<i>p.5</i>)	1
166-029 World Politics in Transition (<i>p.5</i>)	1
166-035 Australian Foreign Relations (<i>p.6</i>)	1
166-218 Colonial/Postcolonial S.E.Asian Politics (<i>p.8</i>)	2
166-210 Political Communication (<i>p.7</i>)	1

The Bachelor of Arts (Media and Communications)/Bachelor of Commerce degree

Students must complete a minimum of 225 arts (Media and Communications) points which must include:

For the enriched major stream:

- 50 points of first-year Media and Communications (two core and two optional subjects); and
- 75 points of second-year Media and Communications (three core and three optional subjects); and
- 100 points of third-year Media and Communications (four core and four optional subjects *or* two core and two optional subjects as well as 100-310 Media & Communications Internship (*p.6*) and 100-311 Media & Communications Research Project (*p.6*)).

For the double major stream:

- 50 points of first-year Media and Communications (two core and two optional subjects); and
- 25 points of first-year arts subjects in the combining area of study, which must be taken from the free points available within the combined degree; and
- 50 points of second-year Media and Communications (two core and two optional subjects); and
- 37.5 points of second-year arts subjects in the combining area of study, 12.5 points of which must be taken from the free points available within the combined degree; and
- 50 points of third-year Media and Communications (two core and two optional subjects); and
- 50 points of third-year arts subjects in the combining area of study.

Students must complete a minimum 200 commerce points, which must include:

- between 50 and 125 level-100 commerce points
- at least 50 level-300 commerce points

Compulsory subjects:

- 316-101 Introductory Macroeconomics (*p.1*)
 - 316-102 Introductory Microeconomics (*p.1*)
 - 316-130 Quantitative Methods 1 (*p.1*)
- and at least one of:
- 316-206 Quantitative Methods 2 (*p.1*) *or*
 - 316-205 Introductory Econometrics (*p.1*) *or*
 - 325-210 Managerial Decision Analysis (*p.2*) *or*
 - 325-212 Market Research (*p.2*).

The remaining 75 points may be taken from subjects available to students enrolled in the Bachelor of Arts/Bachelor of Commerce combined degree.

The Bachelor of Arts (Media and Communications)/Bachelor of Laws degree

This degree is only available with an enriched major stream.

Students must complete a minimum of 200 arts (Media and Communications) points which must include:

- 50 points of first-year Media and Communications (two core and two optional subjects); and
- 75 points of second-year Media and Communications (three core and three optional subjects); and
- 75 points of third-year Media and Communications (three core and three optional subjects *or* one core and one optional subject as well as 100-310 Media & Communications Internship (p.6) and 100-311 Media & Communications Research Project (p.6)).

Students must complete a minimum 300 law points, which must include:

- 730-104 Torts and the Process of Law (p.1)
- 730-105 History and Philosophy of Law I (p.1)
- 730-115 History and Philosophy of Law II (p.1)
- 730-202 Contracts (p.1)
- 730-260 Criminal Law and Procedure (p.1)
- 730-301 Constitutional and Administrative Law (p.2)
- 730-304 Property (p.2)
- 730-462 Equity and Trusts (p.2)
- Law options (137.5 points)

Honours entry

The prerequisites for entry to fourth-year honours in Media and Communications are:

- completion of all the requirements of the BA (Media and Communications); and
- completion of a major in Media and Communications; and
- an average grade of H2A or higher over the second/third year Media and Communications subjects.

Honours requirements

Honours coordinator: Professor Simon Cottle

The BA(Honours) in Media and Communications comprises two streams: pure honours (for enriched and double major students) and combined honours (for double major students).

Pure honours

Students undertaking the pure honours stream complete:

- three Media and Communications core subjects; and
- two optional fourth-year level subjects; and
- a Media and Communications thesis of 12 000 words.

Combined honours

Double major students complete one of the following combined honours streams:

- two Media and Communications core subjects; and
 - three fourth-year level subjects in the combining area of study; and
 - a Media and Communications thesis of 12 000 words.
- or
- three Media and Communications core subjects; and
 - two fourth year-level subjects in the combining area of study; and
 - a thesis in the combining area of study.

Honours subjects

Core subjects		Sem.
100-415	Journalism: Conflict and Society (p.7)	1
100-416	Researching Audiences and Reception (p.7)	1
100-417	Media and Everyday Life (p.7)	1
100-418	Media Policy and Regulation (p.7)	1
100-419	Public Relations and Corporate Power (p.7)	2
100-420	Journalism: Practice and Theory (p.8)	2
Thesis subject		Year
100-580	Media and Communications Thesis (p.6)	Year
or (for students commencing mid-year)		
100-581	Media and Communications Thesis (MYE) (p.7)	1 rep 2

Optional subjects		Sem.
106-402	Cultural Policy and Power (p.11)	N/A
106-404	Memory and Contemporary Culture (p.11)	2
106-409	Stardom, Media, Culture (p.12)	N/A
106-428	Media, Politics and Cultural Diaspora (p.14)	1
106-444	Global Culture: History and Theory (p.14)	N/A
107-409	Indigenous Film, Television & New Media (p.5)	N/A
107-421	Contemporary Film Theory (p.6)	1
107-429	Ethnographic and Documentary Cinema (p.6)	2
110-431	Literature & Film in Contemporary China (p.7)	1
121-545	Understanding Development (p.3)	1
131-452	Representations of Gender (p.17)	2
131-545	Writing and Making Histories (p.19)	2
166-413	Network Society (p.10)	N/A
166-444	The Emerging World (Dis)Order (p.11)	1
166-455	Managing Communications & the Media (p.4)	1
166-485	Theorising the Social (p.4)	1
106-474	The Contemporary Publishing Industry (p.16)	1
106-475	Business and Professional Communications (p.16)	1
106-477	Editing and Publishing for the Internet (p.16)	2

Further study

The Media and Communications Program offers a range of postgraduate coursework and research programs: Postgraduate Certificate in Arts (Media and Communications), Postgraduate Diploma in Arts (Media and Communications), one and two-year Master of Arts (Global Journalism) and Master of Arts (Global Media Communication), Master of Arts in Media Communication (advanced seminar and shorter thesis), Master of Arts in Media Communication (thesis only) and Doctor of Philosophy (PhD). Details of these programs are available in the University's on-line postgraduate course guide and from the Media and Communications program.

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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or

Faculty of Arts
Old Arts Building
The University of Melbourne
Victoria 3010

Email: enquiries@arts.unimelb.edu.au

Web: <http://www.mediacomm.unimelb.edu.au>

International enquiries:

Email: internastud@arts.unimelb.edu.au

Web: <http://www.arts.unimelb.edu.au/international>

First-year subjects

100-100 Introduction to Media and Communications

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 1st year

Credit points: 12.5

HECS-band: 1

Coordinator: Sally Young

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

Description: This subject offers a broad introduction to the study of Media and Communications and a solid foundation for more advanced study in years two and three. It aims to encourage students about the relevance and value of

studying Media and Communications in today's 'mediated' society, and with an emphasis on the Asia-Pacific region. Broad themes covered in the course include media and modernity; media representations and methods; media industries and production; media audiences and reception; media convergence and globalization as well as 'media wars' and the perennial debate about the value of media studies. Topics covered include the historical rise of the press and its contribution to a 'public sphere'; media source power; politics and the media; new interactive technologies and audience empowerment; global-local media; journalism; advertising, PR and communication strategies. In addition, students are also introduced to important theoretical approaches and methods of analysis and encouraged to engage in forms of critical analysis of their own.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-101 Professional Writing

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 1st year

Credit points: 12.5

HECS-band: 1

Coordinator: Carolyne Lee

Contact: A 1-hour lecture and two 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, communicative media as a system of signs, and the analysis of audience/discourse community. Professional Writing is theoretically complementary to Introduction to Media and Communications, and also functions as preparation for those students wishing to take Writing Journalism in 2nd year.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

Second/third-year subjects

100-103 Global Media/Intercultural Communication

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd and 3rd year

Credit points: 12.5

HECS-band: 1

Coordinator: Peter Pugsley

Prerequisites: Completion of 100 points of first-year arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject explores the role of the global media in connecting cultures. With a focus on contemporary media representations, the subject examines the changing nature of intercultural communications from its origins in interpersonal relations to what is claimed to be an impersonal, mediated process aided by new technologies. The subject explores the ways in which communications are mediated not only at national levels, but also transnationally. Students will acquire an informed knowledge of research on globalisation in relation to cross-cultural exchanges. Students will also gain an understanding of the institutional structures that determine the ways in which cultures are mediated, through a combination of government policies and the influence of media ownership on the production, content and distribution of cultural products. This subject explores the theme of local resistance to global media representations and looks at the appropriation of these to suit local audiences through specific case studies of media in the Asia-Pacific region. The idea of representation is analysed within a framework of theoretical and practical engagements with local, regional and international texts that present images and ideas of multiculturalism and strengthen the diasporic reach of national media forms. By examining case studies of television, cinema and new technologies in and from the Asia-Pacific region, students of Global Media/Intercultural Communication will broaden their understanding of the

technological and cultural contexts in which intercultural communications skills have become of increasing importance.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-104 Media Communications Theory

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd and 3rd year

Credit points: 12.5

HECS-band: 1

Coordinator: Scott McQuire

Prerequisites: Completion of 100 points of first-year arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject examines the major branches of Media and Communications theory at an intermediate level. Approaches are drawn from both humanities and social sciences, and will include medium theory, the media effects tradition, textual analysis, political economy of the media, postmodern theories, and theories of the information society. Key topics include ideology and semiotics, narrative and genre analysis, media globalisation and forms of audience research. Students will be presented with a range of case studies engaging with representations of gender and sexuality, class, race and ethnicity, and will investigate the ideological and institutional pressures that create patterns of media stereotyping. Students completing this subject will gain a deeper understanding of the diverse forces shaping the contemporary mediascape, and of the different theoretical traditions underpinning various research methodologies in the field of Media and Communication.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-105 Writing Journalism

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd year

Credit points: 12.5

HECS-band: 1

Coordinator: Steven Robertson

Prerequisites: 100 points of arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject teaches the craft of writing news stories and features for print and electronic media. Students learn what news is, how news stories are written, how concise and clear language is vital to effective communication, how news stories are gathered, how they are presented, and how different journalists might deal with the same story. Feature and critical writing are explored, including specialised forms of journalistic writing such as travel, obituaries, columns and reviews. The course teaches students some of the principles of writing for public relations and for in-house journals, and deals with the symbiotic relationship between PR practitioners and the news media. Principles of good interviewing are also covered in this course. A portion of the subject is devoted to broadcast journalism, including instruction in the art of writing for radio and TV, incorporation of interviews, writing to pictures and production of news bulletins. Other areas of instruction include editing, ethics and fairness and excellence in writing. On completion of this subject, students should have developed a strong grasp of journalistic practices, ethics and skills.

Assessment: A news story of 500 words 15% (due early in semester), a specialised feature story of 1500 words 25% (due mid-semester), a long feature story of 2000 words 50% (due end of semester) and class participation including tutorial exercises 10%.

Prescribed texts: A subject reader will be available.

100-106 Net Communications

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws. Students who previously completed 100-106 Cyber Communication are not permitted to enrol in this subject.

Availability: 2nd and 3rd year

Credit points: 12.5

HECS-band: 1

Coordinator: Sam de Silva

Prerequisites: 100 points of arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject introduces students to techniques in written communication for digital media, with a focus on publishing for the Internet and the world wide web. Students receive workshop instruction in web publishing techniques, with the aim of realising specific projects during the semester. Lectures will present students with a range of contemporary case studies demonstrating the Internet's social effects and cultural functions in order to contextualize their understanding of both Internet theory and practical communication techniques. On completion of this subject, students will have gained a broad overview of the relevant skills and sets of knowledge needed to work as professional communicators in the field of new media.

Assessment: Class participation and computer assignments equivalent to written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-107 Asia-Pacific Media Systems

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd and 3rd year

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

Coordinator: Umi Manickham-Khattab

Prerequisites: 100 points of arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject provides a cultural and political map of forms of media systems and practices in a range of countries across the Asia-Pacific region such as Singapore, China, India and Indonesia with a focus on Malaysia. The state-centric nature of media institutions in most of the region and their diversely changing form in the face of new communication technologies are examined. The course explores the rise of alternative media, the networking of dissent and its impact on mainstream systems in the region. Students will examine various notions of democracy, forms of political control and cultural regulation including religious influence on media institutions, practices and discourses across a number of countries in the region. Students will critically consider the debate over 'Asian values' and 'Asian theories' in relation to media organisations and closely examine media ownership and policies as well as the political economy of media convergence in the region. Students will compare different media systems and gain insights into the cultural and political mechanisms of media in different countries through an empirically focused investigation. 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 have attended at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-108 Politics, Communication, Media

Note: This subject is only available to those students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd and 3rd year

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

Coordinator: Sally Young

Prerequisites: 100 points of arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject examines the changing relationship between the media and contemporary political institutions and processes at an intermediate level. Major topics include the media's role in setting political agendas; the media's function as 'fourth estate'; the rise of professional political communications and the 'permanent campaign'; image politics and news management; and the growing importance of polling and tracking public opinion. Drawing on a range of case studies from Australia and elsewhere, students will engage with debates about objectivity, bias and balance in reporting, the political aspects of media ownership, and the challenges posed to traditional political institutions by new media forms such as the Internet. Students completing this subject will be able to develop critical skills in analysing political communications and in researching political issues for the media, and will gain a better understanding of the ways in which political parties attempt to influence, and are themselves influenced by, media coverage.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-220 Marketing Communications

Note: This subject is only available to students enrolled in the BA (Media and Communications) and the BA (Media and Communications)/Bachelor of Laws. Students who have completed 325-213 are not eligible to enrol in this subject.

Availability: 2nd and 3rd year

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

Coordinator: Danielle A Chmielewski

Prerequisites: 100 points of arts subjects including 25 points of core Media and Communications study at first year.

Contact: Two 1-hour lectures and a 1-hour tutorial per week (*Semester 2*).

Description: This subject focuses on the development, management and control of Media and Communications marketing both locally and internationally. Topics will include advertising, sales promotion, public relations, and other elements of the communications mix. Particular emphasis will be placed on the importance of integrating promotional efforts, and on the marketing manager's role in planning, implementing and evaluating marketing communications. Students will develop an understanding of the operational and creative elements involved in developing promotional campaigns and the strategies used to communicate with customers and their underlying principles. They will engage with alternative persuasion techniques and potential problems with their adoption, and the proper selection, interpretation, and use of alternative measures of promotional effectiveness. On completion of the subject students should have developed a strong practical and critical grasp of the different forms and strategies employed in the marketing of communications.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: G & M Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 5th edn, Irwin/McGraw-Hill.

100-221 Media Futures and New Technologies

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and the BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd and 3rd year

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

Coordinator: Scott McQuire

Prerequisites: Completion of 100 points of arts subjects including 25 points of core Media and Communications study at first year.

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

Description: This subject examines the pressures of technological change on contemporary media institutions and communications practices. Students will be introduced to key debates about media convergence, the relationship between technological change and media practices, and the shift from mass communication societies to networked societies. A range of case studies will be drawn from different sectors of the media including newspapers, photography, the music industry, television, cinema, and the internet. These case studies will be complemented by examination of emerging practices such as digital journalism, 'culture jamming', new entertainment forms and surveillance. Students completing the subject will be able to develop a critical understanding of the forces underlying technological change, and be able to assess the major issues likely to affect the media-communications industries of the future.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

100-222 Understanding Australian Media

Note: This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and the BA (Media and Communications)/Bachelor of Laws.

Availability: 2nd and 3rd year

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

Coordinator: Sally Young

Prerequisites: Completion of 100 points of arts subjects including 25 points of core Media and Communications study at first year.

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

Description: This subject examines Australian media in terms of historical perspectives, policy, governance and local content, and encourages students to actively, and critically, consume Australian media. The subject utilises a wide variety of primary sources including media texts, policy documents and audience data, as well as scholarly analyses. Topics covered include online newspapers, contemporary magazines, talkback radio, reality television, advertising, political and government communication, journalism and ethics,

music and youth programming, indigenous media and the future of web-based media. On completion of the subject students should have developed a strong grasp of the major thematic issues affecting Australian media.

Assessment: Class participation, presentations and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

S Cunningham & G Turner (eds), *The Media and Communications in Australia*, 2002 edition only.

100-223 Media Law

Note: This subject is only available to students enrolled in the BA (Media and Communications) and BA (Media and Communications/Bachelor of Commerce). Students who have completed 730-348 are not eligible to enrol in this subject.

Availability: 2nd and 3rd year

Credit points: 12.5

HECS-band: 1

Coordinator: Jock Given

Prerequisites: Completion of 100 points of arts subjects including 25 points of core Media and Communications subjects at first year.

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

Description: This subject introduces students to the main areas of law that affect people working in the media. These include copyright; privacy; laws restricting speech, such as defamation, contempt, censorship, blasphemy and vilification; the regulation of the TV, radio and telecommunications industries, including media ownership laws; freedom of information; and consumer protection laws relevant to advertisers. The course emphasises practicality and problem-solving. The focus is on Australian laws but international comparisons will be drawn. On completion of the course, students should have a broad understanding of the legal restrictions and requirements imposed on their work in the media. They should understand how laws in Australia are made, changed and applied; be able to recognise when a matter raises legal issues; know how to find relevant laws or legal principles and how to seek legal advice. The course will also critically analyse existing laws and explore arguments for their reform.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

Third-year subjects

100-310 Media & Communications Internship

Note: This subject is only available to students enrolled in the BA (Media and Communications) enriched major. (In circumstances where a student's excellent academic results demonstrate a special aptitude for media communications research and where suitable opportunities exist, placement with a research project inside the Media and Communications program may be possible, at the discretion of the coordinator in consultation with the Program Director.)

Availability: 3rd year

Credit points: 25

HECS-band: 1

Coordinator: Peter Collingwood

Prerequisites: Completion of 100 points in second year of the BA (Media and Communications) enriched major.

Contact: Two hours per week comprising workshops and consultation time and 80 hours of work placement to be determined in consultation with subject coordinator and workplace mentor (*Semester 1, repeat 2*).

Description: In this subject students will acquire hands-on experience in a Media and Communications industry environment, under the guidance of a workplace mentor. Academic supervision and support will be provided in the form of two-hour weekly workshops and consultation time, during which students will develop communications skills relevant to their placement, and exchange evaluative reports on their workplace experience. This subject is designed to expose final-year students to work practices in a Media and Communications industry setting, and to provide opportunities to enhance their communication and research skills. On completion of the subject, students will have developed professional contacts, acquired skills which make them productive in the workplace, and gained valuable vocational experience.

Assessment: An industry profile of 3000 words 35% (due mid-semester) and an internship report of 5000 words 65% (due one week after the end of classes).

Prescribed texts: A subject reader will be available.

100-311 Media & Communications Research Project

Note: This subject is only available to students enrolled in the BA (Media and Communications) enriched major.

Availability: 3rd year

Credit points: 25

HECS-band: 1

Coordinator: David Nolan

Prerequisites: Completion of 100 points in second year of the BA (Media and Communications) Enriched Major.

Contact: An initial 1-hour lecture followed by regular supervision (*Semester 1, repeat 2*).

Description: The Media and Communications Research 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/s 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 presentation 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.

Assessment: Written work totalling 8,000 words.

Prescribed texts: A Hansen et al, *Mass Communication Research Methods*, Macmillan. • J Stokes, *How to Do Media and Cultural Studies*, Sage 2003.

100-312 Advanced Writing

Note: This subject is only available to third-year students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, BA (Media and Communications)/ Bachelor of Laws.

Availability: 3rd year

Credit points: 12.5

HECS-band: 1

Coordinator: Steven Robertson

Prerequisites: Completion of 100 points in Media and Communications including 100105 Writing Journalism.

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

Description: This subject provides students with the skills to write at an advanced journalistic level. Lectures will present students with techniques that will enhance skills in interviewing, news judgement, narrative technique, researching, framing ideas, developing contacts and using off the record information. As well, students will also deal with issues of fairness and objectivity, plagiarism, libel and codes of conduct. On completion of this subject students will have developed advanced skills in feature writing.

Assessment: Class participation and written work totalling 4000 words. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available.

William Blundell, *The Art and Craft of Feature Writing*, Plume, 1988.

Fourth-year subjects

100-580 Media and Communications Thesis

Availability: 4th year

Credit points: 37.5

HECS-band: 1

Coordinator: fourth year coordinator

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

Contact: Regular contact with the supervisor (*Year long*).

Description: The Media and Communications Thesis provides students with an opportunity to originate, under supervision, a study on a topic of their own choosing and to pursue this over a sustained period of time to successful completion. The Thesis will approximate 12,000 words and, given this word length, will be expected to demonstrate a relatively sophisticated and detailed understanding of its subject matter as well as competence in research design and execution, methodological and theoretical reflexivity, high standard of argument, and conformity to academic standards of presentation. Students receive support and guidance via lectures, seminars/workshops and consultations throughout the process of conceiving, designing, researching and writing up their thesis. Theses can be variously oriented towards empirical investigation and study or close theoretical engagement with and critique of the ideas of others, or situated somewhere between these two poles of the research continuum. On completing the Media and Communications Thesis students should have acquired in-depth subject knowledge in their focused area of inquiry as well as academic competence (and confidence) in designing and bringing to successful fruition a sustained piece of research.

Assessment: A thesis of 12 000 words.

Prescribed texts: A Hansen et al, *Mass Communication Research Methods*, Macmillan 1998. • K B Jensen (ed), *A Handbook of Media and Communication Research*, Sage 2002.

100-581 Media and Communications Thesis (MYE)

Availability: 4th year

Credit points: 37.5

HECS-band: 1

Coordinator: fourth year coordinator

Prerequisites: Mid-year admission to the postgraduate diploma or fourth-year honours in Media and Communications.

Contact: Regular contact with the supervisor (*Semester 1, repeat 2*).

Description: The Media and Communications Thesis provides students with an opportunity to originate, under supervision, a study on a topic of their own choosing and to pursue this over a sustained period of time to successful completion. The Thesis will approximate 12,000 words and, given this word length, will be expected to demonstrate a relatively sophisticated and detailed understanding of its subject matter as well as competence in research design and execution, methodological and theoretical reflexivity, high standard of argument, and conformity to academic standards of presentation. Students receive support and guidance via lectures, seminars/workshops and consultations throughout the process of conceiving, designing, researching and writing up their thesis. Theses can be variously oriented towards empirical investigation and study or close theoretical engagement with and critique of the ideas of others, or situated somewhere between these two poles of the research continuum. On completing the Media and Communications Thesis students should have acquired in-depth subject knowledge in their focused area of inquiry as well as academic competence (and confidence) in designing and bringing to successful fruition a sustained piece of research.

Assessment: A thesis of 12 000 words.

Prescribed texts: A. Hansen et al. Basingstoke: Macmillan., *Mass Communication Research Methods*., Macmillan 1998. • K B Jensen (ed), *A Handbook of Media and Communication Research*, Sage 2002.

100-415 Journalism: Conflict and Society

Availability: 4th year

Credit points: 12.5

HECS-band: 1

Coordinator: Simon Cottle

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

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

Description: This subject examines the diverse roles that journalism plays in communicating conflicts in different national and international contexts. It focuses mainly upon the news media, both broadcasting and the press, though occasionally other forms of journalism and media such as TV current affairs and selected documentary programs as well as online news and the Internet will also be examined. The subject aims to engage with a wide range of scholarly studies of different mediated conflicts, their informing theoretical frameworks and methodologies. Case studies of media reporting will include, for example, demonstrations, riots and civil unrest; war (from the Crimea to the Gulf I and II and beyond); international terrorism and the events of September 11 2001; deviance, crime and criminal justice; 'race', racism and ethnicity; political scandals; and the environment and 'risk society'. Through this case study approach the subject opens up a sophisticated theoretical understanding of production processes, professional practices, political contingencies and media performance and how these impact on the representation of major public issues and concerns. Students will also be invited to engage in detailed analysis of current mediated conflicts as they arise throughout the course and reflect on their own findings and research strategies. On completion of this course students should be able to demonstrate critical understanding of the forms and dynamics of conflict reporting, appreciate the role of theory and methodology in academic media analysis, and have deepened their understanding of the role/s performed by journalism in conflicted societies both past and present.

Assessment: A written media report 2500 words 50% (due after the mid-semester break), a written essay 2500 words 50% (due end of semester).

Prescribed texts: A subject reader will be available.

100-416 Researching Audiences and Reception

Availability: 4th year

Credit points: 12.5

HECS-band: 1

Coordinator: Umi Manickham-Khattab

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

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

Description: This subject examines diverse notions of audience power and introduces various research approaches to investigating forms of audience practices and patterns of consumption in an ever-changing mediascape. It pro-

vides a detailed understanding of different ways in which questions of media impact and audience power have been theorised and conceptualised and examined across the history of mass communication research. Students will be encouraged to deepen their understanding of contemporary audience research methodologies from both administrative and critical points of views and to develop critical evaluation skills deployed in relation to these. Approaches examined will include early media effects studies rooted in the behavioural paradigm, sociological studies of public beliefs and opinion formation as well as political economy of globalisation and its (re)construction of audiences and more recent approaches inspired by cultural studies and varieties of feminism that explore audiences as culturally situated and as active sense makers. Students will consider different audiences, media and genres across the course and engage in focused study of selected audiences and processes of reception.

Assessment: A written audience research report of 3000 words 50% (due ninth week of semester), a 10-minute oral presentation of audience research proposal 10% (due mid semester) and a written essay of 2000 words 40% (due end of semester).

Prescribed texts: A subject reader will be available.

100-417 Media and Everyday Life

Availability: 4th year

Credit points: 12.5

HECS-band: 1

Coordinator: David Nolan

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

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

Description: This subject enables students to develop an empirically and theoretically informed understanding of the relation between media forms and practices and contemporary formations of everyday life at home, at work, in public spaces and at sites of leisure. In recent years, media studies has evidenced a strong shift away from an understanding of the sociocultural role of media in terms of 'effects', accompanied by a more 'anthropological' focus on the role of media reception practices. This has provided a more complex basis for understanding how media are embedded in specific contexts of everyday life, as well as how they simultaneously exert an influence on its forms and practices. This subject develops an approach that considers how media technologies, industry practices and textual formats provide both a source of pleasure for audiences and constitute resources that are used to develop frameworks of thought and action. In doing so, it introduces a number of theoretical approaches to the realm of everyday life and considers the implications of these for a consideration of the role of media in its contexts and practices. Through a series of case studies, students are encouraged to think critically about the forms of subjective experience that are enabled and/or encouraged at such sites, and the potential positive and negative social and political impacts of media on formations of everyday life today.

Assessment: A media report of 2500 words 50% (due mid-semester), an essay 2500 words 50% (due end of semester).

Prescribed texts: A subject reader will be available.

100-418 Media Policy and Regulation

Availability: 4th year

Credit points: 12.5

HECS-band: 1

Coordinator: David Nolan

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

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

Description: This subject encourages students of Media and Communications to recognise the importance of investigating the changing regulatory regimes that structure media organisation and delivery and how these relate to surrounding interests and the play of power. Historical examples are introduced to demonstrate how media regulation has evolved across time and in response to different mediums, industries and markets. Normative frameworks that inform policy and policy debates are also explored across different national domains and in respect of different cultures. Recent developments in digitalisation, telecommunications and satellite delivery systems render problematic a number of earlier assumptions concerning separate medium regulation and sovereignty of national regulation, and these receive deliberate emphasis and discussion throughout the course and in respect of different national political contexts, cultures and moral concerns.

Assessment: A media report of 2500 words 50% (due mid-semester), an essay 2500 words 50% (end of semester).

Prescribed texts: A subject reader will be available.

100-419 Public Relations and Corporate Power

Availability: 4th year

Credit points: 12.5

HECS-band: 1

Coordinator: Umi Manickam-Khattab

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

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

Description: This subject examines the practice of public relations in a globally corporatised environment and pays special attention to its historical and theoretical development in the context of large business corporations. The role of public relations as a human agency in sustaining a balance between competing and opposing forces in complex environments is explored. Lectures will present a critical assessment of the reactive and unethical approaches of selected business organisations towards various publics and inform students of corrective and appropriate forms of building corporate culture, managing issues, nurturing reputation and networking through coalitions in global terms. Discussions will be premised on social theoretical ideas of promotional society, functionalist perspectives of balance and adaptation as well as cultural analysis of (corporate) identity, discourse and representation. Students will consider debates over the promotional and developmental role of public relations, engage with actual cases and empirically and critically investigate problems and issues in the contemporary practice of corporate public relations.

Assessment: A written case study report of 2500 words 40% (due ninth week of semester), a 10-minute oral presentation of client's case 10% (due mid semester) and a written essay of 2500 words 50% (due end of semester).

Prescribed texts: A subject reader will be available.

100-420 Journalism: Practice and Theory

Availability: 4th year

Credit points: 12.5

HECS-band: 1

Coordinator: David Nolan

Prerequisites: Admission to the postgraduate diploma or fourth-year honours in Media and Communications.

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

Description: This subject aims to provide students with an informed understanding of news organisation and professional practice, their informing determinants and impact on news representations. The course reviews and evaluates a wide range of theoretical frameworks and research studies and invites students to apply competing models to news materials and ethnographic and journalistic accounts of professional practice. This discussion of journalism as practice is then contrasted to normative liberal and professional views of journalism as 'fourth estate', 'independent watchdog' and provider of 'factual' information and neutral conduit of political opinion. Changing genres of journalism and news epistemologies ('ways of knowing') including tabloid TV news, current affairs programming as well as popular, serious, advertorial and online forms of newspapers are all consulted and related to wider debates about journalism in late-modern and so-called 'post-journalism' societies.

Assessment: A media report of 2500 words 50% (due mid-semester), an essay 2500 words 50% (due end of semester).

Prescribed texts: A subject reader will be available.