

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 Communications) 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 Cultures, 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.

Time commitment to study

As well as scheduled contact hours for lectures, tutorial and seminars a considerable additional time commitment is needed to complete the academic requirements of each subject.

A subject-specific time commitment to study will be provided by your lecturer or tutor at the beginning of semester to help you schedule your workload and successfully manage your time during the semester. In addition, general estimates of the total time commitment required to study a 12.5-point single semester subject in the Faculty of Arts can be found on page 1.

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 undergraduate compulsory and 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 the first year students complete two compulsory subjects (25 points), two subjects from a list of optional first-year subjects (25 points), and 50 points of additional study from the Bachelor of Arts degree. Students in the BA (Media and Communications) are restricted to 100 points at first year level, and may not enrol in any further first-year subjects after completing first year requirements.

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 subjects at second-year level, 50 points of optional subjects at second-year level

and either

- two core subjects at third-year level, two optional subjects at third-year level, 100-311 Media & Communications Research Project (*p.7*) and 100-310 Media and Communications Internship (*p.6*);

or

- three core subjects at third-year level, three optional subjects at third-year level and compulsory subject 100-311 Media & Communications Research Project (*p.7*).

Please note that 100-311 Media & Communications Research Project (*p.7*) is **compulsory** for students completing the enriched major stream.

Double major stream: a concentrated program of Media and Communications study designed to be taken in conjunction with a major in another arts discipline, comprising:

- 25 points of core subjects and 25 points of optional subjects at each of second- and third-year levels.
- 100 points of Bachelor of Arts study at second/third year level including study for the arts major.

Repeating a failed subject:

If you fail a subject, you will be required either to repeat the failed subject, or to complete an equivalent subject at the same year level (or higher) in order to complete your degree.

You can not enrol in a subject if you have attempted it *twice* before. This means that if you fail a *compulsory* subject in the Media and Communications program twice, you will not be able to complete the degree. In such circumstances, you will be required to discontinue your studies.

First year Sem.
Students complete subjects totalling 100 points which must include the following compulsory subjects;

100-100	Introduction to Media and Communications (<i>p.4</i>)	1 rep 2
100-101	Professional Writing (<i>p.4</i>)	1 rep 2

and two of the following optional subjects;

103-100	Working with New Media (<i>p.1</i>)	1
106-101	Contemporary Culture and Media (<i>p.2</i>)	1
106-106	Contemporary Culture and Everyday Life (<i>p.2</i>)	2
106-186	Creative Writing: Autofictions (<i>p.3</i>)	2
107-132	Introduction to Hollywood & Art Cinema (<i>p.2</i>)	1
107-133	Introduction to Film Theory (<i>p.2</i>)	2
110-118	Language and Power in Asian Societies (<i>p.2</i>)	1
131-145	USA Today: Society, Culture, Identity (<i>p.4</i>)	1
131-153	Age of Revolution: French Revolution (<i>p.3</i>)	2

First year

131-154	The Modern World 1: The Nuclear Shadow (p.4)	Sem.	1
131-155	The Modern World 2: People Power (p.4)		2
136-103	The Good Life and Science (p.2)		2
166-103	Global Politics (p.2)		2
166-107	Media, Politics and Society (p.2)		1
166-108	Contemporary Ideologies & Movements (p.2)		1
175-105	Introduction to Language (p.2)		1
175-108	Cross-Cultural Communication (p.2)		2
175-134	Project Based Communication (p.1)	1 rep 2	

and four subjects (50 points) of first-year subjects from those available within the arts degree.

Second year

Students complete eight subjects (totalling 100 points).

Enriched major students must complete **four** of the following core subjects.

Double major students must complete **two** of the following core subjects in combination with a major in another arts discipline.

Core subjects:

100-203	Global Media Cultures (p.4)		1
100-204	Media and Communications Theory (p.4)		2
100-205	Writing Journalism (p.5)		1
100-206	Net Communications (p.5)		1
100-207	Asia-Pacific Media Systems (p.5)		2
100-208	Politics, Communication, Media (p.5)		1
100-220	Marketing Communications (p.6)		2
100-221	Media Futures and New Technologies (p.6)		2
100-222	Understanding Australian Media (p.6)		2
100-223	Media Law (p.6)		2

and

Enriched major students must complete **four** second/third-year optional subjects, see *Course structure*

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

Third year

Students must complete subjects totalling 100 points.

Enriched major students must complete:

100-310	Media and Communications Internship (p.6) (students who wish to enrol in an internship must attend a compulsory information session in August of the year before their enrolment. Applications for both semesters must be submitted in September of the year before the intended internship, late applications will not be accepted)	1 rep 2	
100-311	Media & Communications Research Project (p.7)	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.7)	1 rep 2	
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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:

100-203	Global Media Cultures (p.4)		1
100-204	Media and Communications Theory (p.4)		2
100-205	Writing Journalism (p.5)		1
100-206	Net Communications (p.5)		1
100-207	Asia-Pacific Media Systems (p.5)		2
100-208	Politics, Communication, Media (p.5)		1
100-220	Marketing Communications (p.6)		2
100-221	Media Futures and New Technologies (p.6)		2
100-222	Understanding Australian Media (p.6)		2
100-223	Media Law (p.6)		2
100-312	Advanced Writing (p.7)		2

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

Australian studies

102-003	Australia and America (p.2)	1 rep 2	
102-206	Witness: War and the Australian Media (p.3)		1
102-211	Migrant Nation: Culture and Identity (p.3)		1

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

102-213	Face, Place, Race: Images of Australia (p.3)		2
Cinema studies			
107-077	Television and Australian Culture (p.2)		1
107-078	Italian National Cinemas (p.2)		N/A
107-079	Feminist Film and Television Theory (p.3)		N/A
107-081	Genre Study (p.3)		2
107-082	The Entertainment Experience (p.3)		N/A
107-083	Film Noir: Style and History (p.3)		2
107-087	Contemporary Australian Cinema (p.3)		2
107-238	Exiles: Diaspora and European Cinema (p.4)		N/A
107-239	Rebel Screen: 1960s Projections (p.4)		N/A
107-258	Game Studies (p.4)		N/A
107-269	The Musical: From Hollywood to Bollywood (p.4)		N/A
107-270	The 1950s: Film, Perfection & Propaganda (p.5)		N/A
107-271	Media Matrix: Film, Media and Morality (p.5)		N/A

Computer applications in the social sciences and humanities

103-002	Internet Applications (p.1)		2
103-006	Multimedia Authoring (p.1)		2
103-202	Internet Applications: Intensive (p.1)		Summer

Creative writing

106-025	Creative Writing 2: Across the Genres (p.5)		1
106-027	Writing Scripts (p.5)		2
106-062	Writing Literary Non-Fiction (p.8)		N/A
106-212	Principles of Editing and Publishing (p.10)		2

English and cultural studies

106-003	Media and Cultural Difference (p.3)		N/A
106-012	Television Cultures (p.3)		N/A
106-014	Hong Kong Cinema (p.4)		N/A
106-032	Novel and Film (p.6)		1
106-036	Postmodernism (p.6)		1
106-045	Aboriginal Writing (p.7)		2
106-046	Australia and the Colonial Imaginary (p.7)		2
106-047	Art/Pornography/Blasphemy/Propaganda (p.7)		2
106-050	Australian Authorship (p.7)		2
106-055	Cybercultures (p.8)		N/A
106-063	Aboriginal Cultural Studies (p.9)		1
106-064	Contemporary Cultural Studies (p.9)		1
106-203	Sports, Entertainment and the Media (p.9)		2

History

131-051	Aboriginal & Pacific Islander Histories (p.7)		2
131-062	Making China Modern (p.8)		1
131-071	Museums, Objects, Spectacles (p.8)		1
131-223	Making News: Making Histories (p.11)		1
131-225	Terrorism in Modern Conflict (p.11)		2
131-228	Inventing Asian Traditions (p.12)		1
131-236	The USA & the World: Democracy and Empire (p.12)		1
131-242	Marvellous Melbourne: A Cultural History (p.13)		1

Indonesian studies

110-218	Mass Media in Indonesia (p.5)		1
110-419	Popular Cultures in Indonesia (p.5) (at third-year level)		N/A

Linguistics and applied linguistics

175-020	Language & Culture (p.4)		N/A
175-200	Language and Media (p.4)		1
175-202	Computer Mediated Communication (p.4)		2
175-210	Business and Management Writing (p.1)		1

Political science

166-004	Change & Conflict in Australian Society (p.3)		N/A
166-014	Asia Pacific International Politics (p.3)		2
166-017	West European Politics (p.4)		2
166-018	Chinese Politics and Society (p.4)		1
166-021	International Relations and its Others (p.4)		2
166-022	Public Policy Making (p.4)		1
166-029	Global Politics: Key Questions (p.5)		2
166-035	Australian Foreign Relations (p.5)		1
166-218	Colonial/Postcolonial S.E.Asian Politics (p.7)		N/A
166-210	Political Communication (p.6)		2

Sociology

166-209	Cyberspace: The Last Frontier? (p.4)		2
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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 compulsory 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 and Communications Internship (*p.6*) and 100-311 Media & Communications Research Project (*p.7*)).

For the double major stream:

- 50 points of first-year Media and Communications (two compulsory and two optional subjects); and
- 25 points of first-year arts subjects in the combining discipline, 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 discipline, 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 discipline.

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 completed at the University of Melbourne

Compulsory subjects in the Bachelor of Commerce:

316-101 Introductory Macroeconomics (*p.1*)

316-102 Introductory Microeconomics (*p.1*)

316-130 Quantitative Methods 1 (*p.1*)

325-201 Organisational Behaviour (*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 Principles of Market Research (*p.2*).

The remaining 37.5 points may be taken from subjects available to students enrolled in the Bachelor of Arts/Bachelor of Commerce combined degree.

* Students who commenced the Bachelor of Arts (Media and Communications) / Bachelor of Commerce degree prior to 2005 are not required to complete this subject.

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 compulsory 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 and Communications Internship (*p.6*) and 100-311 Media & Communications Research Project (*p.7*)).

Students must also complete a minimum 300 law 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.

For information on how to apply see *Applying for Honours* (*p.13*).

Honours requirements

Honours coordinator: Dr Umi Manickam-Khattab

Honours in Media and Communications comprises two streams:

- **Pure honours for enriched and double major students.**

This leads to the award of the BA (Media and Communications) Honours.

- **Combined honours for double major students.**

This leads to:

either

the award of the BA (Media and Communications) Honours for students who complete the thesis in Media and Communications;

For example, a student who was to complete the Media and Communications thesis, two fourth-year level Media and Communications core subjects, and three fourth-year level History subjects would be awarded the Bachelor of Arts (Media and Communications) Honours with specialisations in Media and Communications and History.

or

the BA (Honours) for students who complete the thesis in the combining discipline.

For example, a student who was to complete the History thesis, two fourth year subjects in History, and three fourth-year level Media and Communications core subjects would be awarded the Bachelor of Arts (Honours) with specialisations in History and Media and Communications.

Pure honours

Students undertaking the pure honours stream complete:

- three fourth-year level 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 fourth-year level Media and Communications core subjects; and
- three fourth-year level subjects in the combining discipline; and
- a Media and Communications thesis of 12,000 words.

or

- three fourth-year level Media and Communications core subjects; and
- two fourth year-level subjects in the combining discipline; and
- a thesis in the combining discipline.

Please note: students undertaking the second option will graduate with a Bachelor of Arts (Honours) NOT a Bachelor of Arts (Media and Communications Honours).

Honours subjects

Core subjects		Sem.
100-415	Journalism: Conflict and Society (<i>p.7</i>)	1
100-416	Researching Audiences and Reception (<i>p.8</i>)	1
100-417	Media and Everyday Life (<i>p.8</i>)	1
100-418	Media Policy and Regulation (<i>p.8</i>)	1
100-419	Public Relations and Corporate Power (<i>p.8</i>)	2
100-420	Journalism: Practice and Theory (<i>p.8</i>)	2
Thesis subject		
100-581	Media and Communications Thesis (<i>p.7</i>)	1 rep 2
Optional subjects		Sem.
106-402	Cultural Policy and Power (<i>p.13</i>)	1
106-404	Memory and Contemporary Culture (<i>p.13</i>)	2
106-409	Stardom, Media, Culture (<i>p.14</i>)	1
106-428	Media, Politics and Cultural Diaspora (<i>p.15</i>)	N/A
106-444	Global Culture: History and Theory (<i>p.16</i>)	N/A
106-474	The Contemporary Publishing Industry (<i>p.18</i>)	1
106-475	Business and Professional Communications (<i>p.18</i>)	1
106-475	Business and Professional Communications (<i>p.18</i>)	1
107-409	Indigenous Photography, New Media, Film (<i>p.7</i>)	N/A
107-421	Contemporary Film Theory (<i>p.5</i>)	1
107-429	Ethnographic and Documentary Cinema (<i>p.6</i>)	2
110-431	Literature & Film in Contemporary China (<i>p.9</i>)	1
121-545	Understanding Development (<i>p.3</i>)	1
131-545	Writing and Making Histories (<i>p.20</i>)	1

Optional subjects

	Sem.
131-551 Representations of Gender (p.21)	2
166-444 The Emerging World (Dis)Order (p.10)	1
166-455 Managing Communications & the Media (p.2)	1
166-485 Contemporary Sociological Theory (p.4)	1
106-474 The Contemporary Publishing Industry (p.18)	1
106-475 Business and Professional Communications (p.18)	1
106-477 Writing and Editing for Digital Media (p.19)	2

(due end of semester). Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

Michael O'Shaughnessy & Jane Stadler, *Media and Society: an Introduction, 3rd edition.*

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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Second Floor, John Medley Building
The University of Melbourne
Victoria 3010

Tel: +61 3 8344 5506/7/8

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

or

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

International enquiries:

Email: arts-international@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

Coordinator: Carolyne Lee

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 to reflect on 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: A group project 500 words 15% (due from week 4 onwards); participation in seminars and online discussions 15%; a news story analysis 1500 words 30% (due week 9); a major researched essay of 2500 words 40%

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

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 be made familiar with strategies for 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 mass audiences. In addition, through the lecture format, students will learn how to view media prose critically by way of theoretical considerations such as rhetoric, the relationship between print media and democracy and between journalism and public relations, editorial constraints, and audience analysis. Professional Writing is theoretically complementary to 100-100 Introduction to Media and Communications (p.4), and also functions as preparation for those students wishing to take 100-205 Writing Journalism (p.5) in second year.

Assessment: A 1000 word narrative media article 15% (first draft due week 3); a 750 word travel article 15% (due end of semester); a one-page media release 10% (due end of semester); an 750 word opinion article 15% (first draft due in week 8); a 700 word book review 15% (due end of semester); participation in workshops, plus three small group projects 30% (assessed continuously). Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

C Lee, *Power Prose*, Hardie Grant Melbourne 2004.

Second/third-year subjects**100-203 Global Media Cultures**

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

Coordinator: R Harindranath

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.

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

Description: This subject explores global media across different cultures. Students will engage with debates on different aspects of global culture, including national cultural formations, institutional structures, media ownership, and transnational media. This subject also explores the theme of local resistance to global media representations, including the appropriation of these by local audiences. By examining case studies of television, cinema and new technologies in and from different geographical regions, students of Global Media Cultures will broaden their understanding of the institutional and cultural contexts of global media.

Assessment: A short essay of 1500 words 35% (due mid-semester), a case-study of 2000 words 50% (due at the end of semester), a class presentation and 500 word summary 10% (due during semester) and class participation 5%. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

100-204 Media and 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

Coordinator: To be advised

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.

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

Description: This subject is designed to introduce students to the major branches of media and communications theory at an intermediate level. It covers approaches drawn from both humanities and social sciences, including medium theory, textual analysis, political economy, and theories of the information society. Key topics include ideology and semiotics, narrative and genre analysis, audiences, media globalisation and new media. 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 pressures that contribute to patterns of media stereotyping. Students completing this subject will gain a deeper understanding of the diverse forces shaping the contemporary endoscope, and of the different theoretical traditions underpinning various research methodologies in the field of media and communication.

Assessment: A textual analysis of 1500 words 35% (due mid-semester), a research essay of 2500 words 55% (due at the end of semester), an oral presentation of 10 minutes 5% (in seminar) and seminar participation 5%. Students must complete all assignments and attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

100-205 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 and 3rd year

Credit points: 12.5

Coordinator: To be advised

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.

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: Two news stories of 300-400 words each, 30% (First one due 23rd March, second one due 11th April), a short feature story of 800-1000 words 20% (due 4th May), a long feature story of 1500 - 1700 words 30% (due 25th May), report of 500 words 10% (due 1st June) and class participation including tutorial exercises and quizzes 10%. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

100-206 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.

Formerly available as 100-106 Cyber Communications. Students who have completed Cyber Communications are not eligible to enrol in this subject. Students are not permitted to enrol in this subject if they have completed or are enrolled in 103-002 Internet Applications (*p.1*)

Availability: 2nd and 3rd year

Credit points: 12.5

Coordinator: To be advised

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.

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 contextualise 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: An on-line project 60% (due at the end of semester), written work and oral presentation 25% (due during the first half of semester), assignments and class participation 15% (due throughout semester). Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

100-207 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

Coordinator: Umi Manickam-Khattab

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.

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 India, China, Japan, Sri Lanka, Singapore and Indonesia with a focus on Malaysia. The state centric nature of media institutions in most of the region is critically examined. The subject explores the rise of alternative media, the networking of dissent and its impact on the mainstream. Students will examine various notions of democracy, forms of political control and cultural regulation including language and religious influences on media institutions, practices and discourses. The subject also explores how countries in the region cope and respond to media imperialism and cultural globalisation and how each in its own way determines state media and communication policies to (re)construct the national/native in cultural and historical terms. Students will critically consider the debate over the notion of 'Asian values' in relation to media organizations, 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 gain a comparative understanding of differences between media environments across the region.

Assessment: A written essay of 2000 words 40% (due mid-semester), a written country media analysis report of 2000 words 40% (due at the end of the semester), a 15-minute oral presentation of an Asian campaign 10% (due at the end of the semester) and class participation 10%. Students must have attended at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

100-208 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

Coordinator: Sally Young

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional 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: A research report of 2500 words 55% (due at the end of semester), a short essay of 1500 words 30% (due mid-semester), a 10-minute seminar presentation 5% and seminar participation 10%. Students must complete all assignments and attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

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. This subject is not available to students enrolled in the BA (Media and Communications)/Bachelor of Commerce combined degree.

Availability: 2nd and 3rd year

Credit points: 12.5

Coordinator: Dr Danielle Chmielewski

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subject at first year level.

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: A written ad analysis of 1500 words 30% (due mid-semester), a written advertising plan of 2500 words worth 60% (due at the end of semester) and tutorial work 10%. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: G and M Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, (5th ed) 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

Coordinator: Scott McQuire

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

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 drawn from different sectors of the media including photography, the music industry, television, cinema, and the internet will be complemented by examination of emerging practices such as video games, "culture jamming", new entertainment forms and surveillance. Students completing the subject will be able to develop a critical understanding of the forces affecting technological change, and will be able to identify the major pressures likely to shape the media-communications industries of the future.

Assessment: A short essay of 1500 words 30% (due mid-semester), a research report of 2500 words 55% (due end of semester), a 10-minute oral presentation 5% (given in seminar) and seminar participation 10%. Students must complete all assignments and attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

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

Coordinator: Sally Young

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.

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

Description: This subject examines Australian media with an emphasis on its political nature and issues of policy, regulation, ownership, governance and local content. Students are encouraged to actively, and critically, examine their own media use. Drawing on this, and a range of case studies, students will engage with debates about journalism and ethics, the nature of commercial and public media, and the changing shape of news and current affairs. Major topics include advertising; marketing and the youth demographic; alternative media; talkback radio and the 'cash for comment' inquiry; journalism and the reporting of election campaigns, sex scandals and political protest. On completion of this subject, students should have developed a strong grasp of the major thematic issues influencing Australian media.

Assessment: A written essay of 2000 words 45% (due at the end of semester), a project consisting of media diary and analysis of 2000 words 45% (due mid-semester), an oral seminar presentation 5% (due during semester) and seminar participation 5%. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

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. This subject is not available to students enrolled in the BA (Media and Communications)/Bachelor of Laws combined degree.

Availability: 2nd and 3rd year

Credit points: 12.5

Coordinator: Jock Given

Prerequisites: Completion of 25 points of core Media and Communications subjects and 25 points of optional 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 affecting people working in the media. These include copyright; privacy; laws restricting speech, such as defamation, censorship, and vilification; laws affecting advertisers; freedom of information; and the ethical codes applying to journalists and others. The course emphasises practicality and problem-solving. The focus is on Australian laws but international comparisons will be drawn.

Assessment: Copyright and defamation problem of 2000 words 50% (due week 8), joint tutorial presentation and supporting paper of 800 words 20% (due during semester), opinion piece of 1200 words (800 word article and 400 word summary of references) 20% (due week 12) and tutorial participation 10%. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

M Pearson, *The Journalist's Guide to Media Law: Dealing with Legal and Ethical Issues*, Allen and Unwin 2004.

Third-year subjects

100-310 Media and Communications Internship

Note: This subject is only available to students enrolled in the BA (Media and Communications) enriched major. Students cannot enrol in the Internship through SIS. They must apply to the Program Manager s.lipscombe@unimelb.edu.au. Applications close on 30 September for Internships in both semesters of the following year. Students must attend a compulsory pre-internship briefing session held in the August or September of the year before completing the Internship.

Availability: 3rd year

Credit points: 25

Coordinator: Peter Collingwood

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

Contact: Two hours per week of on-campus supervision comprising lectures, workshops and consultation time and a minimum 80 hours of work placement to be determined in consultation with the subject coordinator and workplace mentor. Students must attend the compulsory internship information session (held in August or September) before enrolling in the internship. Students are required to attend the compulsory formal pre-internship briefing on workplace issues, which takes place in the first lecture of semester. Students are not able to begin their placement until after this formal session (*Semester 1, repeat 2*).

Description: In this subject, students will acquire practical experience in one or more media and communications environments, under the guidance of a workplace mentor. Academic supervision and support will be provided in the form of on-campus lecture/workshops and regular consultations, during which students will develop communication skills relevant to their placement(s), and report on their workplace experience. This subject is designed to expose final-year students to work practices in media and communications setting(s), 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. The Media and Communications Program may, at its discretion, and depending on resources and student interest, also offer students a placement as part of a group media/communications project. 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 co-ordinator in consultation with the Program Director.

Assessment: A career development strategy of 3000 words 35% (due mid-semester) and an internship report of 5000 words 65% (due a week after the end of classes). In order to be eligible for assessment, students must satisfactorily undertake work placements of a minimum of 80 hours. Students must attend 100% of lectures and tutorials in order to participate in this program.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

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

Coordinator: To be advised

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

Contact: A 2-hour lecture and a 2-hour lecture/workshop plus regular supervision during semester (*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: An 8000-word research project 100% (due at the end of semester).

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

Coordinator: To be advised

Prerequisites: Completion of 100 points in Media and Communications including 100-205 Writing Journalism (*p.5*).

Contact: A 3-hour seminar per week (*Semester 2*).

Description: 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: A news exercise of 1000 words 20% (due early in semester), a major news feature of 2500 words 60% (due at the end of semester), a seminar presentation of 500 words 10% and participation in seminars 10%. Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

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

Fourth-year subjects

100-581 Media and Communications Thesis

Availability: 4th year

Credit points: 37.5

Coordinator: Umi Manickam-Khattab

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

Contact: Regular contact with the supervisor over two consecutive semesters of enrolment (*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 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. The thesis topic and proposal will have to be formally approved by the thesis coordinator. Students will receive support and guidance via seminars/workshops and consultation throughout the process of conceiving, designing, researching and writing up their thesis. These can be variously oriented toward 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.

Assessment: A thesis of 12 000 words written over two consecutive semesters (due at the end of the second semester of enrolment).

Prescribed texts: A reader will be provided at the beginning of semester.

100-415 Journalism: Conflict and Society

Availability: 4th year

Credit points: 12.5

Coordinator: Mugdha Rai

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 of 2500 words 50% (due after the mid-semester break) and a written essay of 2500 words 50% (due at the end of semester). Students must attend at least 80% of classes to be eligible for assessment.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

100-416 Researching Audiences and Reception**Availability:** 4th year**Credit points:** 12.5**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 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 provides 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 proposal of 1000 words 20% (due mid-semester), a 15-minute oral presentation of audience research proposal 10% (due mid-semester), a written audience research report of 4000 words 60% (due at the end of semester) and class participation 10%. Students must attend 80% of classes to be eligible for assessment.**Prescribed texts:** A subject reader will be available from the Bookroom at the beginning of semester.

100-417 Media and Everyday Life**Availability:** 4th year**Credit points:** 12.5**Coordinator:** to be advised**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 is designed to provide students with a detailed understanding of various developments, perspectives and issues in the study of media and everyday life. Students begin by looking at the time-space arrangements of daily social life, before going on to consider the organization of interaction and the construction of meaning in day-to-day media use. Several theoretical approaches (e.g. structuration theory, phenomenology, social semiotics) and modes of inquiry (e.g. discourse analysis, ethnography) are discussed and illustrated. Selected examples of media use in everyday life will include television viewing, Internet and telephone communications, and the reading of popular fiction and magazines. Students are encouraged to relate the academic work they encounter in this subject to their own experiences of daily social life, and they will also have the opportunity to carry out their own critical investigations of media use in routine social settings.**Assessment:** An essay of 2000 words 40% (due mid-semester), a media report of 3000 words 60% (due at the end of semester). Students must attend at least 80% of classes to be eligible for assessment.**Prescribed texts:** A subject reader will be available from the Bookroom at the beginning of semester.

100-418 Media Policy and Regulation**Availability:** 4th year**Credit points:** 12.5**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 media, 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 dis-

cussion 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) and an essay of 2500 words 50% (due at end of semester). Students must attend at least 80% of classes to be eligible for assessment.**Prescribed texts:** A subject reader will be available from the Bookroom at the beginning of semester.

100-419 Public Relations and Corporate Power**Availability:** 4th year**Credit points:** 12.5**Coordinator:** Umi Manickam-Khattab**Prerequisites:** Admission to the postgraduate diploma, fourth-year honours in Media and Communications, two-year Master of Arts (Global Media Communication) or two-year Master of Arts (Global Journalism).**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 corporations towards various publics and inform students of corrective and pro-active forms of building corporate culture, managing (media) relationships, designing corporate campaigns and community sponsorships, analysing risks and issues and networking through coalitions in global terms. Students will debate mainstream and critical theoretical perspectives and engage with actual public relations cases by critically investigating problems and issues in the contemporary practice of corporate public relations.**Assessment:** A written essay of 2500 words 40% (due mid-semester), a case study report of 2500 words 40% (due at the end of the semester), a 15-minute oral presentation of a campaign 10% (due at the end of the semester) and class participation 10%. Students must attend at least 80% of classes to be eligible for assessment.**Prescribed texts:** A subject reader will be available from the Bookroom at the beginning of semester.

100-420 Journalism: Practice and Theory**Availability:** 4th year**Credit points:** 12.5**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) and an essay of 2500 words 50% (due at the end of semester). Students must attend at least 80% of classes to be eligible for assessment.**Prescribed texts:** A subject reader will be available from the Bookroom at the beginning of semester.

100-421 Media and Communications Internship**Note:** This subject is only available to students enrolled in the Postgraduate Diploma in Arts (Media and Communications)**Credit points:** 25**Coordinator:** Peter Collingwood**Prerequisites:** Admission to the Postgraduate Diploma in Arts (Media and Communications)**Contact:** Two hours per week of on-campus supervision comprising lectures, workshops and consultation time and a minimum 100 hours of work placement to be determined in consultation with the subject coordinator and workplace mentor (*Semester 1, repeat 2*).

Description: In this subject, students will acquire practical experience in one or more media and communications environments, under the guidance of a workplace mentor. Academic supervision and support will be provided in the form of on-campus lecture/workshops and regular consultations, during which students will develop communication skills relevant to their placement(s), and report on their workplace experience. This subject is designed to expose final-year students to work practices in media and communications setting(s), 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. The Media and Communications Program may, at its discretion, and depending on resources and student interest, also offer students a placement as part of a group media/communications project. 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 co-ordinator in consultation with the Program Director.

Assessment: A career development strategy of 3000 words 30% (due mid-semester) and an internship report of 7000 words 70% (due a week after the end of classes). In order to be eligible for assessment, students must satisfactorily undertake work placements of a minimum of 100 hours.

Prescribed texts: A subject reader will be available from the Bookroom at the beginning of semester.

