

105-MC Bachelor of Arts(Media and Communications)

Year and Campus:	2008
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Undergraduate
Duration & Credit Points:	
Contact:	<p>Enquiries, Arts & Music Student Centre Rm 104 (Ground Floor) Old Arts Building Tel: +61 3 8344 5321/+61 3 8344 6395 Fax: +61 3 9347 0424 Search for an answer or send an email via our queries database: http://arts-unimelb.custhelp.com/ (http://arts-unimelb.custhelp.com/)</p>
Course Overview:	<p>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 post graduate study and research.</p> <p>The program is deliberately interdisciplinary in nature and offers a distinctive blend of academic study and media-related 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.</p> <p>These 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 related areas according to their own interests and career trajectories. Subjects offered include, amongst many others, Net Communications; Media Futures and New Technologies; Politics; Communication; Marketing and Communications; Professional Writing; Advanced Writing; Writing Journalism; Asian Public Relations; Global Media Cultures; Understanding Australian Media and Media Law.</p> <p>Hands-on media industry experience and project based research is also available through our popular internships and the final research project. Media and Communications is studied as interrelated global-local processes comprising media institutions and communication technologies, media representations and texts, and the media audiences and processes of reception all situated in relation to social political and cultural contexts, and the 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 '<i>mediatised</i>' 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.</p>
Objectives:	<p>The Bachelor of Arts (Media and Communications) has as its objectives that graduates:</p> <ul style="list-style-type: none"> # 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 of increasing importance 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.
Course Structure & Available Subjects:	<p>Course Structure:</p> <p>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.</p> <p>In the first year students complete two compulsory subjects (25 points), two subjects from a list of media and communications optional first year subjects (25 points), and 50 points of additional</p>

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 this requirement.

Upon entering second year, students choose between two streams of major study:

Enriched Major Study: a comprehensive program of study in Media and Communications, comprising:

- # 50 points of core subjects at second year level, 50 points of optional media and communications subjects at second year level and **either**:
 - # two core subjects at third year level, two optional subjects at third year level, compulsory subject 100-311 Media and Communications Research Project and compulsory subject 100-310 Media and Communications Internship.
 - # three core subjects at third year level, three optional subjects at third year level and compulsory subject 100-310 Media and Communications Research Project.

Please note: 100-311 Media and Communications Research Project is compulsory for all students undertaking 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 and 25 points of optional media and communications subjects at each of second and third year levels;
- # 100 points of Bachelor of Arts study to be taken across second and third year including the completion of an arts major. For details on Arts majors, see <http://handbook.unimelb.edu.au/view/2008/105-AA>

Subject Options:

First-year Compulsory Subjects

All First-year Media and Communications students must undertake the following core subjects:

Subject	Study Period Commencement:	Credit Points:
100-100 Introduction to Media and Communications	Semester 1, Semester 2	12.50
100-101 Professional Writing	Semester 1, Semester 2	12.50

First-year Media and Communications Elective Subjects

First-year Media and Communications students must select at least two of the following elective first-year subjects:

Subject	Study Period Commencement:	Credit Points:
106-101 Culture, Media and Everyday Life	Semester 2	12.50
107-132 Introduction to Cinema Studies	Semester 1	12.50
110-118 Language and Power in Asian Societies	Semester 1	12.50
166-107 Media, Politics and Society	1	12.500
166-108 Introduction to Political Ideas	Semester 2	12.50
175-105 The Secret Life of Language	Semester 1	12.50
175-108 Intercultural Communication	Semester 2	12.50
175-134 Project Based Communication	Not offered 2008	12.500
106-105 Creative Writing: Ideas and Practice	Semester 1	12.50
131-101 War, State and Society	2	12.500
131-118 Making the Global World: 1750-2001	2	12.500
166-101 Australian Politics	Semester 1	12.50

Second/Third-year Core Subjects

Enriched Major Students must complete **4** of the following second-year core subjects:

Students undertaking a **Double Major** must complete **2** of the following core subjects in combination with a major in another arts discipline:

Subject	Study Period Commencement:	Credit Points:
100-204 Media and Communications Research	Semester 2	12.50
100-205 Writing Journalism	Semester 1	12.50
100-206 Net Communications	Semester 1	12.50
100-207 Asian Public Relations	Semester 2	12.50
100-220 Marketing Communications	Semester 2	12.50
100-222 Understanding Australian Media	Semester 2	12.50

Third-year Core Subjects

Subject	Study Period Commencement:	Credit Points:
100-301 Global Media Cultures	Semester 1	12.50
100-302 Politics, Communication, Media	Semester 1	12.50
100-303 Media Futures and New Technologies	Semester 2	12.50
100-304 Media Law	Semester 2	12.50
100-310 Media and Communications Internship	Semester 1, Semester 2	25
100-311 Media & Communications Research Project	Semester 1, Semester 2	25
100-312 Advanced Writing	Semester 2	12.50

Interdisciplinary Electives (available at either 2nd ,3rd or both year levels)

Australian Indigenous Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
106-063 Aboriginal Cultural Studies	Semester 1	12.50

Australian Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
102-003 Australia and America	Semester 1, Semester 2	12.50
102-206 Witness: War and the Australian Media	Semester 1	12.50
102-211 Migrant Nation: Culture and Identity	Semester 1	12.50
102-213 Face, Place, Race: Images of Australia	Semester 2	12.50

Cinema Studies

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
---------	----------------------------	----------------

107-076 Contemporary Hollywood Cinema	1	12.500
107-077 Television and Commodity Culture	1	12.500
107-078 Italian National Cinemas	2	12.500
107-079 Sex and the Cinema: The Gendered Screen	2	12.500
107-083 Film Noir: Style and History	Semester 2	12.50
107-087 Contemporary Australian Cinema	Semester 1	12.50
107-240 World Screen: Aesthetics and Politics	Not offered 2008	12.500
107-246 Surrealism and the Cinema	Not offered 2008	12.500
107-258 Game Studies, Entertainment & Cityscape	Not offered 2008	12.50
107-270 The 1950s: Film, Perfection & Propaganda	Not offered 2008	12.50
107-307 Love Stories and the Cinema	Semester 2	12.50

Computer Applications in the Social Sciences and Humanities

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
103-002 Internet Applications	Not offered 2008	12.500
103-006 Multimedia Authoring	Not offered 2008	12.500
103-202 Internet Applications: Intensive	Not offered 2008	12.500

Creative Writing

Note: Some optional subjects have prerequisites.

Subject	Study Period Commencement:	Credit Points:
106-202 Short Fiction	Semester 2	12.50
106-225 Writing for Real	2	12.500
106-235 Creative Non Fiction	Semester 1	12.50
106-236 Script for Performance	Semester 1	12.50
106-237 Poetry	Semester 1	12.50
106-238 Experimental Fiction	Not offered 2008	12.500
106-310 Novels	Semester 1	12.50
106-311 Travel, Landscape and Place	Semester 2	12.50
106-312 Thinking Writing	1	12.500
106-362 Encounters with Writing	Not offered 2008	12.500
106-363 Writing For Theatre	Semester 2	12.50
106-364 Poetry and Poetics	Semester 2	12.50
106-365 Diaries/Journals and Autobiography	2	12.500

106-366 Writing Through Character

Semester 1

12.50

Cultural Studies

Note: Some optional subjects have prerequisites

Subject	Study Period Commencement:	Credit Points:
106-012 Television Cultures	Not offered 2008	12.500
106-014 Hong Kong Cinema	Not offered 2008	12.500
106-009 Media Histories	Not offered 2008	12.50
106-022 City Cultures	Semester 2	12.50
106-057 From Rock to Rave: Cultural Formations	Not offered 2008	12.500
106-220 Popular Culture	1	12.500
106-226 Lifestyle and Consumer Culture	Semester 1	12.50
106-367 Gender, Sexuality & Culture	1	12.500
106-368 Contemporary Cultural Theory	Not offered 2008	12.50
106-369 Sports, Entertainment and the Media	1	12.500
106-370 Asian Screen Cultures	1	12.500

English Literary Studies

Note: Some optional subjects have prerequisites

Subject	Study Period Commencement:	Credit Points:
106-036 Postmodernism	Semester 1	12.50
106-045 Aboriginal Writing	Semester 2	12.50
106-046 Wild Writing: The Australian Imaginary	1	12.500
106-047 Art/Pornography/Blasphemy/Propaganda	Semester 2	12.50
106-219 Literature, Cyberspace & Virtual Reality	Not offered 2008	12.500
106-227 Modernism and Avant Garde	Not offered 2008	12.500
106-229 Travel Writing and Travel Texts	Semester 2	12.50
106-240 Introduction to Theory	Semester 2	12.50

History

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
131-051 Aboriginal & Pacific Islander Histories	Not offered 2008	12.50
131-062 Making China Modern	Not offered 2008	12.500
131-071 Museums, Objects, Spectacles	Not offered 2008	12.500
131-223 Making News: Making Histories	Not offered 2008	12.500

131-225 Terrorism in Modern Conflict	Not offered 2008	12.50
131-228 Inventing Asian Traditions	Semester 1	12.50
131-236 The USA & the World:Democracy and Empire	1	12.500
131-242 Marvellous Melbourne: A Cultural History	Not offered 2008	12.500
131-253 China and the World, 1368-2001	1	12.500
131-076 Asia, the Pacific & the West in History	Semester 1	12.50
131-203 Australian Cultural Landscapes	2	12.500

History and Philosophy of Science

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
136-205 Cybersociety	Semester 1	12.50
136-305 Cybersociety (Science 3)	Semester 1	12.50

Indonesian Studies

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
110-311 Mass Media in Indonesia	Semester 1	12.50

Linguistics and Applied Linguistics

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
175-019 Language, Society and Culture	Semester 2	12.50
175-200 Language and Media	Semester 1	12.50
175-202 Computer Mediated Communication	2	12.500

Political Science

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
166-004 Change & Conflict in Australian Society	2	12.500
166-014 Asia Pacific International Politics	Not offered 2008	12.500
166-018 Chinese Politics and Society	1	12.500
166-021 International Relations and its Others	2	12.500
166-022 Public Policy Making	Semester 2	12.50
166-035 Australian Foreign Relations	1	12.500
166-210 Political Communication	Not offered 2008	12.500
166-212 Global Environmental Politics	2	12.500

Sociology

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
166-209 Sociology of the Body	Semester 2	12.50

Core Participation Requirements:

<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>

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.

Graduate Attributes:

see under course objectives

Generic Skills:

see under course objectives