

Media and Communications

Year and Campus:	2011																																						
Coordinator:	Dr David NolanEmail: d.nolan@unimelb.edu.au																																						
Contact:	The Graduate School of Humanities and Social Sciences (http://www.arts.unimelb.edu.au/graduate/about/contact_us.html) Email: arts-gradstudies@unimelb.edu.au (mailto:arts-gradstudies@unimelb.edu.au)																																						
Overview:	Graduates of the specialisation in Media and Communications in the Graduate Diploma of Arts: <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																																						
Objectives:	See course objectives																																						
Structure & Available Subjects:	Elective subjects chosen from the following list to a total of 100 points. Total 100 points																																						
Subject Options:	<table><tr><th colspan="3">Electives</th></tr><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MECM20003 Net Communications</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MECM30003 Politics, Communication, Media</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MECM30010 Writing Journalism</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MECM30002 Global Media Cultures</td><td>Not offered 2011</td><td>12.50</td></tr><tr><td>MECM30004 Media Futures and New Technologies</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MECM20001 Media and Communications Research</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MECM20006 Understanding Australian Media</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MECM30013 Marketing Communications</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MECM20007 Media and Society</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MECM20009 Introduction to Media Writing</td><td>Semester 2</td><td>12.50</td></tr></table>			Electives			Subject	Study Period Commencement:	Credit Points:	MECM20003 Net Communications	Semester 1	12.50	MECM30003 Politics, Communication, Media	Semester 1	12.50	MECM30010 Writing Journalism	Semester 1	12.50	MECM30002 Global Media Cultures	Not offered 2011	12.50	MECM30004 Media Futures and New Technologies	Semester 2	12.50	MECM20001 Media and Communications Research	Semester 2	12.50	MECM20006 Understanding Australian Media	Semester 2	12.50	MECM30013 Marketing Communications	Semester 2	12.50	MECM20007 Media and Society	Semester 1	12.50	MECM20009 Introduction to Media Writing	Semester 2	12.50
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Links to further information:	http://www.culture-communication.unimelb.edu.au/media-communications/																																						
Related Course(s):	Graduate Diploma in Arts																																						