

# MC-PUBCOM Master of Publishing and Communications

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| <b>Year and Campus:</b>                           | 2012 - Parkville   |
| <b>CRICOS Code:</b>                               | 061634E  |
| <b>Fees Information:</b>                          | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>  |
| <b>Level:</b>                                     | Graduate/Postgraduate  |
| <b>Duration &amp; Credit Points:</b>              | 200 credit points taken over 24 months full time. This course is available as full or part time.   |
| <b>Coordinator:</b>                               | Dr Bryony Cosgrove<br>School of Culture and Communication<br>Email: <a href="mailto:bryonyc@unimelb.edu.au">bryonyc@unimelb.edu.au</a>   |
| <b>Contact:</b>                                   | <b>The Graduate School Humanities and Social Sciences</b> ( <a href="http://www.arts.unimelb.edu.au/graduate/about/contact_us.html">http://www.arts.unimelb.edu.au/graduate/about/contact_us.html</a> )<br>Email: <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a> ( <a href="mailto:arts-gradstudies@unimelb.edu.au">mailto:arts-gradstudies@unimelb.edu.au</a> )   |
| <b>Course Overview:</b>                           | The Master of Publishing and Communications provides students with vocational skills, theoretical knowledge and industry exposure to build a successful career in the publishing and communication sectors. Alongside a strong focus on publishing practices and technologies, with hands on subjects in editing, production and business practices, the course offers sustained and stimulating analyses of the political, commercial and historical dynamics of print and digital cultures.  |
| <b>Objectives:</b>                                | Students who successfully complete the Master of Publishing and Communications should have: <ul style="list-style-type: none"> <li># an advanced knowledge of editorial principles and methods across a range of genres and media;</li> <li># a detailed understanding of the use of computers in editing and publishing for print and digital media;</li> <li># a sound knowledge of the commercial aspects of publishing;</li> <li># a highly developed understanding of the organisation and operation of the publishing industries in Australia and the Asia Pacific region;</li> <li># a detailed and practical knowledge of effective communications strategies in business and professional contexts; and</li> <li># advanced skills in researching, writing and thinking critically about challenges facing the publishing and communications industries.</li> </ul> |
| <b>Course Structure &amp; Available Subjects:</b> | <p><b>200 point program</b></p> <p><b>Duration: 2 years full-time / up to 4 years part-time</b></p> <p>First 100 points:</p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points);</li> <li># a minimum of four elective subjects (50 points); and</li> <li># a maximum of two additional elective subjects (25 points).</li> </ul> <p>Second 100 points:</p> <p>Option 1</p> <ul style="list-style-type: none"> <li># postgraduate level electives to a total of 100 points.</li> </ul> <p>or</p> <p>Option 2</p> <ul style="list-style-type: none"> <li># thesis (37.5 points);</li> <li># one core subject (12.5 points); and</li> <li># four electives (50 points).</li> </ul> <p>A total of 200 points. Subjects are 12.5 points each unless indicated otherwise.</p> <p><b>150 point program</b></p>   |

**Duration: 1.5 years full-time/ up to 3 years part-time**

First 50 points:

- # two compulsory subjects (25 points); and
- # two elective subjects (25 points).

Subjects are chosen from the first 100 points of the 200 point program.

Remaining 100 points:

Refer to the second 100 points of the 200 point program above.

A total of 150 points. Subjects are 12.5 points each unless indicated otherwise.

**100 point program****Duration: 1 year full-time/ up to 2 years part-time**

Option 1

- # postgraduate electives to a total of 100 points.

or

Option 2

- # thesis (37.5 points);
- # one core subject (12.5 points); and
- # four electives (50 points).

or

Option 3

- # postgraduate electives plus a maximum of two level four compulsory subjects from the first 100 points of the 200 point program to total 100 points \*

Refer to the second 100 points of the 200 point program for postgraduate elective listings

\* Note: Students seeking to undertake this option in the 100 point program need permission in writing from the course coordinator to undertake the two compulsory level four subjects.

For policies that govern this degree, see **Academic Services Policy** (<http://www.services.unimelb.edu.au/policy/index.html>) in the **University Melbourne Policy Framework** (<http://www.policy.unimelb.edu.au/>). Students also should also refer to information in the **Student Policy Directory**. ([http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy\\_unimelb.cfg/php/enduser/std\\_alp.php?p\\_sid=fgBu7Kcj](http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj))

**Subject Options:**

200 point program:

**First 100 points****Compulsory subjects:**

| Subject                      | Study Period Commencement: | Credit Points: |
|------------------------------|----------------------------|----------------|
| PUBL90001 Structural Editing | Semester 2                 | 12.50          |
| PUBL90002 Editorial English  | Semester 1, Semester 2     | 12.50          |

**Elective subjects:**

| Subject  | Study Period Commencement: | Credit Points: |
|--|----------------------------|----------------|
| MECM40011 Writing for the Media                    | Semester 2                 | 12.50          |
| PUBL90003 The Contemporary Publishing Industry     | Semester 1                 | 12.50          |
| PUBL90004 Business and Professional Communications | Semester 1                 | 12.50          |
| PUBL90005 Technical Writing and Editing            | Semester 2                 | 12.50          |
| PUBL90006 Writing and Editing for Digital Media    | Semester 2                 | 12.50          |
| PUBL90010 Print Production and Design              | Semester 1                 | 12.50          |

|  |            |       |
|--|------------|-------|
| PUBL90015 Publishing and Communications 5A | Semester 1 | 12.50 |
| PUBL90016 Publishing and Communications 5B | Semester 2 | 12.50 |

**Additional elective subjects:**

| Subject  | Study Period Commencement: | Credit Points: |
|--|----------------------------|----------------|
| MECM40003 Researching Audiences and Reception      | Semester 1                 | 12.50          |
| MECM40006 Public Relations and Communications      | January                    | 12.50          |
| MECM40007 Journalism Studies                       | Semester 2                 | 12.50          |
| PUBL90007 History of Books and Reading             | Semester 1                 | 12.50          |
| PUBL90014 Ethical and Legal Issues in Publishing   | Semester 1                 | 12.50          |
| PUBL90019 Print Markets: Structures and Strategies | Semester 2                 | 12.50          |

**Second 100 points:****Thesis subject:**

Note: the thesis requires two consecutive semesters of enrolment.

| Subject  | Study Period Commencement: | Credit Points: |
|--|----------------------------|----------------|
| PUBL90017 Publishing and Communications Thesis | Semester 1, Semester 2     | 18.75          |

**Core subject:**

for students enrolled in the thesis

| Subject                          | Study Period Commencement: | Credit Points: |
|----------------------------------|----------------------------|----------------|
| PUBL90018 Research Methodologies | March, July                | 12.50          |

**Elective subjects:**

Postgraduate level

| Subject  | Study Period Commencement: | Credit Points: |
|--|----------------------------|----------------|
| MECM90017 Media Writing: Rhetoric and Practice     | Semester 2                 | 12.50          |
| MULT90019 Internship II (Placement & Research)     | Semester 1, Semester 2     | 25             |
| PUBL90007 History of Books and Reading             | Semester 1                 | 12.50          |
| PUBL90009 Advanced Editing for Digital Media       | Semester 1                 | 12.50          |
| PUBL90010 Print Production and Design              | Semester 1                 | 12.50          |
| PUBL90012 Practicum                                | Semester 1, Semester 2     | 25             |
| PUBL90013 Advanced Magazine Editing and Publishing | Semester 1                 | 25             |
| PUBL90014 Ethical and Legal Issues in Publishing   | Semester 1                 | 12.50          |
| PUBL90015 Publishing and Communications 5A         | Semester 1                 | 12.50          |
| PUBL90016 Publishing and Communications 5B         | Semester 2                 | 12.50          |
| PUBL90019 Print Markets: Structures and Strategies | Semester 2                 | 12.50          |
| PUBL90020 Advanced Book Publishing                 | Semester 2                 | 25             |
| PUBL90021 Editing Masterclass                      | Semester 2                 | 12.50          |

**Additional elective subjects:**

The following postgraduate level elective subjects are available with written permission of the subject coordinator, which is based on the submission of a 5000 word folio.

| Subject                                      | Study Period Commencement: | Credit Points: |
|--|----------------------------|----------------|
| CWRI50001 Freelance Writing                  | Semester 1                 | 12.50          |
| CWRI90004 Creative Writing Advanced Workshop | July                       | 12.50          |
| VISM90001 Text, Time and Space               | Semester 2                 | 12.50          |

**Entry Requirements:**

1. The Selection Committee will evaluate the applicant's ability to successfully pursue the course using the following criteria:

**For the 200 point program**

- # an undergraduate degree with a grade average of at least H2B (70%) in the major or equivalent.

**For the 150 point program**

- # an undergraduate degree in a cognate discipline with a grade average of at least H2B (70%) in the relevant subjects, and the Postgraduate Certificate in Arts (Editing and Communications); or equivalent; or
- # an undergraduate degree in a cognate discipline with a grade average of at least H2B (70%) in the relevant subjects and one year of documented, relevant work experience, or equivalent; or
- # an honours degree in a cognate discipline with at least H2B (70%), or equivalent.

**For the 100 point program**

- # the Postgraduate Diploma in Arts (Editing and Communications) with a grade average of at least a H2B (70%) grade average; or
- # an undergraduate degree in a cognate discipline with a grade average of at least H2B (70%) in the relevant subjects, and the Postgraduate Certificate in Arts (Editing and Communications) with a grade average of at least H2B (70%) and at least one year's documented, relevant work experience, or equivalent; or
- # an undergraduate degree in a cognate discipline with a grade average of at least H2B (70%) in the relevant subjects and two years (full-time equivalent) of documented relevant professional experience.

2. The Selection Committee may conduct interviews or tests and may call for referee reports and employer references to elucidate any of the matters referred to above.

**Admission process** (<http://www.arts.unimelb.edu.au/graduate/admissions/how-to-apply.html>)

**Core Participation Requirements:**

For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <http://www.services.unimelb.edu.au/disability/>

**Further Study:**

Students who complete the thesis may be eligible to enter the PhD.

**Graduate Attributes:**

<http://www.unimelb.edu.au/about/attributes.html>

**Links to further information:**

<http://www.culture-communication.unimelb.edu.au/>