

# 100 Point Master of Publishing and Communications

<b>Year and Campus:</b>	2016
<b>Coordinator:</b>	Associate Professor Mark Davis
<b>Contact:</b>	<p>Email: <a href="mailto:davismr@unimelb.edu.au">davismr@unimelb.edu.au</a> (<a href="mailto:davismr@unimelb.edu.au">mailto:davismr@unimelb.edu.au</a>)</p> <p><b>Graduate School of Humanities and Social Sciences</b></p> <p><b>Currently enrolled students:</b></p> <ul style="list-style-type: none"> <li># Contact <b>Stop 1</b> (<a href="http://students.unimelb.edu.au/stop1">http://students.unimelb.edu.au/stop1</a>)</li> <li># General information: <a href="https://ask.unimelb.edu.au">https://ask.unimelb.edu.au</a> (<a href="http://ask.unimelb.edu.au/">http://ask.unimelb.edu.au/</a>)</li> </ul> <p><b>Future students:</b></p> <ul style="list-style-type: none"> <li># Further information: <a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a> (<a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a>)</li> <li># Contact: 'Make an enquiry' at <a href="http://graduate.arts.unimelb.edu.au/degrees/15-master-of-publishing-and-communications">http://graduate.arts.unimelb.edu.au/degrees/15-master-of-publishing-and-communications</a> (<a href="http://graduate.arts.unimelb.edu.au/degrees/15-master-of-publishing-and-communications">http://graduate.arts.unimelb.edu.au/degrees/15-master-of-publishing-and-communications</a>)</li> </ul>
<b>Overview:</b>	<p>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.</p>
<b>Learning Outcomes:</b>	<p><b>Students who complete the Master of Publishing and Communications should have:</b></p> <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>Structure &amp; Available Subjects:</b>	<p><b>100 point program</b></p> <p><b>Duration:</b> 1 year full-time/ up to 2 years part-time</p> <p><b>Coursework Only Option</b></p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points)</li> <li># elective subjects (75 points)</li> </ul> <p><b>or</b></p> <p><b>Minor Thesis Option</b></p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points)</li> <li># PUBL90017 Publishing and Communications Thesis (37.5 points)</li> <li># MULT50001 Research Principles and Practices (12.5 points)</li> <li># elective subjects (25 points)</li> </ul> <p><b>Capstone Requirement:</b></p> <p><b>All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one capstone option:</b></p>

**Capstone Stream 1: PUBL90017 Publishing and Communications Thesis (37.5 points)**

**Purpose:** An opportunity to integrate knowledge and research skills to address a research question

**Capstone Stream 2: MULT90019 Internship II (Semester Long) (25 points)**

**Purpose:** An opportunity to apply knowledge and research skills to solve problems that arise in professional contexts and develop an integrated understanding of theory and practice

**Capstone Stream 3: PUBL90009 Advanced Editing for Digital Media + PUBL90021 Editing Masterclass (12.5 + 12.5 = 25 points)**

**Purpose:** Multiple opportunities to develop knowledge and skills through sustained projects

**Capstone Stream 4: PUBL90020 Advanced Book Publishing (25 points)**

**Purpose:** An opportunity to apply knowledge, methodologies and production skills through a sustained project

**Capstone Stream 5: PUBL90003 The Contemporary Publishing Industry + PUBL90015 Publishing and Communications 5A or PUBL90016 Publishing and Communications 5B (12.5 + 12.5 = 25 points)**

**Purpose:** An opportunity to apply methodologies, skills and a critical knowledge of industry practices to address a research topic, integrating theory and practice

**Capstone Stream 6: PUBL90003 The Contemporary Publishing Industry + PUBL90021 Editing Masterclass (12.5 + 12.5 = 25 points)**

**Purpose:** An opportunity to apply methodologies, skills and a critical knowledge of industry practices to a sustained project, integrating theory and practice

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:****Compulsory Subjects**

2 compulsory subjects (25 points)

Subject	Study Period Commencement:	Credit Points:
PUBL90001 Structural Editing	Semester 1, Semester 2	12.5
PUBL90002 Editorial English	Semester 1, Semester 2	12.5

**Minor Thesis Subjects****Minor Thesis Option:**

- # PUBL90017 Publishing and Communications Thesis (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)

**Please note the following:**

The thesis requires two consecutive semesters of enrolment.

Students enrolled in the thesis subject PUBL90017 must also complete the core subject MULT50001 Research Principles and Practices.

Subject	Study Period Commencement:	Credit Points:
MULT50001 Research Principles and Practices	Semester 1, Semester 2	12.5
PUBL90017 Publishing and Communications Thesis	Semester 1, Semester 2	18.75

**Elective Subjects****Coursework Only Option:**

# elective subjects (75 points)

**or****Minor Thesis Option:**

# elective subjects (25 points)

Subject	Study Period Commencement:	Credit Points:
MECM90017 Media Writing: Rhetoric and Practice	Semester 2	12.50
MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25
MULT90059 Social Enterprise Incubator	July	12.5
PUBL90003 The Contemporary Publishing Industry	Semester 1	12.5
PUBL90004 Business and Professional Communications	Semester 1	12.5
PUBL90005 Technical Writing and Editing	Semester 2	12.5
PUBL90006 Writing and Editing for Digital Media	Semester 1, Semester 2	12.5
PUBL90007 History of Books and Reading	Semester 2	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 Legal Issues in Media and Publishing	Semester 1	12.50
PUBL90015 Publishing Research Project	Semester 1, Semester 2	12.5
PUBL90016 International Publishing Project	June	12.5
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**

**Please note:** the following elective subjects are available with written permission of the subject coordinator, which is based on the submission of a 5,000 word folio.

Subject	Study Period Commencement:	Credit Points:
CWRI90004 Creative Writing Advanced Workshop	September	12.50
VISM90001 Text, Time and Space	Semester 2	12.50

**Links to further information:**<http://www.culture-communication.unimelb.edu.au/>**Related Course(s):**

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