166-526 Managing Communications & the Media

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Total Time Commitment: Not available
Prerequisites:	Admission to the Master of Public Policy and Management or Master of Criminology 100-point programs.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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. 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
Coordinator:	Dr Dennis Miller
Subject Overview:	The subject studies the major theories of mass communication and the function of the press, including print and electronic media. The function of the press varies according to the political and social system in which it operates. In light of this, the function of the press in Australia is explored in relation to the so-called rights of the press, and in terms of the various intersections where the rights and functions of the press meet other interests, such as public sector institutions. Topics include legal, ethical and political issues, freedom of information, defamation, contempt, trespass, breach of confidence, privacy and whistle-blowing. Students will be exposed to operational processes within the public sector and the media. They will also receive practical instruction in communications, including writing, editing, presentation and media handling; in ways to identify the need for communications strategies; in how to conceive and design such strategies, and in their implementation and evaluation.
Assessment:	Content analysis of 2000 words 40% (due mid-semester) and a communications strategy of 3000 words 60% (due during the examination period).
Prescribed Texts:	Prescribed Texts:A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	# demonstrate competence in critical, creative and theoretical thinking through essay writing, seminar discussion and presentations, conceptualising theoretical problems, forming judgements and arguments from conflicting evidence, and by critical analysis; # demonstrate proficiency in the application of policy analysis skills to empirical problems; # demonstrate an understanding of the academic protocols of research and presentation.

Notes:	Formerly available as 166-072 and 166-455. Students who have completed 166-072 or 166-455 are not eligible to enrol in this subject.
Related Course(s):	Bachelor of Public Policy and Management(Honours) Master of Criminology (CWT) Master of International Politics Master of Public Policy and Management (Coursework) Master of Social Policy Postgraduate Diploma in Arts (Public Policy and Management)