

## 377-MC Postgraduate Certificate in Arts (Media and Communication)

| <b>Year and Campus:</b>                           | 2008  |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
|---|---|----------------|--|---------|----------------------------|----------------|--|------------|-------|---|------------|-------|---------------------------------|------------|-------|-------------------------------------|------------|-------|--|------------|-------|---|------------|-------|
| <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>              |   |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Contact:</b>                                   | Graduate 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 Email: <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a>   |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Course Overview:</b>                           | <p>The postgraduate certificate provides students with a general understanding of key concepts and issues in Media and Communications. Students undertaking this short and concentrated program of study will develop valuable skills of analysis and critique.</p> <p><b>Course coordinator:</b><br/>Dr David Nolan<br/>School of Culture and Communication<br/>Email: <a href="mailto:d.nolan@unimelb.edu.au">d.nolan@unimelb.edu.au</a></p>  |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Objectives:</b>                                | <p>Students who complete the postgraduate certificate will be able to:</p> <ul style="list-style-type: none"> <li># demonstrate a general understanding of the changing nature of media industries and professional practices in the contemporary world and how these inform and influence diverse social, cultural and political processes;</li> <li># demonstrate a general understanding of key concepts and issues informing the media and communications subject;</li> <li># conduct applied study of media materials and demonstrate general skills of media and communication analysis and critique.</li> </ul>  |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Course Structure &amp; Available Subjects:</b> | <ul style="list-style-type: none"> <li># four core subjects</li> </ul> <p>Total 50 points - subjects are 12.5 points each, unless indicated otherwise.</p>  |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Subject Options:</b>                           | <p><b>Core subjects</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>100-415 Journalism: Conflict and Society</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>100-416 Researching Audiences and Reception</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>100-417 Media and Everyday Life</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>100-418 Media Policy and Regulation</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>100-419 Public Relations and Corporate Power</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>100-420 Journalism: Practice and Theory</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> |                |  | Subject | Study Period Commencement: | Credit Points: | 100-415 Journalism: Conflict and Society | Semester 1 | 12.50 | 100-416 Researching Audiences and Reception | Semester 1 | 12.50 | 100-417 Media and Everyday Life | Semester 1 | 12.50 | 100-418 Media Policy and Regulation | Semester 1 | 12.50 | 100-419 Public Relations and Corporate Power | Semester 2 | 12.50 | 100-420 Journalism: Practice and Theory | Semester 2 | 12.50 |
| Subject   | Study Period Commencement:  | Credit Points: |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| 100-415 Journalism: Conflict and Society          | Semester 1  | 12.50          |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| 100-416 Researching Audiences and Reception       | Semester 1  | 12.50          |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| 100-417 Media and Everyday Life                   | Semester 1  | 12.50          |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| 100-418 Media Policy and Regulation               | Semester 1  | 12.50          |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| 100-419 Public Relations and Corporate Power      | Semester 2  | 12.50          |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| 100-420 Journalism: Practice and Theory           | Semester 2  | 12.50          |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Entry Requirements:</b>                        | <p><b>The minimum entry requirement is:</b></p> <ul style="list-style-type: none"> <li># an undergraduate degree with a major, or equivalent, in media and communication or journalism.or</li> <li># an undergraduate degree relevant to media and communications and at least one year of documented relevant professional or work experience.</li> </ul>  |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |
| <b>Core Participation Requirements:</b>           | <p>&lt;p&gt;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.&lt;/p&gt; &lt;p&gt;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</p>  |                |  |         |                            |                |  |            |       |   |            |       |                                 |            |       |                                     |            |       |  |            |       |   |            |       |

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|                                      | Equity and Disability Support: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p> |
| <b>Links to further information:</b> | www.culture-communication.unimelb.edu.au   |