

105-MC Bachelor of Arts(Media and Communications)

Year and Campus:	2009
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Undergraduate
Duration & Credit Points:	
Contact:	<p>Enquiries: Arts & Music Student Centre Rm 104 (Ground Floor) Old Arts Building</p> <p>Location (PDF, 1027kb) (http://www.pb.unimelb.edu.au/CampusMaps/Parkville_P.pdf)</p> <p>Tel: +61 3 8344 5235 Fax: +61 3 9347 0424 Search for an answer or send an email via our queries database: http://arts-unimelb.custhelp.com/ (http://arts-unimelb.custhelp.com/)</p>
Course Overview:	<p>The Media and Communications program is an exciting Bachelor of Arts stream designed to provide students with optimal access to the globally expanding world of media and new communication technologies and to future post graduate study and research.</p> <p>The program is deliberately interdisciplinary in nature and offers a distinctive blend of academic study and media-related practice delivered by internationally recognized scholars and experienced industry professionals. By this means students can determine pathways to a wide range of media-related careers and opportunities and/or prepare a foundation for later postgraduate study and advanced research.</p> <p>These courses represent the latest thinking and research in the international field of scholarship and students select core and optional subjects from a wide range of related areas according to their own interests and career trajectories. Subjects offered include, amongst many others, Net Communications; Media Futures and New Technologies; Politics; Communication; Marketing and Communications; Professional Writing; Advanced Writing; Writing Journalism; Asian Public Relations; Global Media Cultures; Understanding Australian Media and Media Law.</p> <p>Hands-on media industry experience and project based research is also available through our popular internships and the final research project. Media and Communications is studied as interrelated global-local processes comprising media institutions and communication technologies, media representations and texts, and the media audiences and processes of reception all situated in relation to social political and cultural contexts, and the historical dynamics of change. Students are encouraged to develop their critical understanding of the changing nature and role(s) of Media and Communications in today's '<i>mediatised</i>' societies as well as develop practical skills and research aptitudes of use to them in their future careers within today's rapidly changing global media environment.</p>
Objectives:	<p>The Bachelor of Arts (Media and Communications) has as its objectives that graduates:</p> <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; # are offered the opportunity to gain industry experience in the form of internships; # are offered opportunities to develop research skills and engage in applied analysis of media within different subjects and through the presentation of a final research project.
Course Structure & Available Subjects:	<p>Course Structure:</p> <p>The BA (Media and Communications) is a three year full time program comprising 100 points at each of levels one, two and three, for a total of 300 points.</p>

At level one, students complete two compulsory subjects (25 points), two subjects from a list of media and communications optional level one subjects (25 points), and 50 points of additional level one study from the Bachelor of Arts degree. Students in the BA (Media and Communications) are restricted to 100 points at level one and may not enrol in any further level one subjects after completing this requirement.

Upon entering level two, students choose between two streams of major study:

Enriched Major Study: a comprehensive program of study in Media and Communications, comprising:

- # 50 points of core subjects at level two, 50 points of optional media and communications subjects at level two and **either**:
 - # two core subjects at level three, two optional subjects at level three, compulsory subject Media and Communications Research Project and compulsory subject Media and Communications Internship.
 - # three core subjects at level three, three optional subjects at level three and compulsory subject Media and Communications Research Project.

Please note: Media and Communications Research Project is compulsory for all students undertaking the Enriched Major stream.

Double Major Stream: a concentrated program of Media and Communications study designed to be taken in conjunction with a major in another arts discipline, comprising:

- # 25 points of core and 25 points of optional media and communications subjects at each of levels two and three (totalling 100 points);
- # 100 points of Bachelor of Arts study to be taken across levels two and three including the completion of an arts major. For details on Arts majors, see <http://handbook.unimelb.edu.au/view/2009/105-AA>

Combined BA (Media and Communication) course structures:

The structure of the combined BA (Media and Communication)/Bachelor of Commerce

Students must complete a minimum of 225 Arts (Media and Communications) points. Students completing the double major stream will complete more than 225 points in Arts. Students must complete 500 points overall to complete both degrees, including a minimum of 200 points of commerce. Students must ensure they meet any other commerce requirements.

For the enriched major stream:

- # 50 points of level one Media and Communications (two compulsory and two optional subjects); and
- # 75 points of level two Media and Communications (three core and three optional subjects); and
- # 100 points of level three Media and Communications (four core and four optional subjects or two core and two optional subjects as well as Media and Communications Internship and Media & Communications Research Project).

For the double major stream:

- # 50 points of level one Media and Communications (two compulsory and two optional subjects); and
- # 25 points of level one arts subjects in the combining discipline, which must be taken from the free points available within the combined degree; and
- # 50 points of level two Media and Communications (two core and two optional subjects); and
- # 37.5 points of level two arts subjects in the combining discipline, 12.5 points of which must be taken from the free points available within the combined degree; and
- # 50 points of level three Media and Communications (two core and two optional subjects); and
- # 50 points of level three arts subjects in the combining discipline.

The structure of the combined BA (Media and Communications)/Bachelor of Laws

Students must complete a minimum of 200 Arts (Media and Communications) points. Students must complete 500 points overall to complete both degrees, including 300 points of law. Students must ensure they meet any other law requirements.

This degree is only available with an enriched major stream, which must include:

- # 50 points of level one Media and Communications (two compulsory and two optional subjects); and
- # 75 points of level two Media and Communications (three core and three optional subjects); and

75 points of level three Media and Communications (three core and three optional subjects or one core and one optional subject as well as Media and Communications Internship and Media & Communications Research Project).

Subject Options:**Level One Compulsory Subjects**

All First-year Media and Communications students must undertake the following core subjects:

Subject	Study Period Commencement:	Credit Points:
100-100 Introduction to Media and Communications	Semester 1, Semester 2	12.500
100-101 Professional Writing	Semester 1, Semester 2	12.500

Level One Media and Communications Elective Subjects

First-year Media and Communications students must select at least two of the following elective first-year subjects:

Subject	Study Period Commencement:	Credit Points:
110-118 Language and Power in Asian Societies	Semester 1	12.500
166-107 Media, Politics and Society	Not offered 2009	12.50
166-108 Introduction to Political Ideas	Semester 2	12.500
175-105 The Secret Life of Language	Semester 1	12.500
175-134 Project Based Communication	Not offered 2009	12.500
106-105 Creative Writing: Ideas and Practice	Semester 1	12.500
131-101 War, State and Society	Not offered 2009	12.500
131-118 Making the Global World: 1750-2001	Not offered 2009	12.500
166-101 Australian Politics	Semester 1	12.500
107-132 Introduction to Cinema Studies	Semester 1	12.500
106-101 Culture, Media and Everyday Life	Semester 2	12.500
175-108 Intercultural Communication	Semester 2	12.500

Level Two/Three Core Subjects

Enriched Major Students must complete **4** of the following second-year core subjects:

Students undertaking a **Double Major** must complete **2** of the following core subjects in combination with a major in another arts discipline:

Subject	Study Period Commencement:	Credit Points:
100-204 Media and Communications Research	Semester 2	12.500
100-205 Writing Journalism	Semester 1	12.500
100-206 Net Communications	Semester 1	12.500
100-207 Asian Public Relations	Semester 2	12.500
100-220 Marketing Communications	Semester 2	12.500
100-222 Understanding Australian Media	Semester 2	12.500

Level Three Core Subjects

Subject	Study Period Commencement:	Credit Points:
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100-301 Global Media Cultures	Semester 1	12.500
100-302 Politics, Communication, Media	Semester 1	12.500
100-303 Media Futures and New Technologies	Semester 2	12.500
100-304 Media Law	Semester 2	12.500
100-310 Media and Communications Internship	Semester 1, Semester 2	25.000
100-311 Media & Communications Research Project	Semester 1, Semester 2	25.000
100-312 Advanced Writing	Semester 2	12.500

Interdisciplinary Electives (available at either level two or three, or at both levels)

Australian Indigenous Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
106-063 Aboriginal Cultural Studies	Semester 1	12.500

Australian Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
102-003 Australia and America	Semester 1, Semester 2	12.500
102-206 Witness: War and the Australian Media	Semester 1	12.500
102-211 Migrant Nation: Culture and Identity	Semester 1	12.500
102-213 Face, Place, Race: Images of Australia	Semester 2	12.500

Cinema and Cultural Studies

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
107-078 Italian National Cinemas	Not offered 2009	12.500
670-351 Italian National Cinemas	Not offered 2009	12.500
107-083 Film Noir: Style and History	Semester 2	12.500
670-353 Film Noir: Style and History	Semester 2	12.500
107-087 Contemporary Australian Cinema	Semester 1	12.500
670-354 Contemporary Australian Cinema	Semester 1	12.500
107-246 Surrealism and the Cinema	Not offered 2009	12.500
107-258 Game Studies, Entertainment & Cityscape	Not offered 2009	12.500
670-384 Game Studies, Entertainment & Cityscape	Not offered 2009	12.500
107-270 The 1950s: Film, Perfection & Propaganda	Not offered 2009	12.500
670-388 The 1950s: Film, Perfection & Propaganda	Not offered 2009	12.500
107-307 Love Stories and the Cinema	Semester 2	12.500
106-014 Hong Kong Cinema	Not offered 2009	12.500

670-316 Hong Kong Cinema	Not offered 2009	12.500
106-009 Media Histories	Not offered 2009	12.500
106-022 City Cultures	Semester 2	12.500
670-318 City Cultures	Not offered 2009	12.50
106-057 From Rock to Rave: Cultural Formations	Not offered 2009	12.500
670-330 From Rock to Rave: Cultural Formations	Not offered 2009	12.500
106-226 Lifestyle and Consumer Culture	Semester 1	12.500
106-246 Television and Popular Culture	Semester 2	12.500

Computer Applications in the Social Sciences and Humanities

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
103-002 Internet Applications	Not offered 2009	12.500
103-006 Multimedia Authoring	Not offered 2009	12.500
103-202 Internet Applications: Intensive	Not offered 2009	12.500

Creative Writing

Note: Some optional subjects have prerequisites.

Subject	Study Period Commencement:	Credit Points:
106-202 Short Fiction	Semester 2	12.500
106-235 Creative Non Fiction	Semester 1	12.500
106-236 Script for Performance	Semester 1	12.500
106-237 Poetry	Semester 1	12.500
106-238 Experimental Fiction	Not offered 2009	12.50
106-249 Diaries/Journals and Autobiography	Semester 2	12.500
106-310 Novels	Semester 1	12.500
106-311 Travel, Landscape and Place	Semester 2	12.500
106-362 Encounters with Writing	Not offered 2009	12.500
106-363 Writing For Theatre	Semester 2	12.500
106-364 Poetry and Poetics	Semester 2	12.500
106-366 Writing Through Character	Semester 1	12.500

English Literary Studies

Note: Some optional subjects have prerequisites

Subject	Study Period Commencement:	Credit Points:
106-036 Postmodernism	Semester 1	12.500

106-045 Aboriginal Writing	Semester 2	12.500
106-046 Wild Writing: The Australian Imaginary	Not offered 2009	12.500
106-047 Art/Pornography/Blasphemy/Propaganda	Semester 2	12.500
106-219 Literature, Cyberspace & Virtual Reality	Not offered 2009	12.500
106-227 Modernism and Avant Garde	Not offered 2009	12.500
106-229 Travel Writing and Travel Texts	Semester 2	12.500
106-240 Introduction to Theory	Semester 2	12.500
670-325 Aboriginal Writing	Semester 2	12.500

History

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
131-062 Making China Modern	Not offered 2009	12.50
131-071 Museums, Objects, Spectacles	Not offered 2009	12.50
131-223 Making News: Making Histories	Not offered 2009	12.50
131-225 Terrorism in Modern Conflict	Not offered 2009	12.500
131-228 Inventing Asian Traditions	Semester 1	12.500
131-236 The USA & the World:Democracy and Empire	Not offered 2009	12.500
HIST20048 Marvellous Melbourne: A Cultural History	Not offered 2009	12.50
131-253 China and the World, 1368-2001	Not offered 2009	12.500
131-076 Asia, the Pacific & the West in History	Semester 1	12.500
131-203 Australian Cultural Landscapes	Not offered 2009	12.50
131-051 Aboriginal & Pacific Islander Histories	Not offered 2009	12.500

History and Philosophy of Science

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
136-205 Cybersociety	Semester 1	12.500
136-305 Cybersociety (Science 3)	Semester 1	12.500

Indonesian Studies

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
110-311 Mass Media in Indonesia	Semester 1	12.500

Linguistics and Applied Linguistics

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
175-019 Language, Society and Culture	Semester 2	12.500
175-200 Language and Media	Semester 1	12.500
175-202 Computer Mediated Communication	Not offered 2009	12.500

Political Science

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
166-004 Change & Conflict in Australian Society	Not offered 2009	12.50
166-014 Asia Pacific International Politics	Not offered 2009	12.50
166-018 Chinese Politics and Society	Not offered 2009	12.50
166-021 International Relations and its Others	Not offered 2009	12.50
166-022 Public Policy Making	Semester 2	12.500
166-035 Australian Foreign Relations	Not offered 2009	12.50
POLS20016 Political Communication	Not offered 2009	12.50
166-212 Global Environmental Politics	Not offered 2009	12.50

Sociology

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
166-209 Sociology of the Body	Semester 2	12.500

Entry Requirements:

For the most up-to-date admission requirements visit:

www.futurestudents.unimelb.edu.au (<http://www.futurestudents.unimelb.edu.au/>)

Core Participation Requirements:

The Bachelor of Arts requires a standard level of ability across all disciplines. It will be assumed students are able to access and attend classes on a regular basis, are capable of learning in a University environment and will be able to take responsibility for their own learning. Any ability beyond this threshold will be robustly supported through the curriculum. There are no pre-requisites for first year subjects, and any intensive use of IT or technologies will be adequately supported. Certain subjects have more specific requirements and demands, such as fieldwork or travelling, which are clearly outlined in the subject description. The University is dedicated to provide support to those with special requirements. The Faculty Disability Contact Officer works with students, the University Disability Liaison Unit and teaching staff to assist students with their special requirements, with a particular focus on accommodations for in-class and examination assessment tasks. Further details on the disability support scheme can be found at the Disability Liaison Unit website.

Further Study:

The Media and Communications Program offers a range of postgraduate coursework and research programs: Postgraduate Certificate in Arts (Media and Communications), Postgraduate Diploma in Arts (Media and Communications), one and two-year Master of Arts (Global Journalism) and Master of Arts (Global Media Communication), Master of Arts in Media Communication (advanced seminar and shorter thesis), Master of Arts in Media Communication (thesis only) and Doctor of Philosophy (PhD). Details of these programs are available in the University's on-line postgraduate course guide and from the Media and Communications program.

Graduate Attributes:	see under course objectives
Generic Skills:	see under course objectives