

## 905-MC Bachelor of Arts (Media & Communications) and Bachelor of Laws

<b>Year and Campus:</b>	2009
<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>	Undergraduate
<b>Duration &amp; Credit Points:</b>	
<b>Contact:</b>	<p>Enquiries: Arts &amp; Music Student Centre Rm 104 (Ground Floor) Old Arts Building</p> <p><b>Location (PDF, 1027kb) (<a href="http://www.pb.unimelb.edu.au/CampusMaps/Parkville_P.pdf">http://www.pb.unimelb.edu.au/CampusMaps/Parkville_P.pdf</a>)</b></p> <p>Tel: +61 3 8344 5235 Fax: +61 3 9347 0424 Search for an answer or send an email via our queries database: <a href="http://arts-unimelb.custhelp.com/">http://arts-unimelb.custhelp.com/</a> (<a href="http://arts-unimelb.custhelp.com/">http://arts-unimelb.custhelp.com/</a>)</p>
<b>Course Overview:</b>	<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 postgraduate study and research.</p> <p>The program is deliberately interdisciplinary in nature and offers a distinctive blend of academic study and media-relevant 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. Possible careers in Media and Communications today include print, broadcasting and on-line journalism, advertising and public relations, publishing and editing, corporate and government communications, as well as diverse opportunities in the entertainment and information industries more generally.</p> <p>Our 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 subjects according to their own interests and career trajectories. Subjects offered include, amongst many others, Net Communications; Media Futures and New Technologies; Politics, Communication, Media; Marketing Communications; Professional Writing; Advanced Writing; Writing Journalism; Asia-Pacific Media Systems; 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. We study Media and Communications as interrelated global-local processes comprising media institutions and communication technologies, media representations and texts, and media audiences and processes of reception, and we situate these in relation to social, political and cultural contexts and 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 'mediatised' 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>
<b>Objectives:</b>	<p>The Bachelor of Arts (Media and Communications) has as its objectives that graduates:</p> <ul style="list-style-type: none"> <li># 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;</li> <li># are provided with the fundamental written communication skills required by successful journalists and other media professionals;</li> <li># are helped to achieve an understanding of new communication technologies and their impact on the fast-changing global media environment;</li> <li># are trained to think across media, a skill we see as increasingly important for the next generation of media professionals and media researchers;</li> <li># are helped to appreciate the value of an international and interdisciplinary approach to the study of Media and Communications;</li> </ul>

	<ul style="list-style-type: none"> <li># are offered the opportunity to gain industry experience in the form of internships;</li> <li># 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.</li> </ul>									
<p><b>Course Structure &amp; Available Subjects:</b></p>	<p>This combined Media &amp; Communications degree is only available with an enriched major stream.</p> <p>Students must complete a minimum of 200 arts (Media and Communications) points which must include:</p> <ul style="list-style-type: none"> <li># 50 points of first-year Media and Communications (two compulsory and two optional subjects); and</li> <li># 75 points of second-year Media and Communications (three core and three optional subjects); and</li> <li># 75 points of third-year Media and Communications (three core and three optional subjects or one core and one optional subject as well as 100-310 Media and Communications Internship and 100-311 Media &amp; Communications Research Project).</li> </ul> <p>Students must also complete a minimum 300 law points.</p> <p><b>For information on the Bachelor of Laws Structure, see the handbook entry for course code 505.</b></p> <p><b>Subject year level entry requirements:</b></p> <p><b>Level one subjects:</b> Most level one subjects do not have prerequisites apart from admission to a degree or diploma course. However, some language streams require the completion of VCE or IB language study and/or completion of a placement test. This must be done <i>before</i> you enrol. <i>Level one subjects are not available to students enrolled in fourth-year honours, postgraduate certificates, postgraduate diplomas, or masters programs. Level one subjects cannot be credited to level two or three of the BA or BA combined degrees.</i></p> <p><b>Level two subjects</b> Students should complete the level one requirements of their degree before enrolling in a level two subject. Students <b>must</b> complete at least 50 points of level one (four subjects) in order to enrol in a level two or two/three subject. <i>Level two subjects are not available to students enrolled in fourth-year honours, postgraduate certificates, postgraduate diplomas, or masters programs. Level two subjects cannot be credited to level one or three of the BA or BA combined degrees.</i></p> <p><b>Level three subjects</b> Students should complete the level two requirements of their degree before enrolling in a level three subject. Students must complete at least 25 points of level two (usually two subjects) in order to enrol in a level three subject. <i>Level three subjects are not available to students enrolled in fourth-year honours, postgraduate certificates, postgraduate diplomas, or masters programs. Level three subjects cannot be credited to level one or two of the BA or BA combined degrees.</i></p> <p><i>Level four subjects are not available to students enrolled in undergraduate degrees, concurrent certificates, concurrent diplomas, graduate certificates, graduate diplomas or one-year masters programs. Level five subjects are not available to students enrolled in undergraduate degrees, concurrent certificates, concurrent diplomas, graduate certificates, or graduate diplomas.</i></p> <p>Subject level rules apply to students in combined Arts degrees.</p>									
<p><b>Subject Options:</b></p>	<p><b>First Year Compulsory Subjects</b></p> <p>Student complete subjects totalling 100 points which must include the following compulsory subjects;</p> <table border="1" data-bbox="387 1727 1485 1933"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>100-100 Introduction to Media and Communications</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> <tr> <td>100-101 Professional Writing</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> </tbody> </table> <p><b>First Year Optional Subjects</b></p> <p>First-year Media and Communications students must select two of the following optional first-year subjects:</p>	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
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								

Subject	Study Period Commencement:	Credit Points:
110-118 Language and Power in Asian Societies	Semester 1	12.500
166-103 International Politics	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
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

### Second-year Compulsory Subjects

Second-year Media and Communications students in the enriched major stream must select three of the following compulsory second-year subjects:

Second-year Media and Communications students in the double major stream must select two of the following compulsory second-year subjects:

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

### Third-year Compulsory Subjects

Third-year media and communications students in the **enriched major** stream must select four of the following compulsory third-year subjects:

Third-year media and communications students in the **double major** stream must select two of the following compulsory third-year subjects:

Subject	Study Period Commencement:	Credit Points:
100-310 Media and Communications Internship	Semester 1, Semester 2	25.000
100-311 Media & Communications Research Project	Semester 1, Semester 2	25.000
100-204 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
	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
	100-312 Advanced Writing	Semester 2	12.500
	<b>Second/third-year Optional Subjects</b>		
	For a complete list of the optional subjects at second and third year, please look at the Media & Communications (105 MC) handbook entry.		
<b>Entry Requirements:</b>	There is no further entry into this combined course.		
<b>Core Participation Requirements:</b>	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.		
<b>Further Study:</b>	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.		
<b>Graduate Attributes:</b>	See course objectives		
<b>Generic Skills:</b>	<p>Arts students are encouraged to pursue their academic interests and professional aspirations by taking a variety of subjects in a range of different areas of study. All arts subjects provide students with transferable generic skills that prepare them for further study and the workplace.</p> <p>As a result of attendance at scheduled classes, participation in planned activities and discussion groups, and timely completion of essays and assignments, arts graduates should acquire transferable generic skills in the following areas:</p> <ul style="list-style-type: none"> <li># <b>research</b> through competent use of the library, electronic databases, and other information sources, and the definition of areas of inquiry and methods of research;</li> <li># <b>critical thinking and analysis</b> through recommended reading, essay writing and tutorial discussion, and by determining the strength of an argument;</li> <li># <b>thinking in theoretical terms</b> through lectures, tutorial discussion, essay writing and engagement in the methodologies of the humanities and social sciences;</li> <li># <b>thinking creatively</b> through essay writing, creative writing, tutorial discussions and presentations, conceptualising theoretical problems, forming judgements and arguments from conflicting evidence and by critical analysis;</li> </ul>		

	<ul style="list-style-type: none"><li># <b>understanding of social, ethical and cultural context</b> through the contextualisation of judgements, developing a critical self-awareness, being open to new ideas and possibilities and by constructing an argument;</li><li># <b>communicating knowledge intelligibly and economically</b> through essay writing and tutorial and seminar discussion;</li><li># <b>written communication</b> through essay preparation and assignment writing;</li><li># <b>public speaking</b> through tutorial and seminar discussion and class presentations;</li><li># <b>attention to detail</b> through essay preparation and writing, and examination revision;</li><li># <b>time management and planning</b> through managing and organising workloads for recommended reading, essay and assignment completion and examination revision;</li><li># <b>teamwork</b> through joint projects and group discussions.</li></ul>
<b>Notes:</b>	na