

Media and Communications

Year and Campus:	2010																														
Coordinator:	Prof Sean Cubittsean.cubitt@unimelb.edu.au																														
Contact:	Arts & Music Student Centre (http://www.arts.unimelb.edu.au/about/contact.html) arts-gradstudies@unimelb.edu.au (mailto:arts-gradstudies@unimelb.edu.au)																														
Overview:	<p>Graduate</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 																														
Objectives:	<i>See course objectives</i>																														
Structure & Available Subjects:	Elective subjects chosen from the following list to a total of 100 points. Total 100 points																														
Subject Options:	<p>Electives</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MECM20003 Net Communications</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30003 Politics, Communication, Media</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30010 Writing Journalism</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30002 Global Media Cultures</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30004 Media Futures and New Technologies</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM20001 Media and Communications Research</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM20006 Understanding Australian Media</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30013 Marketing Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>100-212 Media and Society</td> <td>Not offered 2010</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MECM20003 Net Communications	Semester 1	12.50	MECM30003 Politics, Communication, Media	Semester 1	12.50	MECM30010 Writing Journalism	Semester 1	12.50	MECM30002 Global Media Cultures	Semester 1	12.50	MECM30004 Media Futures and New Technologies	Semester 2	12.50	MECM20001 Media and Communications Research	Semester 2	12.50	MECM20006 Understanding Australian Media	Semester 2	12.50	MECM30013 Marketing Communications	Semester 2	12.50	100-212 Media and Society	Not offered 2010	12.50
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Links to further information:	http://www.culture-communication.unimelb.edu.au/media-communications/																														
Related Course(s):	Graduate Diploma in Arts																														