

Media and Communications

Year and Campus:	2011								
Coordinator:	Dr. David Nolan Email: d.nolan@unimelb.edu.au School of Culture and Communication								
Contact:	Arts and Music Student Centre (http://www.arts.unimelb.edu.au/about/contact.html)								
Overview:	Media and Communications is concerned with interpretative, theoretical and historical approaches to the media and its communication technologies, in close combination with the development of practical communication skills. An exciting range of subjects enables students to develop a comprehensive overview of the media's places in today's society, economy and culture, with an emphasis on the Asia-Pacific region. Students also learn to think across media, and to achieve an understanding of the effects and impact of new communication technologies on emerging global media environment.								
Objectives:	<p>The Media and Communications program 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; # will 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; # will appreciate the value of an international and interdisciplinary approach to the study of Media and Communications. 								
Structure & Available Subjects:	<p>The major and minor in Media and Communications is available to students who commenced the Bachelor of Arts (New Generation) at level one in 2010 and onwards. Level two subjects have become available in 2011 and level three subjects will be available in 2012.</p> <p>The major in Media and Communication requires:-</p> <p>Level 1</p> <ul style="list-style-type: none"> # One Interdisciplinary Foundation (IDF) subject and a level one Arts discipline subject from the list below (25 points) <p>Level 2</p> <ul style="list-style-type: none"> # Three Media and Communications subjects (37.5 points) <p>Level 3</p> <ul style="list-style-type: none"> # Three Media and Communications subjects including the capstone subject - Global Media Cultures (37.5 points) (subjects will not be available until 2012) <p>Total 100 points</p> <p>The minor in Media and Communication requires:-</p> <p>Level 1</p> <ul style="list-style-type: none"> # One Interdisciplinary Foundation (IDF) subject and a level one Arts discipline subject from the list below (25 points) <p>Level 2</p> <ul style="list-style-type: none"> # Two Media and Communications subjects (25 points) <p>Level 3</p> <ul style="list-style-type: none"> # Two Media and Communications subjects (25 points) (subjects will not be available until 2012) <p>Total 75 points</p>								
Subject Options:	<p>Media and Communications major and minor</p> <p>Please note that the Media and Communication major/minor is only available to students entering first year of the Bachelor of Arts (New Generation) in 2010 and onwards.</p> <p>First Year</p> <p>One Interdisciplinary Foundation (IDF) subject (12.5 points) and one level one Arts discipline subject (12.5 points) from the list below:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Subject</th> <th style="width: 20%;">Study Period Commencement:</th> <th style="width: 20%;">Credit Points:</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:			
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CICU10001 Introduction to Cinema Studies	Semester 1	12.50
SOCI10001 Understanding Society	Semester 1	12.50
CICU10002 Culture, Media and Everyday Life	Semester 2	12.50
HIST10008 The World That Made Us: 1945 to Today	Semester 1	12.50
DEVT10001 The Developing World	Not offered 2011	12.50
HPSC10001 From Plato to Einstein	Not offered 2011	12.50
ASIA10001 Language and Power in Asian Societies	Semester 1	12.50
PHIL10002 Philosophy: The Big Questions	Not offered 2011	12.50

Second Year

For the major students must complete three (37.5 points) of, and for the minor students must complete two (25 points) of, the following subjects:

Note: Students entering the BA at level two in 2010 may not be able to complete the Media and Communications major.

Subject	Study Period Commencement:	Credit Points:
MECM20001 Media and Communications Research	Semester 2	12.50
MECM20003 Net Communications	Semester 1	12.50
MECM20006 Understanding Australian Media	Semester 2	12.50
MECM20007 Media and Society	Semester 1	12.50
MECM20009 Introduction to Media Writing	Semester 2	12.50

Third Year - available from 2012

For the major and minor students must complete two of the following subjects:

- # Politics, Communication, Media
- # Media Futures and New Technologies
- # Writing Journalism
- # Marketing Communications

Students undertaking the major must complete the compulsory capstone subject:

- # Global Media Cultures

Links to further information:	http://www.culture-communication.unimelb.edu.au/media-communications/
Notes:	Not all Media and Communications subjects are available as breadth.
Related Course(s):	Bachelor of Arts