

# Media and Communications

<b>Year and Campus:</b>	2012
<b>Coordinator:</b>	Assoc Prof Ingrid Volkmer (Email: <a href="mailto:ivolkmer@unimelb.edu.au">ivolkmer@unimelb.edu.au</a> )
<b>Contact:</b>	<b>Arts Student Centre</b> ( <a href="http://arts.unimelb.edu.au/amsc/contact.html">http://arts.unimelb.edu.au/amsc/contact.html</a> )
<b>Overview:</b>	Media and Communications offers students foundational knowledge for the 21st century. It equips students with a critical understanding of the constantly changing global media environments and technologies, and provides core research and professional skills valued across a range of media sectors. The wide array of subjects that comprise the Media and Communications major cover key developments in media industries, new communication technologies, and their impact on politics, society and culture. While the main focus is on Australia and the Asia-Pacific, the course has a global orientation, reflecting today's increasingly interconnected media systems, markets, and production ecologies of contemporary digital networks.
<b>Objectives:</b>	The Media and Communications program has as its objectives that graduates: <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># will 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 of increasing importance for the next generation of media professionals and media researchers;</li> <li># will appreciate the value of an international and interdisciplinary approach to the study of Media and Communications.</li> </ul>
<b>Structure &amp; Available Subjects:</b>	<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.</p> <p><b>The major in Media and Communication requires:-</b></p> <p>Level 1</p> <ul style="list-style-type: none"> <li># One <b>Arts Foundation Subject</b> (<a href="http://arts.unimelb.edu.au/view/current/%21B-ARTS-SPC%2B1001">../view/current/%21B-ARTS-SPC%2B1001</a>) and one level one Arts discipline subject from the list below (25 points)</li> </ul> <p>Level 2</p> <ul style="list-style-type: none"> <li># Three Media and Communications subjects (37.5 points)</li> </ul> <p>Level 3</p> <ul style="list-style-type: none"> <li># Three Media and Communications subjects including the capstone subject - MECM30002 Perspectives in Global Media Cultures (37.5 points)</li> </ul> <p>Total 100 points</p> <p>The minor in Media and Communication requires:-</p> <p>Level 1</p> <ul style="list-style-type: none"> <li># One <b>Arts Foundation Subject</b> (<a href="http://arts.unimelb.edu.au/view/current/%21B-ARTS-SPC%2B1001">../view/current/%21B-ARTS-SPC%2B1001</a>) and one level one Arts discipline subject from the list below (25 points)</li> </ul> <p>Level 2</p> <ul style="list-style-type: none"> <li># Two Media and Communications subjects (25 points)</li> </ul> <p>Level 3</p> <ul style="list-style-type: none"> <li># Two Media and Communications subjects (25 points)</li> </ul> <p>Total 75 points</p>
<b>Subject Options:</b>	Media and Communications major and minor <b>First Year</b>

One Arts Foundation Subject (12.5 points) and one level one Arts discipline subject (12.5 points) from the list below:

Subject	Study Period Commencement:	Credit Points:
MECM10003 Media and Society	Semester 1	12.50
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	Not offered 2012	12.50
DEVT10001 The Developing World	Semester 1	12.50
HPSC10001 From Plato to Einstein	Semester 2	12.50
ASIA10001 Language and Power in Asian Societies	Semester 1	12.50
PHIL10002 Philosophy: The Big Questions	Semester 1	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:

Subject	Study Period Commencement:	Credit Points:
MECM20003 Net Communications	Semester 2	12.50
MECM20006 Understanding Australian Media	Semester 1	12.50
MECM20009 Introduction to Media Writing	Semester 1	12.50
MECM20010 Comparing Media Systems	Semester 2	12.50

### Third Year

For the major, students must complete two (25 points) of the following subjects and the compulsory Capstone subject (12.5 points) and for the minor, students must complete two (25 points) of the following subjects (excluding the Capstone):

Subject	Study Period Commencement:	Credit Points:
MECM30004 Media Futures and New Technologies	Semester 2	12.50
MECM30010 Writing Journalism	Semester 1	12.50
MECM30014 Media and Communications Research	Semester 1	12.50
MECM30013 Marketing Communications	Semester 2	12.50

### Capstone

Compulsory for students undertaking the major:

Subject	Study Period Commencement:	Credit Points:
MECM30002 Perspectives in Global Media Cultures	Semester 2	12.50

Links to further information:

<http://www.culture-communication.unimelb.edu.au/study/mediacomm>

<b>Notes:</b>	Not all Media and Communications subjects are available as breadth.
<b>Related Course(s):</b>	Bachelor of Arts