

Media and Communications

Year and Campus:	2012																														
Coordinator:	A/Prof. Ingrid Volkmer Email ivolkmer@unimelb.edu.au																														
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Overview:	<p>Graduates of the specialisation in Media and Communications in the Graduate Diploma of Arts:</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:	<p>Elective subjects chosen from the following list to a total of 100 points.</p> <p>Total 100 points</p>																														
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 2</td> <td>12.50</td> </tr> <tr> <td>MECM20006 Understanding Australian Media</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20009 Introduction to Media Writing</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20010 Comparing Media Systems</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30002 Perspectives in Global Media Cultures</td> <td>Semester 2</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>MECM30010 Writing Journalism</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30013 Marketing Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30014 Media and Communications Research</td> <td>Semester 1</td> <td>12.50</td> </tr> </tbody> </table>	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	MECM30002 Perspectives in Global Media Cultures	Semester 2	12.50	MECM30004 Media Futures and New Technologies	Semester 2	12.50	MECM30010 Writing Journalism	Semester 1	12.50	MECM30013 Marketing Communications	Semester 2	12.50	MECM30014 Media and Communications Research	Semester 1	12.50
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Links to further information:	http://www.culture-communication.unimelb.edu.au/																														
Related Course(s):	Graduate Diploma in Arts																														