

# 104MC Bachelor of Arts (Honours)(Media and Communications)

<b>Year and Campus:</b>	2012 - Parkville
<b>CRICOS Code:</b>	045955K
<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>	100 credit points taken over 12 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Semester 1: Assoc Prof Ingrid Volkmer (Email: <a href="mailto:ivolkmer@unimelb.edu.au">ivolkmer@unimelb.edu.au</a> ) Semester 2: Dr Carolyne Lee (Email: <a href="mailto:carolyne@unimelb.edu.au">carolyne@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>Course Overview:</b>	<p>The BA Media &amp; Communications (Honours) program is an advanced and specialised course of study requiring a higher standard of performance than for the pass degree. It enhances your ability to acquire advanced skills of analysis, to develop original ideas, and to apply innovative solutions to complex problems. The Honours program involves one additional year of study at fourth-year level. Commencement of honours must occur within five years of the completion of your degree course.</p> <p>This BA Media and Communication (Honours) program is available to students who have completed the Bachelor of Arts heritage degree including the BA (M&amp;C) combined degrees at the University of Melbourne. Students who have completed the new generation B-ARTS or an Arts degree from another University should apply for the new generation <b>Honours program (BH-ARTS)</b> (<a href="http://ba.unimelb.edu.au/pathways/honours.html">../view/current/BH-ARTS</a>) - <b>more information</b> (<a href="http://ba.unimelb.edu.au/pathways/honours.html">http://ba.unimelb.edu.au/pathways/honours.html</a>)</p>
<b>Objectives:</b>	<p>In order to meet the requirements for the BA (Media &amp; Communications)(Honours) degree, you must complete 100 points of study at fourth-year level.</p> <p>Pure honours consists of 62.5 points of coursework and a thesis of 37.5 points. Combined honours usually consists of the thesis and two coursework subjects in one area of study (37.5 + 25 = 62.5 points) and three coursework subjects in the combined area of study (37.5 points).</p> <p>Students intending to complete combined Media &amp; Communications Honours with the thesis in Media &amp; Communication enrol in this course stream. Students intending to complete combined Honours with the thesis in the second area of study enrol in the BA (Honours) course stream (104AA). In most cases, BA (M&amp;C) combined degree students who meet the required academic entry standards can enter the Honours program. However, before you are admitted to fourth-year level studies you must complete your Media &amp; Communications component as well as enough relevant subjects from your combining degree to allow you to take out the pass degree if you were to discontinue your combining degree. You will not be eligible to graduate with the BA (Media &amp; Communications)(Honours) degree until all the requirements of the combining degree or program are met.</p>
<b>Course Structure &amp; Available Subjects:</b>	<p><b>Students undertaking the pure honours stream complete:</b></p> <ul style="list-style-type: none"> <li># three fourth-year level Media and Communications core subjects (<i>*see note below</i>) (37.5 points); and</li> <li># two optional fourth-year level subjects (25 points); and</li> <li># a Media and Communications thesis of 12,000 words (37.5 points).</li> </ul> <p><b>Double major students may complete one of the following combined honours streams:</b></p> <ul style="list-style-type: none"> <li># two fourth-year level Media and Communications core subjects (<i>*see note below</i>) (25 points); and</li> <li># three fourth-year level subjects in the combining discipline (37.5 points); and</li> <li># a Media and Communications thesis of 12,000 words (37.5 points).</li> </ul>

**OR**

- # three fourth-year level Media and Communications core subjects (37.5 points); and
- # two fourth year-level subjects in the combining discipline (25 points); and
- # a thesis in the combining discipline (37.5 points).

**Please note: students undertaking the second option will graduate with a Bachelor of Arts (Honours) NOT a Bachelor of Arts (Media and Communications Honours).**

*\*Note: Students intending to undertake MULT50001 Research Principles and Practices should undertake this subject in the first semester of their Media and Communications Thesis enrolment.*

For information on policies that govern this degree, see **Academic Policies and Procedures** (<http://policy.unimelb.edu.au/category/Academic+Policies+and+Procedures>) listed in the **Melbourne Policy Library** (<http://policy.unimelb.edu.au/>) .

**Subject Options:****Media & Communications thesis subject**

Note: the thesis requires two consecutive semesters of enrolment.

Subject	Study Period Commencement:	Credit Points:
MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75

**Media & Communications core honours subjects**

Subject	Study Period Commencement:	Credit Points:
MULT50001 Research Principles and Practices	Semester 1, Semester 2	12.50
MECM40002 Journalism: Conflict and Society	Not offered 2012	12.50
MECM40003 Researching Audiences and Reception	Semester 1	12.50
MECM90015 History and Philosophy of Media	February	12.50
MECM40007 Journalism Studies	Semester 2	12.50
MECM40011 Writing for the Media	Semester 2	12.50
MECM40014 Global Media: Theory and Research	Semester 2	12.50
MECM90002 Global Media Governance	Semester 2	12.50
MECM50001 Political Economy of the Network Society	Semester 1	12.50

**Media & Communications optional honours subjects**

Subject	Study Period Commencement:	Credit Points:
CULS40001 Cultural Policy and Power	Semester 1	12.50
MECM90010 Strategic Political Communication	July	12.50
MECM90009 Global Crisis Reporting	Semester 1	12.50
MECM90016 Representation and Advocacy	January	12.50
DEVT90039 Civil Society, NGOs and the State	Semester 1	12.50
PUBL90006 Writing and Editing for Digital Media	Semester 2	12.50
MECM90007 Media Convergence and Digital Culture	Semester 2	12.50

	MECM90003 Mobility, Culture and Communication	Semester 1	12.50
	MECM90017 Media Writing: Rhetoric and Practice	Semester 2	12.50
	ASIA90001 Human Rights in Southeast Asia	Semester 2	12.50
	SCRN40013 Censorship: Film, Art and Media	Semester 2	12.50
	SCRN40003 Ethnographic and Documentary Cinema	Semester 1	12.50
<b>Entry Requirements:</b>	<p>The prerequisites for entry to fourth-year honours in Media and Communications are:</p> <ul style="list-style-type: none"> <li># completion of all the requirements of the BA (Media and Communications); and</li> <li># completion of a major in Media and Communications; and</li> <li># an average grade of H2A (75%) or higher over the second/third-year Media and Communications subjects.</li> </ul> <p>Entry into combined honours is contingent on completing a second major and meeting the average grade requirements for that major.</p>		
<b>Core Participation Requirements:</b>	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a></p>		
<b>Further Study:</b>	<p><b>Coursework Masters</b></p> <p>If you wish to continue your professional studies at postgraduate level, the studies you undertake in your major can provide a direct pathway to Coursework Masters Degrees in areas such as editing, media and communications, public policy and management, international studies, arts management, development studies and many more. Entry is based on academic merit and in most cases requires a Bachelors degree or equivalent in the relevant study area.</p> <p>For more information on entry into a coursework masters degree, please refer to the <b>The Graduate School of Humanities &amp; Social Sciences: (<a href="http://www.arts.unimelb.edu.au/graduate/">http://www.arts.unimelb.edu.au/graduate/</a>)</b></p> <p><b>Research Higher Degrees</b></p> <p>If you wish to undertake advanced research and explore particular study areas in more depth, there will be opportunities to proceed to a range of Research Higher Degrees at masters and doctoral level. For more information about research higher degree study in Arts, see the <b>Faculty of Arts Graduate Research Programs (<a href="http://www.arts.unimelb.edu.au/research/future-research-students/">http://www.arts.unimelb.edu.au/research/future-research-students/</a>)</b> .</p>		
<b>Graduate Attributes:</b>	<p>Students who graduate with Honours in the Bachelor of Arts (Media &amp; Communication) at Melbourne receive a passport to a world of opportunities. The degree provides students with the scope to refine their analytical skills and research techniques while significantly expanding the range of options available after graduation.</p>		
<b>Links to further information:</b>	<p><a href="http://www.culture-communication.unimelb.edu.au/study/mediacomm">http://www.culture-communication.unimelb.edu.au/study/mediacomm</a></p>		