

105MC Bachelor of Arts(Media and Communications)

Year and Campus:	2012 - Parkville
CRICOS Code:	035406M
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Undergraduate
Duration & Credit Points:	300 credit points taken over 36 months full time. This course is available as full or part time.
Coordinator:	Assoc Prof Ingrid Volkmer (Email: ivolkmer@unimelb.edu.au) School of Culture and Communication
Contact:	Enquiries: Arts Student Centre (http://arts.unimelb.edu.au/amsc/contact.html)
Course Overview:	<p>2010 was the final intake into this program. It is not be possible to transfer into this degree, students wishing to study a Media and Communications major can do so in the Melbourne Model Bachelor of Arts (http://ba.unimelb.edu.au/) . ()</p> <p>The Media and Communications program is a Bachelor of Arts stream designed to provide students with optimal access to the globally expanding world of media and new communication technologies and to future post graduate study and research.</p> <p>The program is deliberately interdisciplinary in nature and offers a distinctive blend of academic study and media-related practice delivered by internationally recognized scholars and experienced industry professionals. By this means students can determine pathways to a wide range of media-related careers and opportunities and/or prepare a foundation for later postgraduate study and advanced research.</p> <p>These subjects represent the latest thinking and research in the international field of scholarship and students select core and optional subjects from a wide range of related areas according to their own interests and career trajectories. Subjects offered include, amongst many others, Net Communications; Media Futures and New Technologies; Politics; Communication; Marketing and Communications; Advanced Writing; Writing Journalism; Asian Public Relations; Perspectives in Global Media Cultures; Understanding Australian Media and Media Law.</p> <p>Hands-on media industry experience and project based research is also available through our popular internships and the final research project. Media and Communications is studied as interrelated global-local processes comprising media institutions and communication technologies, media representations and texts, and the media audiences and processes of reception all situated in relation to social political and cultural contexts, and the historical dynamics of change. Students are encouraged to develop their critical understanding of the changing nature and role(s) of Media and Communications in today's '<i>mediatised</i>' societies as well as develop practical skills and research aptitudes of use to them in their future careers within today's rapidly changing global media environment.</p>
Objectives:	<p>The Bachelor of Arts (Media and Communications) 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; # 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; # are offered the opportunity to gain industry experience in the form of internships; # are offered opportunities to develop research skills and engage in applied analysis of media within different subjects and through the presentation of a final research project.
Course Structure & Available Subjects:	Course Structure:

The BA (Media and Communications) is a three year full time program comprising 100 points at each of levels one, two and three, for a total of 300 points.

At level one, students complete two compulsory subjects (25 points), two subjects from a list of media and communications optional level one subjects (25 points), and 50 points of additional level one study from the Bachelor of Arts degree. Students in the BA (Media and Communications) are restricted to 100 points at level one and may not enrol in any further level one subjects after completing this requirement.

Upon entering level two, students choose between two streams of major study:

Enriched Major Study: a comprehensive program of study in Media and Communications, comprising:

- # 50 points of core subjects at level two, 50 points of optional media and communications subjects at level two and **either**:
 - # two core subjects at level three, two optional subjects at level three, compulsory subject Media and Communications Research Project and compulsory subject Media and Communications Internship,
- or
- # three core subjects at level three, three optional subjects at level three and compulsory subject Media and Communications Research Project.

Please note: Media and Communications Research Project is compulsory for all students undertaking the Enriched Major stream.

Double Major Stream: a concentrated program of Media and Communications study designed to be taken in conjunction with a major in another arts discipline, comprising:

- # 25 points of core and 25 points of optional media and communications subjects at each of levels two and three (totalling 100 points);
- # 100 points of Bachelor of Arts study to be taken across levels two and three including the completion of an arts major. For details on Arts majors, see <http://handbook.unimelb.edu.au/view/2009/105-AA>

Combined BA (Media and Communication) course structures:

(These programs are only available to students who commenced prior to 2008)

The structure of the combined BA (Media and Communication)/Bachelor of Commerce

Students must complete a minimum of 225 Arts (Media and Communications) points. Students completing the double major stream will complete more than 225 points in Arts. Students must complete 500 points overall to complete both degrees, including a minimum of 200 points of commerce. Students must ensure they meet any other commerce requirements.

For the enriched major stream:

- # 50 points of level one Media and Communications (two compulsory and two optional subjects); and
- # 75 points of level two Media and Communications (three core and three optional subjects); and
- # 100 points of level three Media and Communications (four core and four optional subjects or two core and two optional subjects as well as Media and Communications Internship and Media & Communications Research Project).

For the double major stream:

- # 50 points of level one Media and Communications (two compulsory and two optional subjects); and
- # 25 points of level one arts subjects in the combining discipline, which must be taken from the free points available within the combined degree; and
- # 50 points of level two Media and Communications (two core and two optional subjects); and
- # 37.5 points of level two arts subjects in the combining discipline, 12.5 points of which must be taken from the free points available within the combined degree; and
- # 50 points of level three Media and Communications (two core and two optional subjects); and
- # 50 points of level three arts subjects in the combining discipline.

The structure of the combined BA (Media and Communications)/Bachelor of Laws

Students must complete a minimum of 200 Arts (Media and Communications) points. Students must complete 500 points overall to complete both degrees, including 300 points of law. Students must ensure they meet any other law requirements.

This degree is only available with an enriched major stream, which must include:

- # 50 points of level one Media and Communications (two compulsory and two optional subjects); and
- # 75 points of level two Media and Communications (three core and three optional subjects); and
- # 75 points of level three Media and Communications (three core and three optional subjects or one core and one optional subject as well as Media and Communications Internship and Media & Communications Research Project).

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:

Level One Compulsory Subjects

All first-year Media and Communications students must have completed the following level one compulsory subjects. These subjects are not available after 2010. Therefore, in order to qualify for the Media and Communications degree it is mandatory that all students have completed these subjects:

MECM10001 (100-100) Introduction to Media and Communications (12.5 points)

MECM10002 (100-101) Professional Writing (12.5 points)

Level One Media and Communications Elective Subjects

First-year Media and Communications students must select at least two of the following elective first-year subjects:

Subject	Study Period Commencement:	Credit Points:
ASIA10001 Language and Power in Asian Societies	Semester 1	12.50
POLS10003 Introduction to Political Ideas	Semester 2	12.50
LING10001 The Secret Life of Language	Semester 1	12.50
CWRI10001 Creative Writing: Ideas and Practice	Semester 1	12.50
POLS10001 Australian Politics	Semester 1	12.50
CICU10001 Introduction to Cinema Studies	Semester 1	12.50
CICU10002 Culture, Media and Everyday Life	Semester 2	12.50
LING10002 Intercultural Communication	Semester 2	12.50

Level Two Core Subjects

Enriched Major Students must complete **4** of the following second-year core subjects:

Students undertaking a **Double Major** must complete **2** of the following core subjects in combination with a major in another arts discipline:

Subject	Study Period Commencement:	Credit Points:
MECM20003 Net Communications	Semester 2	12.50
MECM20004 Asian Public Relations	Semester 2	12.50
MECM20006 Understanding Australian Media	Semester 1	12.50
MECM20010 Comparing Media Systems	Semester 2	12.50

Level Three Core Subjects

Subject	Study Period Commencement:	Credit Points:
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MECM30002 Perspectives in Global Media Cultures	Semester 2	12.50
MECM30007 Media & Communications Research Project	Semester 1, Semester 2	25
MECM30006 Media and Communications Internship	Semester 1, Semester 2	25
MECM30004 Media Futures and New Technologies	Semester 2	12.50
MECM30005 Media Law	Semester 2	12.50
MECM30008 Advanced Writing	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

Interdisciplinary Electives (available at either level two or three, or at both levels)

Any variation to approved electives must be approved in writing by the Coordinator, Media & Communications

Australian Indigenous Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
AIND20005 Aboriginal Land, Law and Philosophy	Semester 2	12.50
AIND20010 Australian Environmental Philosophy	Semester 2	12.50
AIND30010 Aboriginal Cultural Studies	Semester 1	12.50
AIND30011 Aboriginal Writing	Semester 2	12.50

Australian Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
AUST20001 Australia and America	Semester 1	12.50
AUST20005 Migrant Nation: Culture and Identity	Semester 1	12.50
AUST30004 Witness: War and the Australian Media	Not offered 2012	12.50
AUST30007 Urban Legends: Melbourne Intensive	June	12.50

Screen and Cultural Studies

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
CULS20009 Global Screen Cultures	Not offered 2012	12.50
SCRN20011 Hollywood and Entertainment	Semester 1	12.50
CICU20011 Screen and Media Histories	Semester 1	12.50
CICU20017 Lifestyle and Consumer Culture	Semester 2	12.50
CICU20018 Rock to Rave	Semester 1	12.50
CULS20010 Television and Popular Culture	Semester 2	12.50

CULS30001 The Digital Mediascape	Semester 2	12.50
CICU30019 Cinema and the City	Semester 1	12.50
SCRN30001 Avant-Garde to Art House	Semester 1	12.50
SCRN30002 Film Genres and Media Hybrids	Semester 2	12.50
SCRN30003 Sex and the Screen	Semester 1	12.50

Creative Writing

Note: Some optional subjects have prerequisites.

Subject	Study Period Commencement:	Credit Points:
CWRI20005 Creative Non Fiction	Semester 1	12.50
CWRI20006 Script for Performance	Semester 1	12.50
CWRI20007 Poetry	Semester 1	12.50
CWRI30001 Novels	Semester 1	12.50
CWRI30005 Writing For Theatre	Semester 2	12.50
CWRI20002 Short Fiction	Semester 2	12.50
CWRI30006 Poetry and Poetics	Semester 1	12.50
CWRI20009 Writing for Screen	Semester 2	12.50
CWRI30013 Biography and Autobiography	Semester 2	12.50
CWRI30014 Advanced Screenwriting	Semester 1	12.50

English Literary Studies

Note: Some optional subjects have prerequisites

Subject	Study Period Commencement:	Credit Points:
ENGL20022 Modernism and Avant Garde	Not offered 2012	12.50
ENGL30012 Art/Pornography/Blasphemy/Propaganda	Semester 1	12.50
ENGL20023 American Classics	Semester 1	12.50
ENGL30007 Genre Fiction/Popular Fiction	Semester 1	12.50
ENGL20006 Postmodernism	Semester 1	12.50
ENGL20009 The Australian Imaginary	Semester 2	12.50
ENGL30006 Travel Writing and Postcolonialism	Semester 2	12.50

History

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
HIST20043 The USA & the World:Democracy and Empire	Not offered 2012	12.50
HIST20020 Asia, the Pacific & the West in History	Not offered 2012	12.50

HIST30014 Making China Modern	January	12.50
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History and Philosophy of Science

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
HPSC20009 Cybersociety	Semester 2	12.50

Linguistics and Applied Linguistics

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
LING20012 Language and Media	Not offered 2012	12.50
LING20010 Language, Society and Culture	Semester 2	12.50
LING30011 Computer Mediated Communication	Semester 2	12.50

Political Science

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
POLS20008 Public Policy Making	Semester 1	12.50
POLS30007 Change & Conflict in Australian Society	Semester 2	12.50
POLS30011 Chinese Politics and Society	Semester 1	12.50
POLS30019 Australian Foreign Policy	Semester 1	12.50
POLS30022 Global Environmental Politics	Semester 2	12.50

Sociology

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
SOCI20006 Sociology of the Body	Semester 2	12.50

Entry Requirements:

2010 was the final intake into this program **students wishing to undertake a Media and Communications major can do so in the Melbourne Model Bachelor of Arts (<http://ba.unimelb.edu.au/>) - (<http://www.arts.unimelb.edu.au/futurestudents/programs/BAMc.html>)**

For the entry requirements into the Bachelor of Arts please visit:

www.futurestudents.unimelb.edu.au (<http://www.futurestudents.unimelb.edu.au/>)

Core Participation Requirements:

For the purposes of considering requests 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: <http://www.services.unimelb.edu.au/disability/>

Further Study:

The Media and Communications Program offers a range of postgraduate coursework and research programs: Postgraduate Certificate in Arts (Media and Communications), Postgraduate Diploma in Arts (Media and Communications), Master of Global Media Communication, Master of Arts in Media Communication (thesis only) and Doctor of Philosophy

	(PhD). Details of these programs are available in the University's on-line postgraduate course guide and from the Media and Communications program.
Graduate Attributes:	see under course objectives
Generic Skills:	see under course objectives