

MC-GMCOM Master of Global Media Communication

Year and Campus:	2012 - Parkville
CRICOS Code:	045345C
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	200 credit points taken over 24 months full time. This course is available as full or part time.
Coordinator:	Stephanie Brookes School of Culture and Communication Email: s.brookes@unimelb.edu.au
Contact:	<p>The Graduate School of Humanities and Social Sciences (http://www.arts.unimelb.edu.au/graduate/about/contact_us.html)</p> <p>Email: arts-gradstudies@unimelb.edu.au (mailto:arts-gradstudies@unimelb.edu.au)</p>
Course Overview:	<p>The Master of Global Media Communications (MGMC) equips graduates to work in media and communication sectors as well as across a broad range of professional domains, including government, corporate and NGO sectors, in which communication skills and knowledge of media platforms and strategies provide a key competitive advantage.</p> <p>In the contemporary globalised world, knowledge of the changing landscape of media industries, production pathways, and a critical understanding of social and economic transformations are vital professional attributes.</p> <p>Students undertaking the course will acquire a deep and critically informed understanding of how media industries, policies, technologies and formats are implicated in contemporary social and economic life. They have the opportunity to build knowledge relating to key areas, such as journalism, public relations and communications advocacy, and skills in audiovisual media production and media writing.</p> <p>Students can opt to do an industry internship as part of their Masters degree. MGMC students also have the opportunity to undertake a research thesis that can provide a pathway to PhD study.</p>
Objectives:	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"> # demonstrate the knowledge and capacities required to work at high levels in industry, government and advocacy; # provide leadership in the areas of public communication and policy at a national and global level; # understand the fundamental principles for making critical and ethical judgments regarding professional practice; # evaluate the dynamic processes of change operating in contemporary media and communication industries; # develop strategy and policy, and communicate effectively through written and oral presentations to academic, policy and cross-cultural forums; # combine an understanding of the different perspectives of industry, public sector and civil society professionals with the research skills and methodologies of professional media and communications; and # demonstrate advanced skills in research, analysis and interpretation with particular emphasis on questions of globalisation/localisation, identity, citizenship, power and democracy.
Course Structure & Available Subjects:	<p>200 point program</p> <p>Duration: 2 years full-time / up to 4 years part-time</p> <p>First 100 points comprising of:</p> <ul style="list-style-type: none"> # Minimum of 75 points (6 subjects) of Media and Communication core subjects # Maximum of 25 points (2 subjects) of elective subjects from the list provided

Second 100 points comprising of:

- # Minimum of 62.5 points (5 subjects) of Level 5 Media & Communication core subjects or
- # 50 points of Media and Communications core subjects if undertaking the thesis option
- # Maximum of 37.5 points (3 subjects) of elective from the list provided

Students who take the thesis option are also required to take MULT50001 Research Principles and Practices (12.5 points)

Students who undertake the thesis option are not eligible to also undertake the Internship (25 points).

Any variation of the electives must be discussed with the program coordinator.

Total 200 points

150 point program

Duration 1.5 years full-time / up to 3 years part-time

- # 50 points from the first 100 points of Media and Communication core
- # 100 points from second 100 points, comprising of a minimum of 62.5 points core and
- # maximum of 37.5 points electives.

Total 150 points

100 point program

Duration 1 year full-time / 2 years part-time

As per the second 100 points detailed in the 200 point program.

Total 100 points

All subjects are 12.50 points unless otherwise specified.

Subject Options:

200 point program

First 100 points:

Core Media & Communications subjects

Minimum of 75 points

Subject	Study Period Commencement:	Credit Points:
MECM40002 Journalism: Conflict and Society	Not offered 2012	12.50
MECM40003 Researching Audiences and Reception	Semester 1	12.50
MECM40006 Public Relations and Communications	January	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
MECM40016 Audiovisual Communication	Semester 2	12.50
MECM90015 History and Philosophy of Media	February	12.50

Elective subjects

Maximum 25 points

Subject	Study Period Commencement:	Credit Points:
ASIA90001 Human Rights in Southeast Asia	Semester 2	12.50
CULS40001 Cultural Policy and Power	Semester 1	12.50

DEVT90039 Civil Society, NGOs and the State	Semester 1	12.50
PUBL90006 Writing and Editing for Digital Media	Semester 2	12.50
SCRN40003 Ethnographic and Documentary Cinema	Semester 1	12.50
SCRN40013 Censorship: Film, Art and Media	Semester 2	12.50

Second 100 points:**Core Media & Communications subjects**

Minimum 62.5 points or 50 points if undertaking the thesis (see 200 point structure).

Subject	Study Period Commencement:	Credit Points:
MECM50001 Political Economy of the Network Society	Semester 1	12.50
MECM90002 Global Media Governance	Semester 2	12.50
MECM90003 Mobility, Culture and Communication	Semester 1	12.50
MECM90007 Media Convergence and Digital Culture	Semester 2	12.50
MECM90009 Global Crisis Reporting	Semester 1	12.50
MECM90016 Representation and Advocacy	January	12.50
MECM90017 Media Writing: Rhetoric and Practice	Semester 2	12.50

Elective subjects

Maximum 37.5 points or 50 points if undertaking the thesis (see 200 point structure).

Subject	Study Period Commencement:	Credit Points:
DEVT90009 Understanding Development	Semester 1	12.50
HIST90014 Gender: Representations and Histories	Not offered 2012	12.50
GEND90007 Rethinking Rights and Global Development	Semester 2	12.50
MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75
MECM90010 Strategic Political Communication	July	12.50
MULT50001 Research Principles and Practices	Semester 1, Semester 2	12.50
MULT90019 Internship II (Placement & Research)	Semester 1, Semester 2	25
PPMN50001 U21 Advanced International Study	February	12.50
PUBL90012 Practicum	Semester 1, Semester 2	25
PUBL90014 Ethical and Legal Issues in Publishing	Semester 1	12.50

Entry Requirements:

1. The Selection Committee will evaluate the applicant's ability to successfully pursue the course using the following criteria:-

For the 200 point program:

an undergraduate degree with at least H2B (70%) average, or equivalent.

For the 150 point program:

an honours degree in any discipline with at least H2B (70%) average, or equivalent; or

the Postgraduate Certificate in Arts (Media and Communications) with at least H2B (70%) average, or equivalent; or

	<p># an undergraduate degree in a cognate discipline with at least H2B (70%) average and at least one year of documented relevant professional work experience.</p> <p>For the 100 point program:</p> <p># an honours degree in Media and Communications or equivalent discipline with at least H2B (70%) average; or</p> <p># the Postgraduate Diploma in Arts (Media and Communications) with at least H2B (70%) average, or equivalent; or</p> <p># an undergraduate degree with at least H2B (70%) average and at least two years of documented relevant professional work experience.</p> <p>2. The Selection Committee may conduct interviews or tests and may call for referee reports and employer references to elucidate any of the matters referred to above.</p> <p>Admission process (http://www.arts.unimelb.edu.au/graduate/admissions/how-to-apply.html)</p>
Core Participation Requirements:	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: http://www.services.unimelb.edu.au/disability/
Further Study:	Students who complete the minor thesis may be eligible to enter the PhD.
Graduate Attributes:	Graduates will be equipped with the skills necessary for advanced critical analysis, strategic management, problem-solving and policy making in media-related organisations, including the skills to: analyse key areas of contemporary media strategies, governance and advocacy; engage with the social, political, economic and ethical dimensions of media practice; understand communication as a process that is central to the exercise of contemporary power, and apply research skills to a range of contexts; draw on a range of disciplines and develop a future-oriented, comparative and global focus.
Generic Skills:	<p>Students who complete this course should develop a number of generic skills that should help them with future study and employment. Students will enhance their skills in:</p> <ul style="list-style-type: none"> # research: through competent use of advanced information sources and retrieval of appropriate information; # critical and theoretical thinking: through presentation of research papers, conceptualising theoretical problems, forming judgements and arguments from conflicting evidence, and by critical analysis; # time management and planning: through managing and organising workloads; # team work: through group activities; # advanced skills in writing, reporting and communicating facts and ideas.
Links to further information:	http://www.culture-communication.unimelb.edu.au/