

Media and Communications

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| Year and Campus: | 2013 |
| Coordinator: | Dr Carolyne Lee (Email: carolyne@unimelb.edu.au) |
| Contact: | Arts Student Centre (http://arts.unimelb.edu.au/amsc/contact.html) |
| Overview: | 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. |
| Objectives: | <p>The Media and Communications program 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; # will 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; # will appreciate the value of an international and interdisciplinary approach to the study of Media and Communications. |
| Structure & Available Subjects: | <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>The major in Media and Communication requires:-</p> <p>Level 1</p> <ul style="list-style-type: none"> # One Arts Foundation Subject (../view/current/%21B-ARTS-SPC%2B1001) and one level one Arts discipline subject from the list below (25 points) <p>Level 2</p> <ul style="list-style-type: none"> # Three Media and Communications subjects (37.5 points) <p>Level 3</p> <ul style="list-style-type: none"> # Three Media and Communications subjects including the capstone subject - MECM30002 Perspectives in Global Media Cultures (37.5 points) <p>Total 100 points</p> <p>The minor in Media and Communication requires:-</p> <p>Level 1</p> <ul style="list-style-type: none"> # One Arts Foundation Subject (../view/current/%21B-ARTS-SPC%2B1001) and one level one Arts discipline subject from the list below (25 points) <p>Level 2</p> <ul style="list-style-type: none"> # Two Media and Communications subjects (25 points) <p>Level 3</p> <ul style="list-style-type: none"> # Two Media and Communications subjects (25 points) <p>Total 75 points</p> |
| Subject Options: | Media and Communications major and minor First Year |

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 | Not offered 2013 | 12.50 |
| SCRN10001 Introduction to Cinema Studies | Not offered 2013 | 12.50 |
| CULS10005 Media, Identity and Everyday Life | Semester 2 | 12.50 |
| SOCI10001 Understanding Society | Not offered 2013 | 12.50 |
| DEVT10001 The Developing World | Not offered 2013 | 12.50 |
| HPSC10001 From Plato to Einstein | Not offered 2013 | 12.50 |
| ASIA10001 Language and Power in Asian Societies | Semester 1 | 12.50 |
| PHIL10002 Philosophy: The Big Questions | Not offered 2013 | 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: |
|--|----------------------------|----------------|
| MECM20006 Understanding Australian Media | Not offered 2013 | 12.50 |
| MECM20009 Introduction to Media Writing | Not offered 2013 | 12.50 |
| MECM20003 Net Communications | Not offered 2013 | 12.50 |
| MECM20010 Comparing Media Systems | Not offered 2013 | 12.50 |
| MECM20011 Approaches to Media Research | Not offered 2013 | 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 | Not offered 2013 | 12.50 |
| MECM30010 Writing Journalism | Not offered 2013 | 12.50 |
| MECM30013 Marketing Communications | Semester 2 | 12.50 |
| MECM30015 Media and Communications Project | Not offered 2013 | 12.50 |

Capstone

Compulsory for students undertaking the major:

| Subject | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| MECM30002 Perspectives in Global Media Cultures | Not offered 2013 | 12.50 |

Links to further information:

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

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