

150 Point Master of Global Media Communication

Year and Campus:	2013
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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 program, 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.
Structure & Available Subjects:	<p>150 point program</p> <p>Duration 1.5 years full-time / up to 3 years part-time</p> <ul style="list-style-type: none"> # 50 points from core subjects from List A # a minimum of 62.5 points core subjects from List B and # maximum of 37.5 points elective subjects <p>For policies that govern this degree, see Academic Services Policy (http://www.services.unimelb.edu.au/policy/index.html) in the University Melbourne Policy Framework (http://www.policy.unimelb.edu.au/) . Students also should also refer to information in the Student Policy Directory. (http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj)</p>
Subject Options:	<p>Core Subjects - List A</p> <p>50 points</p>

Subject	Study Period Commencement:	Credit Points:
MECM40002 Journalism: Conflict and Society	Not offered 2013	12.50
MECM40003 Researching Audiences and Reception	Semester 1	12.50
MECM40006 Public Relations and Communications	Not offered 2013	12.50
MECM40007 Change in Journalism	Not offered 2013	12.50
MECM40011 Writing for the Media	Not offered 2013	12.50
MECM40014 Global Media: Theory and Research	Not offered 2013	12.50
MECM40016 Audiovisual Communication	Not offered 2013	12.50
MECM90015 History of Network Media	Not offered 2013	12.50

Core Subjects - List B

A minimum of 62.5 points

Subject	Study Period Commencement:	Credit Points:
MECM50001 Political Economy of the Network Society	Not offered 2013	12.50
MECM90002 Global Media Governance	Not offered 2013	12.50
MECM90003 Mobility, Culture and Communication	Not offered 2013	12.50
MECM90007 Media Convergence and Digital Culture	Not offered 2013	12.50
MECM90009 Global Crisis Reporting	Not offered 2013	12.50
MECM90016 Representation and Advocacy	February	12.50
MECM90017 Media Writing: Rhetoric and Practice	Not offered 2013	12.50

Elective Subjects

Maximum of 37.5 points

Subject	Study Period Commencement:	Credit Points:
DEVT90009 Development Theories	Not offered 2013	12.50
GEND90007 Rethinking Rights and Global Development	Not offered 2013	12.50
HIST90014 Gender: Representations and Histories	Not offered 2013	12.50
MECM90012 Media and Communications Thesis	Not offered 2013	18.75
MULT50001 Research Principles and Practices	February, July	12.50
MULT90019 Internship II (Placement & Research)	Semester 1	25
PPMN50001 U21 Advanced International Study	Not offered 2013	12.50
PUBL90012 Practicum	Semester 2	25
PUBL90014 Ethical and Legal Issues in Publishing	Not offered 2013	12.50
MECM90010 Strategic Political Communication	Not offered 2013	12.50

Links to further information:	http://www.culture-communication.unimelb.edu.au/
Related Course(s):	Master of Global Media Communication