

100 Point Master of Global Media Communication

Year and Campus:	2013
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Contact:	The Graduate School of Humanities and Social Sciences Email: arts-gradstudies@unimelb.edu.au (mailto:arts-gradstudies@unimelb.edu.au)
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>100 point program</p> <ul style="list-style-type: none"> # Minimum of 62.5 points (5 subjects) core subjects # Maximum of 37.5 points (3 subjects) of elective subjects <p>or</p> <ul style="list-style-type: none"> # 50 points of core subjects if undertaking the thesis option # MECM90012 Media and Communication Thesis subject (37.5 points) # MULT50001 Research Principles & Practice subject (12.5 points) <p>Students who undertake the thesis option are not eligible to also undertake the Internship (25 points).</p> <p>Any variation of the electives must be discussed with the program coordinator.</p> <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</p>

	information in the Student Policy Directory . (http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj)																																																									
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