

# 150 Point Master of Publishing and Communications

<b>Year and Campus:</b>	2013
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<b>Overview:</b>	The Master of Publishing and Communications provides students with vocational skills, theoretical knowledge and industry exposure to build a successful career in the publishing and communication sectors. Alongside a strong focus on publishing practices and technologies, with hands on subjects in editing, production and business practices, the course offers sustained and stimulating analyses of the political, commercial and historical dynamics of print and digital cultures.
<b>Objectives:</b>	Students who successfully complete the Master of Publishing and Communications should have: <ul style="list-style-type: none"> <li># an advanced knowledge of editorial principles and methods across a range of genres and media;</li> <li># a detailed understanding of the use of computers in editing and publishing for print and digital media;</li> <li># a sound knowledge of the commercial aspects of publishing;</li> <li># a highly developed understanding of the organisation and operation of the publishing industries in Australia and the Asia Pacific region;</li> <li># a detailed and practical knowledge of effective communications strategies in business and professional contexts; and</li> <li># advanced skills in researching, writing and thinking critically about challenges facing the publishing and communications industries.</li> </ul>
<b>Structure &amp; Available Subjects:</b>	<p><b>150 point program</b></p> <p>Duration: 1.5 years full-time/ up to 3 years part-time</p> <p><b>First 50 points:</b></p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points); and</li> <li># two elective subjects (25 points).</li> </ul> <p><b>Remaining 100 points:</b></p> <p>Option 1</p> <ul style="list-style-type: none"> <li># elective subjects (100 points)</li> </ul> <p>or</p> <p>Option 2</p> <ul style="list-style-type: none"> <li># thesis (37.5 points);</li> <li># one core subject (12.5 points); and</li> <li># four elective subjects (50 points)</li> </ul>
<b>Subject Options:</b>	<p><b>First 50 Points</b></p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points); and</li> <li># two elective subjects (25 points).</li> </ul> <p><b>Compulsory Subjects</b></p>

## Two compulsory subjects (25 points)

Subject	Study Period Commencement:	Credit Points:
PUBL90001 Structural Editing	Not offered 2013	12.50
PUBL90002 Editorial English	Not offered 2013	12.50

**Elective Subjects**

25 points

Subject	Study Period Commencement:	Credit Points:
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
PUBL90003 The Contemporary Publishing Industry	Not offered 2013	12.50
PUBL90004 Business and Professional Communications	Semester 1	12.50
PUBL90005 Technical Writing and Editing	Not offered 2013	12.50
PUBL90006 Writing and Editing for Digital Media	Not offered 2013	12.50
PUBL90007 History of Books and Reading	Not offered 2013	12.50
PUBL90010 Print Production and Design	Not offered 2013	12.50
PUBL90014 Ethical and Legal Issues in Publishing	Not offered 2013	12.50
PUBL90015 Publishing and Communications 5A	Not offered 2013	12.50
PUBL90016 Publishing and Communications 5B	Not offered 2013	12.50
PUBL90019 Print Markets: Structures and Strategies	Not offered 2013	12.50

**Remaining 100 Points**

Option 1

# Elective subjects (100 points)

or

Option 2

- # thesis (37.5 points);
- # one core subject (12.5 points); and
- # four elective subjects (50 points)

**Thesis Subject**

Note: the thesis requires two consecutive semesters of enrolment

Subject	Study Period Commencement:	Credit Points:
PUBL90017 Publishing and Communications Thesis	Not offered 2013	18.75

**Core Subject**

Student enrolled in the thesis subject PUBL90017 must complete the core subject PUBL90018

Subject	Study Period Commencement:	Credit Points:
PUBL90018 Research Methodologies	Not offered 2013	12.50

**Elective Subjects**

Option 1

# elective subjects (100 points)

or

Option 2

# four elective subjects (50 points)

Subject	Study Period Commencement:	Credit Points:
MECM90017 Media Writing: Rhetoric and Practice	Not offered 2013	12.50
MULT90019 Internship II (Placement & Research)	Semester 1	25
PUBL90007 History of Books and Reading	Not offered 2013	12.50
PUBL90009 Advanced Editing for Digital Media	Not offered 2013	12.50
PUBL90010 Print Production and Design	Not offered 2013	12.50
PUBL90012 Practicum	Semester 2	25
PUBL90013 Advanced Magazine Editing and Publishing	Not offered 2013	25
PUBL90014 Ethical and Legal Issues in Publishing	Not offered 2013	12.50
PUBL90015 Publishing and Communications 5A	Not offered 2013	12.50
PUBL90016 Publishing and Communications 5B	Not offered 2013	12.50
PUBL90019 Print Markets: Structures and Strategies	Not offered 2013	12.50
PUBL90020 Advanced Book Publishing	Not offered 2013	25
PUBL90021 Editing Masterclass	Not offered 2013	12.50

**Additional Elective Subjects**

The following elective subjects are available with written permission of the subject coordinator, which is based on the submission of a 5,000 word folio.

Subject	Study Period Commencement:	Credit Points:
CWRI50001 Freelance Writing	Not offered 2013	12.50
CWRI90004 Creative Writing Advanced Workshop	Not offered 2013	12.50
VISM90001 Text, Time and Space	Not offered 2013	12.50

<b>Links to further information:</b>	<a href="http://www.culture-communication.unimelb.edu.au/">http://www.culture-communication.unimelb.edu.au/</a>
<b>Related Course(s):</b>	Master of Publishing and Communications