

## 095MC Postgraduate Diploma in Arts (Media and Communication)

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| <b>Year and Campus:</b>                           | 2013 - Parkville   |
| <b>CRICOS Code:</b>                               | 045363A  |
| <b>Fees Information:</b>                          | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>  |
| <b>Level:</b>                                     | Graduate/Postgraduate  |
| <b>Duration &amp; Credit Points:</b>              | 100 credit points taken over 12 months full time. This course is available as full or part time.   |
| <b>Coordinator:</b>                               | Dr Carolyne Lee Email: <a href="mailto:carolyne@unimelb.edu.au">carolyne@unimelb.edu.au</a>  |
| <b>Contact:</b>                                   | The Graduate School of Humanities and Social Sciences<br>Email: <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a> ( <a href="mailto:arts-gradstudies@unimelb.edu.au">mailto:arts-gradstudies@unimelb.edu.au</a> )   |
| <b>Course Overview:</b>                           | Students will gain considerable knowledge in an area of media and communication and engage in critical assessment of major debates and professional practices. The postgraduate diploma allows students to undertake a research project in a specialist field of study. The course provides a pathway to higher degree research for students who have not completed a four year BA (honours) with a research component in media and communication. Alternatively, students may continue towards the professional masters in global media communications.   |
| <b>Objectives:</b>                                | Students who complete the postgraduate diploma should be able to: <ul style="list-style-type: none"> <li># complete either the equivalent of fourth year honours with a research component or the equivalent of the first year of the Master of Global Media Communication;</li> <li># demonstrate the knowledge and capacities required to work in industry, government and advocacy;</li> <li># understand the fundamental principles for making critical and ethical judgments regarding professional practice;</li> <li># evaluate the dynamic processes of change operating in contemporary media and communication industries;</li> <li># develop strategy, write policy and communicate through written and oral presentations in academic, policy and cross-cultural forums;</li> <li># combine the perspectives of industry, public sector and civil society professionals with the research skills and methodologies of professional media and communication; and</li> <li># demonstrate advanced skills in research, analysis and interpretation with particular emphasis on questions of globalisation/localisation, identity, citizenship and democracy.</li> </ul>   |
| <b>Course Structure &amp; Available Subjects:</b> | 100 points comprising:-<br>Option 1: Coursework <ul style="list-style-type: none"> <li># minimum six core Media and Communication subjects (75 points)</li> <li># maximum two electives (25 points)</li> </ul> or<br>Option 2: Minor Thesis <ul style="list-style-type: none"> <li># minimum four core Media and Communication subjects (50 points)</li> <li># maximum of one elective subject (12.5 points)</li> <li># Media and Communications Thesis (37.5 points)</li> </ul> For policies that govern this degree, see <b>Academic Services Policy</b> ( <a href="http://www.services.unimelb.edu.au/policy/index.html">http://www.services.unimelb.edu.au/policy/index.html</a> ) in the <b>University Melbourne Policy Framework</b> ( <a href="http://www.policy.unimelb.edu.au/">http://www.policy.unimelb.edu.au/</a> ) . Students also should also refer to information in the <b>Student Policy Directory</b> . ( <a href="http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj">http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj</a> ) |
| <b>Subject Options:</b>                           | <b>Media and Communication Core Subjects</b>   |

**Option 1: Coursework**

# minimum six core Media and Communication subjects (75 points)

or

**Option 2: Minor Thesis**

# minimum four core Media and Communication subjects (50 points)

| 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          |

**Elective Subjects****Option 1: Coursework**

# maximum two electives (25 points)

or

**Option 2: Minor Thesis**

# maximum of one elective subject (12.5 points)

# Media and Communications Thesis (37.5 points)

Note: the thesis requires two consecutive semesters of enrolment.

| Subject   | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| ASIA90001 Human Rights in Southeast Asia        | Not offered 2013           | 12.50          |
| CULS40001 Cultural Policy and Power             | Not offered 2013           | 12.50          |
| DEVT90039 Civil Society, NGOs and the State     | Not offered 2013           | 12.50          |
| MECM90012 Media and Communications Thesis       | Not offered 2013           | 18.75          |
| MULT50001 Research Principles and Practices     | February, July             | 12.50          |
| PUBL90006 Writing and Editing for Digital Media | Not offered 2013           | 12.50          |
| SCRN40003 Ethnographic and Documentary Cinema   | Not offered 2013           | 12.50          |
| SCRN40013 Censorship: Film, Art and Media       | Not offered 2013           | 12.50          |

**Entry Requirements:**

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

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|   | <p># An undergraduate degree with a minimum grade average of at least H2B (70%) The Selection Committee may conduct interviews or tests and may call for referee reports and employer references to elucidate any of the matter referred to above.</p> <p>Applicants seeking recognition of prior professional experience must provide the following documentation in support of their application:</p> <p># Brief curriculum vitae, detailing work experience; contact details of two referees; a covering letter outlining the applicants professional background and how this prepares them to successfully undertake the program.</p> <p>In some cases, an interview and/or two reference letters from employers/managers detailing the period of employment and areas of responsibility, and/or evidence of written work or reports undertaken during the period of employment may be requested.</p> |
| <b>Core Participation Requirements:</b> | <p>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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a></p>   |
| <b>Further Study:</b>                   | <p>The course provides a pathway either to the Master of Global Media and Communication or to higher degree research for students who have not completed a four year BA (honours) with a research component in media and communication.</p>   |
| <b>Graduate Attributes:</b>             | <p><a href="http://www.unimelb.edu.au/about/attributes.html">http://www.unimelb.edu.au/about/attributes.html</a></p>  |
| <b>Links to further information:</b>    | <p><a href="http://www.culture-communication.unimelb.edu.au/">http://www.culture-communication.unimelb.edu.au/</a></p>  |