

AMGT90017 Communicating the Arts

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2013. 2 hour lecture and 1 hour tutorial per week
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	Admission into the Master of Arts & Cultural Management, Master of Arts & Cultural Management (Moving Image), Master of Art Curatorship, or Master of Cinema Management.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Formerly available as 760-550 Audiences and the Arts II. Students who have completed 760-550 Audiences and the Arts II are not permitted to enrol in this subject.
Core Participation Requirements:	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 subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements 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: http://www.services.unimelb.edu.au/disability/
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Subject Overview:	This subject investigates the diversity of communication forms, practices and strategies used across the breadth of arts organisations. Students will explore a range of influential communication concepts, investigating the evolution from traditional forms of engagement to contemporary innovations in this area. Seminars will explore the interrelationship between communication theory and practice, identifying pivotal issues and influential concepts in arts communication. Students will engage in an advanced study of scholarly approaches and contemporary debates in the field. Students will become actively involved in a range of tasks including writing reviews, creating blogs, writing catalogue entries, examining archival and historical documents, developing grant applications and by designing promotional campaigns for arts organisations.
Objectives:	Upon completing this subject students should be able to: <ul style="list-style-type: none"> # understand communication practices in a range of arts industry contexts; # demonstrate an understanding of the effectiveness of different media; # demonstrate an understanding of the influences of socio-economic and cultural trends on promotion strategies; # understand specific communications theory and models relevant to arts and cultural activity; # demonstrate written skills for specific communications tasks; and # formulate an integrated communication plan.
Assessment:	A minor essay or case study totalling 2000 words 40% (due mid-semester) and a major group project totalling 3000 words 60% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays

	submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be able to demonstrate advanced communication skills and ability to work successfully with peers; # be able to access a broad range of resource material and appropriate professional and governmental agencies; # be able to demonstrate creative thinking; # be able to conceptualise and design projects; and # be able to demonstrate leadership and teamwork.
Notes:	This subject was formerly 760-550 Audiences and the Arts II. Students who have completed 760-550 Audiences and the Arts II are not permitted to enrol in this subject.
Related Majors/Minors/Specialisations:	100 Point Master of Art Curatorship (Coursework and Minor Thesis) 100 Point Master of Arts and Cultural Management 100 Point Moving Image 150 Point Master of Art Curatorship (Coursework and Minor Thesis) 150 Point Master of Arts and Cultural Management 150 Point Moving Image 200 Point Master of Art Curatorship (Coursework and Minor Thesis) 200 Point Master of Arts and Cultural Management 200 Point Moving Image