

## MECM30006 Media and Communications Internship

<b>Credit Points:</b>	25
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2013. On Campus
<b>Time Commitment:</b>	Contact Hours: 2-hours per week plus a minimum of 80-hours of work placement to be determined in consultation with the subject coordinator and workplace mentor. Total Time Commitment: Total expected time commitment is 202-hours across the semester, including class time, on campus supervision, individual consultations and a minimum of 80-hours placement. Students must attend the compulsory internship information session (held in August or September in the year prior to their enrolment in the subject) and cannot enrol in the subject if they have not attended this session. Students are required to attend the compulsory formal pre-internship briefing on workplace issues, which takes place in the first lecture of the semester of enrolment. Students are not able to commence their internship placement if they have not attended this compulsory session.
<b>Prerequisites:</b>	Completion of 100 points of second year study in the BA (Media and Communications) enriched major and is only available to students enrolled prior to 2011 in the BA (Media and Communications) 105-MC.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	100-310 Media and Communications Internship
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	Dr Beth Driscoll <b><a href="mailto:driscoll@unimelb.edu.au">driscoll@unimelb.edu.au</a> (mailto:driscoll@unimelb.edu.au)</b>
<b>Subject Overview:</b>	In this subject, students will acquire practical experience in one or more media and communications environments, under the guidance of a workplace mentor. Academic supervision and support will be provided in the form of on-campus seminars and regular consultations, during which students will develop communication skills relevant to their placement(s), and report on their workplace experience. This subject is designed to expose final-year students to work practices in media and communications setting(s), and to provide opportunities to enhance their communication and research skills. On completion of the subject, students will have developed professional contacts, acquired skills which make them productive in the workplace, and gained valuable vocational experience. The Media and Communications Program may, at its discretion, and depending on resources and student interest, also offer students a placement as part of a group media/communications project. In circumstances where a student's excellent academic results demonstrate a special aptitude for media communications research and where suitable opportunities exist, placement with a research project inside the Media and Communications program may be possible, at the discretion of the coordinator in consultation with the Head of Program.
<b>Objectives:</b>	On completion of the subject students should have: # the ability to demonstrate understanding of the economic, social, cultural, technological and political contexts of their Internship placement;

	<ul style="list-style-type: none"> <li># the ability to reflexively evaluate their own performance and development in terms of theoretical understanding, personal strengths and weaknesses and 'professional' conduct within their selected Internship environment, with a view to improving future performance;</li> <li># the ability to demonstrate familiarity with professional practices and competencies required in roles relevant to their Internship placement;</li> <li># the ability to identify dilemmas and difficulties encountered within their Internship environment and account for these.</li> </ul>
<b>Assessment:</b>	A career development strategy of 3000 words 40% (due mid-semester) and an internship report of 5000 words 60% (due a week after the end of classes). In order to be eligible for assessment, students must satisfactorily undertake a work placement of a minimum of 80 hours. Students must attend a minimum of 80% of lectures and tutorials in order to participate in this program. Assessment submitted late without an approved extension will be penalised at 10% per day. All pieces of written work must be submitted to pass this subject.
<b>Prescribed Texts:</b>	Subject readings will be made available on-line.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<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>Generic Skills:</b>	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> <li># be able to manage time effectively in work and research tasks;</li> <li># be able to reflexively evaluate personal performance and identify strengths, weaknesses and strategies for improvement.</li> <li># be able to apply appropriate research methods to tasks in their area of professionalisation;</li> <li># be able to apply active listening and questioning skills in developing productive work relationships with different people and roles.</li> </ul>
<b>Notes:</b>	This subject is not available as Breadth or to students enrolled in the Bachelor of Arts. This subject is only available to students enrolled in the BA (Media and Communications) enriched major 105-MC prior to 2011. Students cannot enrol in the Internship through their student portal. Students must apply to the Internship Coordinator or Administrator for application details. Applications close on 14 October for Internships in both semester 1 and 2 of the following year. Students must attend a compulsory pre-internship briefing session held in August or September of the year prior to undertaking the Internship and must attend the compulsory pre-internship briefing on workplace issues in the first lecture of the semester of their enrolment. Students who do not attend the information session are not able to undertake this subject. Students who do not attend the compulsory pre-internship briefing on workplace issues may be excluded from the subject.
<b>Related Course(s):</b>	<p>Bachelor of Arts(Media and Communications)</p> <p>Bachelor of Arts(Media and Communications) &amp; Bachelor of Commerce</p>