

# Media and Communications

<b>Year and Campus:</b>	2014																																
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<b>Overview:</b>	See program overview																																
<b>Learning Outcomes:</b>	See program objectives																																
<b>Structure &amp; Available Subjects:</b>	<p><b>The Graduate Certificate in Arts in this area of specialisation requires:</b></p> <p># four elective subjects (50 points)</p> <p>Total 50 points</p>																																
<b>Subject Options:</b>	<p><b>Elective Subjects</b></p> <p>50 points</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MECM10003 Media and Society</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20003 Net Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM20006 Understanding Australian Media</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20009 Introduction to Media Writing</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20010 Comparing Media Systems</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM20011 Approaches to Media Research</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30004 Media Futures and New Technologies</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30010 Writing Journalism</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30013 Marketing Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MECM10003 Media and Society	Semester 1	12.50	MECM20003 Net Communications	Semester 2	12.50	MECM20006 Understanding Australian Media	Semester 1	12.50	MECM20009 Introduction to Media Writing	Semester 1	12.50	MECM20010 Comparing Media Systems	Semester 2	12.50	MECM20011 Approaches to Media Research	Semester 2	12.50	MECM30004 Media Futures and New Technologies	Semester 2	12.50	MECM30010 Writing Journalism	Semester 1	12.50	MECM30013 Marketing Communications	Semester 2	12.50
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<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>	Graduate Certificate in Arts																																