

100 Point Master of Publishing and Communications

Year and Campus:	2014
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Overview:	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.
Learning Outcomes:	<p>Students who complete the Master of Publishing and Communications should have:</p> <ul style="list-style-type: none"> # an advanced knowledge of editorial principles and methods across a range of genres and media; # a detailed understanding of the use of computers in editing and publishing for print and digital media; # a sound knowledge of the commercial aspects of publishing; # a highly developed understanding of the organisation and operation of the publishing industries in Australia and the Asia Pacific region; # a detailed and practical knowledge of effective communications strategies in business and professional contexts; # advanced skills in researching, writing and thinking critically about challenges facing the publishing and communications industries.
Structure & Available Subjects:	<p>100 point program</p> <p>Duration: 1 year full-time/ up to 2 years part-time</p> <p>The Master of Publishing and Communications 200 point program requires:</p> <p>Coursework Only Option</p> <ul style="list-style-type: none"> # elective subjects (100 points) <p>or</p> <p>Minor Thesis Option</p> <ul style="list-style-type: none"> # PUBL90017 Publishing and Communications Thesis (37.5 points) # MULT50001 Research Principles and Practices (12.5 points) # elective subjects (50 points) <p>Capstone Requirement:</p> <p>All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one capstone option -</p> <p>Capstone Stream 1: PUBL90017 Publishing and Communications Thesis (37.5 points)</p> <p>Purpose: An opportunity to integrate knowledge and research skills to address a research question</p> <p>Capstone Stream 2 : MULT90019 Internship II (Placement & Research) (25 points)</p> <p>Purpose: An opportunity to apply knowledge and research skills to solve problems that arise in professional contexts and develop an integrated understanding of theory and practice</p> <p>Capstone Stream 3: PUBL90009 Advanced Editing for Digital Media + PUBL90021 Editing Masterclass (12.5 + 12.5 = 25 points)</p> <p>Purpose: Multiple opportunities to develop knowledge and skills through sustained projects</p>

Capstone Stream 4: PUBL90020 Advanced Book Publishing (25 points)

Purpose: An opportunity to apply knowledge, methodologies and production skills through a sustained project

Capstone Stream 5: PUBL90003 The Contemporary Publishing Industry + PUBL90015 Publishing and Communications 5A or PUBL90016 Publishing and Communications 5B (12.5 + 12.5 = 25 points)

Purpose: An opportunity to apply methodologies, skills and a critical knowledge of industry practices to address a research topic, integrating theory and practice

Capstone Stream 6: PUBL90003 The Contemporary Publishing Industry + PUBL90021 Editing Masterclass (12.5 + 12.5 = 25 points)

Purpose: An opportunity to apply methodologies, skills and a critical knowledge of industry practices to a sustained project, integrating theory and practice

For policies that govern this degree, see **Academic Services Policy** (<http://www.services.unimelb.edu.au/policy/index.html>) in the **University Melbourne Policy Framework** (<http://www.policy.unimelb.edu.au/>) . Students also should also refer to information in the **Student Policy Directory**. (http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj)

Subject Options:

Minor Thesis Subjects

Minor Thesis Option:

- # PUBL90017 Publishing and Communications Thesis (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)

Please note the following:

The thesis requires two consecutive semesters of enrolment.

Students enrolled in the thesis subject PUBL90017 must complete the core subject MULT50001 Research Principles and Practices.

Subject	Study Period Commencement:	Credit Points:
MULT50001 Research Principles and Practices	February, July	12.50
PUBL90017 Publishing and Communications Thesis	Semester 1, Semester 2	18.75

Elective Subjects

Coursework Only Option:

- # elective subjects (100 points)

or

Minor Thesis Option:

- # elective subjects (50 points)

Subject	Study Period Commencement:	Credit Points:
MECM90017 Media Writing: Rhetoric and Practice	Semester 2	12.50
MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25
PUBL90007 History of Books and Reading	Semester 2	12.50
PUBL90009 Advanced Editing for Digital Media	Semester 1	12.50
PUBL90010 Print Production and Design	Semester 1	12.50

PUBL90012 Practicum	Semester 1, Semester 2	25
PUBL90013 Advanced Magazine Editing and Publishing	Semester 1	25
PUBL90014 Legal Issues in Media and Publishing	Semester 1	12.50
PUBL90015 Publishing and Communications 5A	Semester 1	12.50
PUBL90016 Publishing and Communications 5B	Semester 2	12.50
PUBL90019 Print Markets: Structures and Strategies	Semester 2	12.50
PUBL90020 Advanced Book Publishing	Semester 2	25
PUBL90021 Editing Masterclass	Semester 1, Semester 2	12.50

Additional Elective Subjects

Please note: 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 2014	12.50
CWRI90004 Creative Writing Advanced Workshop	September	12.50
VISM90001 Text, Time and Space	Semester 2	12.50

Links to further information:	http://www.culture-communication.unimelb.edu.au/
Related Course(s):	Master of Publishing and Communications