

105MC Bachelor of Arts(Media and Communications)

Year and Campus:	2014
CRICOS Code:	035406M
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Undergraduate
Duration & Credit Points:	300 credit points taken over 36 months
Coordinator:	Dr Carolyne Lee (Email: carolyne@unimelb.edu.au) School of Culture and Communication
Contact:	<p>Arts Student Centre (http://www.arts.unimelb.edu.au/about/contact.html) Ground Floor, Arts West (Building 148) (http://maps.unimelb.edu.au/parkville/building/148)</p> <p><i>Enquiries</i> Phone: 13 MELB (13 6352) Email: 13MELB@unimelb.edu.au (mailto:13MELB@unimelb.edu.au)</p>
Course Overview:	<p>This course is no longer taking applications. The Bachelor of Arts (Media and Communications course 105MC) is being phased out and only available to current students enrolled in the course pre -2010. Students wishing to apply for a Bachelor of Arts will need to refer to the following website Bachelor of Arts (http://ba.unimelb.edu.au/) . Students in this course are encouraged to make a time to meet with a course advisor in the student centre to discuss their study options.</p> <p>The Media and Communications program is a Bachelor of Arts stream designed to provide students with optimal access to the globally expanding world of media and new communication technologies and to future post graduate study and research.</p> <p>The program is deliberately interdisciplinary in nature and offers a distinctive blend of academic study and media-related practice delivered by internationally recognized scholars and experienced industry professionals. By this means students can determine pathways to a wide range of media-related careers and opportunities and/or prepare a foundation for later postgraduate study and advanced research.</p> <p>Media and Communications is studied as interrelated global-local processes comprising media institutions and communication technologies, media representations and texts, and the media audiences and processes of reception all situated in relation to social political and cultural contexts, and the historical dynamics of change. Students are encouraged to develop their critical understanding of the changing nature and role(s) of Media and Communications in today's '<i>mediatised</i>' societies as well as develop practical skills and research aptitudes of use to them in their future careers within today's rapidly changing global media environment.</p>
Learning Outcomes:	<p>The Bachelor of Arts (Media and Communications) has as its objectives that graduates:</p> <ul style="list-style-type: none"> # are enabled to develop a comprehensive overview of the media's place in today's society, economy and culture, with an emphasis on the Asia-Pacific region; # are provided with the fundamental written communication skills required by successful journalists and other media professionals; # are helped to achieve an understanding of new communication technologies and their impact on the fast changing global media environment; # are trained to think across media- a skill of increasing importance for the next generation of media professionals and media researchers; # are helped to appreciate the value of an international and interdisciplinary approach to the study of Media and Communications; # are offered the opportunity to gain industry experience in the form of internships; <p>are offered opportunities to develop research skills and engage in applied analysis of media within different subjects and through the presentation of a final research project.</p>
Course Structure & Available Subjects:	Course Structure:

The BA (Media and Communications) is a three year full time program comprising 100 points at each of levels one, two and three, for a total of 300 points.

At level one, students complete two compulsory subjects (25 points), two subjects from a list of media and communications optional level one subjects (25 points), and 50 points of additional level one study from the Bachelor of Arts degree. Students in the BA (Media and Communications) are restricted to 100 points at level one and may not enrol in any further level one subjects after completing this requirement.

Upon entering level two, students choose between two streams of major study:

1. Enriched Major Study: a comprehensive program of study in Media and Communications, comprising :

50 points of core subjects at level two, 50 points of optional media and communications subjects at level two and **either**:

two core subjects at level three, two optional subjects at level three, compulsory subject Media and Communications Research Project and compulsory subject Media and Communications Internship:

or

three core subjects at level three, three optional subjects at level three and compulsory subject Media and Communications Research Project.

Please note: Students completing an enriched major are encouraged to meet with a course advisor to ensure that course requirements are being met, please book an appointment online: <http://arts.unimelb.edu.au/arts-student-centre> (<http://arts.unimelb.edu.au/arts-student-centre>)

2. Double Major Stream: a concentrated program of Media and Communications study designed to be taken in conjunction with a major in another arts discipline, comprising:

25 points of core and 25 points of optional media and communications subjects at each of levels two and three (totalling 100 points);

100 points of Bachelor of Arts study to be taken across levels two and three including the completion of an arts major. For details on Arts majors, see <http://handbook.unimelb.edu.au/view/2009/105-AA>

Students completing the following combined Media and Communications programs should refer to course structures/requirements from the year they commenced: <https://psc.unimelb.edu.au/> (<https://psc.unimelb.edu.au/>)

BA (Media and Communication)/Bachelor of Commerce

BA (Media and Communications)/Bachelor of Laws

(These programs are only available to students who commenced prior to 2008)

For information on policies that govern this degree, see **Academic Policies and Procedures** (<http://policy.unimelb.edu.au/category/Academic+Policies+and+Procedures>) listed in the **Melbourne Policy Library** (<http://policy.unimelb.edu.au/>) .

Subject Options:

Level One Compulsory Subjects

All first-year Media and Communications students must have completed the following level one compulsory subjects. These subjects are not available after 2010. Therefore, in order to qualify for the Media and Communications degree it is mandatory that all students have completed these subjects:

MECM10001 (100-100) Introduction to Media and Communications (12.5 points)MECM10002 (100-101) Professional Writing (12.5 points)

Level One Media and Communications Elective Subjects

First-year Media and Communications students must select at least two of the following elective first-year subjects:

Subject	Study Period Commencement:	Credit Points:
ASIA10001 Language and Power in Asian Societies	Semester 1	12.50
POLS10003 Introduction to Political Ideas	Semester 2	12.50
LING10001 The Secret Life of Language	Semester 2	12.50

CWRI10001 Creative Writing: Ideas and Practice	Semester 1	12.50
SCRN10001 Introduction to Cinema Studies	Semester 1	12.50
CULS10005 Media, Identity and Everyday Life	Semester 2	12.50
POLS10001 Australian Politics	Semester 1	12.50
LING10002 Intercultural Communication	Semester 1	12.50

Level Two Core Subjects

Subject	Study Period Commencement:	Credit Points:
MECM20006 Understanding Australian Media	Semester 1	12.50
MECM20003 Net Communications	Semester 2	12.50
MECM20010 Comparing Media Systems	Semester 2	12.50
MECM20011 Approaches to Media Research	Semester 2	12.50

Level Three Core Subjects

Subject	Study Period Commencement:	Credit Points:
MECM30010 Writing Journalism	Semester 1	12.50
MECM30016 Digital Media Research	Semester 1	12.50
MECM30002 Perspectives in Global Media Cultures	Semester 2	12.50
MECM30004 Media Futures and New Technologies	Semester 2	12.50
MECM30013 Marketing Communications	Semester 2	12.50

Interdisciplinary Electives (available at either level two or three, or at both levels)

Students wishing to take electives not listed below from the Bachelor of Arts (B-Arts) will need to seek approval from the co-ordinator.

Australian Indigenous Studies

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
AIND20005 Aboriginal Land, Law and Philosophy	Semester 2	12.50
AIND20010 Australian Environmental Philosophy	Semester 2	12.50
AIND30010 Aboriginal Cultural Studies	Semester 1	12.50
AIND30011 Aboriginal Writing	Semester 2	12.50

Creative Writing

Note: Some optional subjects have prerequisites.

Subject	Study Period Commencement:	Credit Points:
CWRI20005 Creative Non Fiction	Semester 1	12.50
CWRI20006 Script for Performance	Semester 1	12.50
CWRI20007 Poetry	Semester 1	12.50
CWRI30001 Novels	Semester 1	12.50

CWRI30005 Writing For Theatre	Semester 2	12.50
CWRI20002 Short Fiction	Semester 2	12.50
CWRI30006 Poetry and Poetics	Semester 1	12.50
CWRI20009 Writing for Screen	Semester 2	12.50
CWRI30013 Biography and Autobiography	Semester 2	12.50
CWRI30014 Advanced Screenwriting	Semester 1	12.50

English Literary Studies

Note: Some optional subjects have prerequisites

Subject	Study Period Commencement:	Credit Points:
ENGL20022 Modernism and Avant Garde	Semester 1	12.50
ENGL20023 American Classics	Semester 2	12.50
ENGL30007 Genre Fiction/Popular Fiction	Semester 1	12.50
ENGL20009 The Australian Imaginary	Semester 1	12.50
ENGL30006 Global Literature and Postcolonialism	Semester 1	12.50
ENGL20025 Reverberations of Terror: 1789-1900	Semester 2	12.50
THTR20021 Shakespeare in Performance	Semester 2	12.50
ENGL20031 Adaptation and Transgression	Semester 1	12.50
ENGL20032 Poetry, Love, and Death	Not offered 2014	12.50
ENGL30006 Global Literature and Postcolonialism	Semester 1	12.50

History

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
HIST30014 Making China Modern	Not offered 2014	12.50
HIST30065 USA and the World: Empire of Liberty?	Semester 2	12.50
HIST20034 Modern Southeast Asia	Semester 2	12.50
HIST30059 Race in America	Semester 1	12.50
HIST20075 Migrant Nation: Culture and Identity	Semester 1	12.50

History and Philosophy of Science

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
HPSC20009 iSociety: Technology & Contemporary Life	Semester 1	12.50

Linguistics and Applied Linguistics

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
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LING20010 Language, Society and Culture	Semester 2	12.50
LING30011 Computer Mediated Communication	Semester 2	12.50

Political Science

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
POLS20008 Public Policy Making	Semester 2	12.50
POLS30007 Crisis and Change in Australian Politics	Semester 2	12.50
POLS30011 Chinese Politics and Society	Semester 1	12.50
POLS30019 Australian Foreign Policy	Semester 2	12.50
POLS30022 Global Environmental Politics	Semester 2	12.50
POLS20026 Politics and the Media	Semester 1	12.50

Sociology

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
SOCI20006 Sociology of the Body	Not offered 2014	12.50

Screen and Cultural Studies

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
SCRN20011 Hollywood and Entertainment	Semester 1	12.50
CULS20016 Media Histories	Semester 1	12.50
SCRN20013 Australian Film and Television	Semester 1	12.50
CULS20014 Television, Lifestyle & Consumer Culture	Semester 2	12.50
CULS20015 Rock to Rave	Semester 1	12.50
CULS30002 Asian Cinema and Media	Semester 1	12.50
SCRN30005 The Digital Screenscape	Semester 2	12.50
CULS30003 City Cultures	Semester 2	12.50
SCRN30001 Art Cinema and the Love Story	Semester 1	12.50
CULS30004 Thinking Sex	Semester 1	12.50
SCRN20014 Film Genres and Auteurs	Semester 2	12.50

Entry Requirements:

2010 was the final intake into this program **students wishing to undertake a Media and Communications major can do so in the Bachelor of Arts (<http://ba.unimelb.edu.au/>) . (<http://www.arts.unimelb.edu.au/futurestudents/programs/BAMc.html>)**

For the entry requirements into the Bachelor of Arts please visit:

www.futurestudents.unimelb.edu.au (<http://www.futurestudents.unimelb.edu.au/>)

Core Participation Requirements:	For the purposes of considering requests 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: http://www.services.unimelb.edu.au/disability/
Further Study:	The Media and Communications Program offers a range of postgraduate coursework and research programs: Postgraduate Certificate in Arts (Media and Communications), Postgraduate Diploma in Arts (Media and Communications), Master of Global Media Communication, Master of Arts in Media Communication (thesis only) and Doctor of Philosophy (PhD). Details of these programs are available in the University's on-line postgraduate course guide and from the Media and Communications program.
Graduate Attributes:	see under course objectives
Generic Skills:	see under course objectives