

Media and Communications

Year and Campus:	2015																																
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Overview:	<p>Students who complete the Graduate Diploma in Arts should:</p> <ul style="list-style-type: none"> # be 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; # be provided with the fundamental written communication skills required by successful journalists and other media professionals; # be helped to achieve an understanding of new communication technologies and their impact on the fast changing global media environment; # be trained to think across media - a skill of increasing importance for the next generation of media professionals and media researchers; # be helped to appreciate the value of an international and interdisciplinary approach to the study of Media and Communications. 																																
Learning Outcomes:	See program objectives																																
Structure & Available Subjects:	<p>Duration: 1 year full-time / 2 years part-time</p> <p>The Graduate Diploma in Arts in this area of specialisation requires:</p> <ul style="list-style-type: none"> # two compulsory subjects (25 points) # six elective subjects (75 points) <p>Total 100 points</p> <p>Please note: four of the elective subjects need to be from Level 3.</p>																																
Subject Options:	<p>Compulsory Subjects</p> <p>two compulsory subjects (25 points)</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MECM40003 Researching Audiences and Reception</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM40007 Change in Journalism</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Elective Subjects</p> <p>Six elective subjects (75 points)</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <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>Not offered 2015</td> <td>12.50</td> </tr> <tr> <td>MECM20010 Comparing Media Systems</td> <td>Semester 1</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>MECM30002 Perspectives in Global Media Cultures</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MECM40003 Researching Audiences and Reception	Semester 1	12.50	MECM40007 Change in Journalism	Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	MECM20003 Net Communications	Semester 2	12.50	MECM20006 Understanding Australian Media	Semester 1	12.50	MECM20009 Introduction to Media Writing	Not offered 2015	12.50	MECM20010 Comparing Media Systems	Semester 1	12.50	MECM20011 Approaches to Media Research	Semester 2	12.50	MECM30002 Perspectives in Global Media Cultures	Semester 2	12.50
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	MECM30004 Media Futures and New Technologies	Semester 2	12.50
	MECM30010 Writing Journalism	Semester 1	12.50
	MECM30013 Marketing Communications	Semester 2	12.50
	MECM30015 Media and Communications Project	Semester 1	12.50
Links to further information:	http://www.culture-communication.unimelb.edu.au/		
Related Course(s):	Graduate Diploma in Arts		