

Media and Communications

Year and Campus:	2015
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Overview:	Students will gain considerable knowledge in an area of media and communication and engage in critical assessment of major debates and professional practices. The Graduate Diploma in Arts (Advanced) in this area of specialisation allows students to undertake a research project in a specialist field of study. The course provides a pathway to higher degree research for students who have not completed a four year BA (honours) with a research component in media and communication. Alternatively, students may continue towards the professional masters in global media communications.
Learning Outcomes:	<p>Students who complete the Graduate Diploma in Arts (Advanced) in this area of specialisation should be able to:</p> <ul style="list-style-type: none"> # complete either the equivalent of fourth year honours with a research component or the equivalent of the first year of the Master of Global Media Communication; # demonstrate the knowledge and capacities required to work in industry, government and advocacy; # understand the fundamental principles for making critical and ethical judgments regarding professional practice; # evaluate the dynamic processes of change operating in contemporary media and communication industries; # develop strategy, write policy and communicate through written and oral presentations in academic, policy and cross-cultural forums; # combine the perspectives of industry, public sector and civil society professionals with the research skills and methodologies of professional media and communication; and # demonstrate advanced skills in research, analysis and interpretation with particular emphasis on questions of globalisation/localisation, identity, citizenship and democracy.
Structure & Available Subjects:	<p>Duration: 1 year full-time / 2 years part-time</p> <p>The Graduate Diploma in Arts (Advanced) in this area of specialisation requires:</p> <p>Coursework Only Option:</p> <ul style="list-style-type: none"> # minimum six core Media and Communication subjects (75 points) # maximum two electives (25 points) <p>or</p> <p>Minor Thesis Option:</p> <ul style="list-style-type: none"> # minimum four core Media and Communication subjects (50 points) # maximum of one elective subject (12.5 points) # Media and Communications Thesis (37.5 points) <p>Please note: the thesis must be taken over two consecutive semesters</p> <p>Total 100 points</p> <p>Please note: the thesis must be taken over two consecutive semesters</p>
Subject Options:	<p>Media and Communication Core Subjects</p> <p>Coursework Only Option:</p> <ul style="list-style-type: none"> # minimum six core Media and Communication subjects (75 points) <p>or</p> <p>Minor Thesis Option:</p>

minimum four core Media and Communication subjects (50 points)

Subject	Study Period Commencement:	Credit Points:
MECM40003 Researching Audiences and Reception	Semester 1	12.50
MECM40006 Public Relations and Communications	Semester 1	12.50
MECM40007 Change in Journalism	Semester 2	12.50
MECM40011 Writing for the Media	Semester 1	12.50
MECM40016 Audiovisual Communication	Semester 1, Semester 2	12.50
MECM90007 Media Convergence and Digital Culture	Semester 2	12.50
MECM90015 History of Network Media	February	12.50
MECM90020 Global Media: Theory and Research	Semester 2	12.50

Minor Thesis Subject**Minor Thesis Option:**

Media and Communications Thesis (37.5 points)

Please note: the thesis requires two consecutive semesters of enrolment.

Subject	Study Period Commencement:	Credit Points:
MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75

Elective Subjects**Coursework Only Option:**

maximum two electives (25 points)

or

Minor Thesis Option:

maximum of one elective subject (12.5 points)

Media and Communications Thesis (37.5 points)

Please note: the thesis requires two consecutive semesters of enrolment.

Subject	Study Period Commencement:	Credit Points:
ASIA90001 Human Rights in Southeast Asia	Semester 2	12.50
CULS40001 Cultural Policy and Power	Semester 1	12.50
DEVT90039 Civil Society, NGOs and the State	Semester 2	12.50
MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75
MULT50001 Research Principles and Practices	February, July	12.50
PUBL90006 Writing and Editing for Digital Media	Semester 2	12.50
SCRN40003 Ethnographic and Documentary Cinema	Semester 2	12.50
SCRN40013 Censorship: Film, Art and Media	Semester 2	12.50

Links to further information:<http://www.culture-communication.unimelb.edu.au/>

Related Course(s):	Graduate Diploma in Arts (Advanced)
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