

# 150 Point Master of Global Media Communication

<p><b>Year and Campus:</b></p>	<p>2015</p>
<p><b>Coordinator:</b></p>	<p>Associate Professor Ingrid Volkmer Email: <a href="mailto:ivolkmer@unimelb.edu.au">ivolkmer@unimelb.edu.au</a></p>
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<p><b>Overview:</b></p>	<p>The Master of Global Media Communication (MGMC) equips graduates to work in media and communication sectors as well as across a broad range of professional domains, including government, corporate and NGO sectors, in which communication skills and knowledge of media platforms and strategies provide a key competitive advantage.</p> <p>In the contemporary globalised world, knowledge of the changing landscape of media industries, production pathways, and a critical understanding of social and economic transformations are vital professional attributes.</p> <p>Students undertaking the course will acquire a deep and critically informed understanding of how media industries, policies, technologies and formats are implicated in contemporary social and economic life. They have the opportunity to build knowledge relating to key areas, such as journalism, public relations and communications advocacy, and skills in audiovisual media production and media writing.</p> <p>Students can opt to do an industry internship as part of their masters degree. MGMC students also have the opportunity to undertake a research thesis that can provide a pathway to PhD study.</p>
<p><b>Learning Outcomes:</b></p>	<p><b>Students who complete the Master of Global Media Communication should:</b></p> <ul style="list-style-type: none"> <li># demonstrate the knowledge and capacities required to work at high levels in industry, government and advocacy;</li> <li># provide leadership in the areas of public communication and policy at a national and global level;</li> <li># understand the fundamental principles for making critical and ethical judgments regarding professional practice;</li> <li># evaluate the dynamic processes of change operating in contemporary media and communication industries;</li> <li># develop strategy and policy, and communicate effectively through written and oral presentations to academic, policy and cross-cultural forums;</li> <li># combine an understanding of the different perspectives of industry, public sector and civil society professionals with the research skills and methodologies of professional media and communications; and</li> <li># demonstrate advanced skills in research, analysis and interpretation with particular emphasis on questions of globalisation/localisation, identity, citizenship, power and democracy.</li> </ul>
<p><b>Structure &amp; Available Subjects:</b></p>	<p><b>150 point program</b></p> <p><b>Duration</b> 1.5 years full-time / up to 3 years part-time</p> <p><b>The Master of Global Media Communication 150 point program requires:</b></p> <ul style="list-style-type: none"> <li># 50 points from core subjects from List A</li> <li># minimum of 62.5 points core subjects from List B</li> <li># maximum of 37.5 points elective subjects</li> </ul> <p><b>Please note the following:</b></p> <ul style="list-style-type: none"> <li># students who undertake the thesis option are not eligible to also undertake the Internship (25 points).</li> <li># any variation of the electives must be discussed with the program coordinator.</li> </ul> <p><b>Capstone Requirement:</b></p>

**All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one capstone option -**

**Capstone Stream 1: MULT90019 Internship II (Placement & Research) (25 points)**

**Purpose:** An opportunity to apply knowledge and research skills to solve problems that arise in professional contexts and develop an integrated understanding of knowledge, research and practice

**Capstone Stream 2: MECM90012 Media and Communication Thesis (37.5 points)**

**Purpose:** An opportunity to integrate knowledge and research skills to address a research question

**Capstone Stream 3: PUBL90012 Practicum (25 points)**

**Purpose:** An opportunity to apply knowledge and research skills to develop an integrated understanding of knowledge, research and practice within a professional context

**Capstone Streams 4 - 9: MECM90020 Global Media: Theory and Research and MECM50001 Political Economy of the Network Society or MECM90002 Global Media Governance and Policy or MECM90003 Mobility, Culture and Communication or MECM90009 Global Crisis Reporting or MECM90016 Representation and Advocacy or MECM90017 Media Writing: Rhetoric and Practice (12.5 + 12.5 = 25 points)**

**Purpose:** Multiple opportunities to acquire research methods skills and integrate knowledge and research skills to address a research question, project or substantial piece of work

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](http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj))

**Subject Options:**

**Core Subjects - List A**

50 points

Subject	Study Period Commencement:	Credit Points:
MECM40002 Journalism: Conflict and Society	Not offered 2015	12.50
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	June	12.50

**Core Subjects - List B**

A minimum of 62.5 points

Subject	Study Period Commencement:	Credit Points:
MECM50001 Political Economy of the Network Society	Semester 1	12.50
MECM90002 Global Media Policy & Governance	Semester 1	12.50
MECM90003 Mobility, Culture and Communication	Semester 1	12.50

MECM90009 Global Crisis Reporting	Semester 2	12.50
MECM90016 Representation and Advocacy	February	12.50
MECM90017 Media Writing: Rhetoric and Practice	Semester 2	12.50
MECM90019 Social Media and Change	July	12.50
MECM90020 Global Media: Theory and Research	Semester 2	12.50

**Elective Subjects**

Maximum of 37.5 points

Subject	Study Period Commencement:	Credit Points:
DEVT90009 Development Theories	Semester 1	12.50
GEND90007 Rethinking Rights and Global Development	Semester 2	12.50
HIST90014 Gender: Representations and Histories	Not offered 2015	12.50
MECM90010 Strategic Political Communication	January	12.50
MECM90012 Media and Communications Thesis	Semester 1, Semester 2	18.75
MECM90019 Social Media and Change	July	12.50
MULT50001 Research Principles and Practices	February, July	12.50
MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25
MULT90059 Social Enterprise Incubator	Semester 2	12.50
PUBL90012 Practicum	Semester 1, Semester 2	25
PUBL90014 Legal Issues in Media and Publishing	Semester 1	12.50
PPMN50001 U21 Advanced International Study	February	12.50

<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>	Master of Global Media Communication