

105MC Bachelor of Arts(Media and Communications)

Year and Campus:	2015
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)</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. and only available to current students enrolled in the course pre -2010. Students enrolled in this degree should make an appointment with an arts student advisor to discuss their enrolment and ensure that they are meeting course requirements, appointments can be booked via the Student Advising System SAS (http://student-advising-system.unimelb.edu.au/) .</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:	<p>Course Structure:</p> <p>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.</p>

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 Introduction to Media and Communications (12.5 points) MECM10002 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
CWRI10001 Creative Writing: Ideas and Practice	Semester 1	12.50
SCRN10001 Introduction to Cinema Studies	Semester 1	12.50
POLS10001 Australian Politics	Semester 1	12.50

LING10002 Intercultural Communication	Semester 1	12.50
CULS10005 Media, Identity and Everyday Life	Semester 2	12.50
LING10001 The Secret Life of Language	Semester 2	12.50
POLS10003 Introduction to Political Ideas	Semester 2	12.50

Level Two Core Subjects

Subject	Study Period Commencement:	Credit Points:
MECM20006 Understanding Australian Media	Semester 1	12.50
MECM20010 Comparing Media Systems	Semester 1	12.50
MECM20003 Net Communications	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:
AIND30010 Aboriginal Cultural Studies	Semester 1	12.50
AIND20005 Aboriginal Land, Law and Philosophy	Semester 2	12.50
AIND20010 Australian Environmental Philosophy	Semester 2	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
CWRI30001 Novels	Semester 1	12.50
CWRI30014 Advanced Screenwriting	Semester 1	12.50
CWRI20007 Poetry	Semester 1	12.50

CWRI30006 Poetry and Poetics	Semester 1	12.50
CWRI30005 Writing For Theatre	Semester 2	12.50
CWRI20002 Short Fiction	Semester 2	12.50
CWRI20009 Writing for Screen	Semester 2	12.50
CWRI30013 Biography and Autobiography	Semester 2	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
ENGL30007 Genre Fiction/Popular Fiction	Semester 1	12.50
ENGL30006 Global Literature and Postcolonialism	Semester 2	12.50
ENGL30006 Global Literature and Postcolonialism	Semester 2	12.50
ENGL20031 Adaptation and Transgression	Semester 1	12.50
ENGL20023 American Classics	Semester 2	12.50
ENGL20009 The Australian Imaginary	Semester 2	12.50
THTR20021 Shakespeare in Performance	Semester 2	12.50
ENGL20032 Poetry, Love, and Death	Semester 2	12.50
ENGL20025 Reverberations of Terror: 1789-1900	Not offered 2015	12.50

History

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
HIST30065 USA and the World: Empire of Liberty?	Semester 1	12.50
HIST20075 Migrant Nation: Culture and Identity	Semester 1	12.50
HIST20034 Modern Southeast Asia	Semester 2	12.50
HIST30014 Making China Modern	Semester 2	12.50
HIST30059 Race in America	Semester 2	12.50

History and Philosophy of Science

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
HPSC20009 Technology & Contemporary Life	January	12.50

Linguistics and Applied Linguistics

Note: Some optional subjects have specific prerequisites.

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

LING30011 Computer Mediated Communication	Not offered 2015	12.50
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Political Science

Note: some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
POLS30011 Chinese Politics and Society	Semester 1	12.50
POLS20026 Politics and the Media	Semester 1	12.50
POLS20008 Public Policy Making	Semester 2	12.50
POLS30019 Australian Foreign Policy	Semester 2	12.50
POLS30022 Global Environmental Politics	Semester 2	12.50
POLS30007 Crisis and Change in Australian Politics	Not offered 2015	12.50

Sociology

Note: Some optional subjects have specific prerequisites.

Subject	Study Period Commencement:	Credit Points:
SOCI20006 Sociology of the Body	Not offered 2015	12.50

Screen and Cultural Studies

Note: Some optional subjects have specific prerequisites.

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

The inherent academic requirements for study in the Bachelor of Arts are: the ability to attend classes and actively engage in both independent and group learning; the ability to comprehend complex disciplinary and interdisciplinary information related to the courses taught in the faculty;

	<p>the ability to explain and evaluate complex concepts, theories and issues at work in a variety of texts; the ability to clearly communicate a knowledge and application of humanities, social sciences and language principles and practices during assessment tasks. Students must possess behavioural and social attributes that enable them to participate in a complex learning environment. They must take full responsibility for their own participation and learning and adhere to the expectations outlined in the Student Charter. Students also contribute to the learning of other students in collaborative environments and must therefore demonstrate a wide range of interpersonal skills which consider the needs of other students. Assessment may include the outcomes of tasks completed in collaboration with other students. Integrity, concern for others, interpersonal skills, interest, and motivation are all personal qualities that are deemed necessary for students enrolled in the BA. The Bachelor of Arts (BA) welcomes applications from students with disabilities. It is University and Faculty policy to take all reasonable steps to enable the participation of students with disabilities. Students who feel their disability will prevent them from participating in tasks involving these inherent academic requirements are encouraged to contact Disability Liaison. Adjustments can be provided to minimise the impact of a disability; however, students should participate in the course in an independent manner.</p>
<p>Further Study:</p>	<p>Honours High-achieving BA graduates may apply for entry to the Bachelor of Arts (Degree with Honours) The Honours program comprises a research project as well as specialist subjects. For more information on entry to Honours, see the Arts Honours webpage (http://arts.unimelb.edu.au/futurestudents/honours-studies/) .</p> <p>Coursework Masters If you wish to continue your professional studies at postgraduate level, the studies you undertake in your major can provide a direct pathway to coursework masters degrees in a wide range of areas. Entry is based on academic merit and in most cases requires completion of a Bachelor degree or equivalent. For more information on entry into a coursework masters degree see the University graduate programs webpages (http://www.futurestudents.unimelb.edu.au/grad/) .</p> <p>Research Higher Degrees If you wish to undertake advanced research and explore particular study areas in more depth, there will be opportunities to proceed to a range of Research Higher Degrees at masters and doctoral level, usually upon completion of an Honours degree. For more information about research higher degree study in Arts and the entry requirements, see the Arts Graduate Research Programs (http://arts.unimelb.edu.au/research) webpages and the Melbourne School of Graduate Research. (http://gradresearch.unimelb.edu.au/)</p>
<p>Graduate Attributes:</p>	<p>The University of Melbourne educational experience prepares well-rounded graduates who are academically outstanding, practically grounded and socially responsible. Melbourne's graduates are distinguished by their broad outlook and openness to different perspectives. Melbourne's degrees develop research and reasoning skills that equip graduates to be influential citizens with high leadership potential. The University's graduates engage with national and global issues and are attuned to social and cultural diversity. They have high levels of self-awareness and value their personal integrity and well-being. Academic distinction A Melbourne degree provides graduates with in-depth knowledge of their specialist disciplines and skills in examining issues with multiple disciplinary perspectives. Melbourne graduates are critical, creative thinkers with strong reasoning skills. They can apply knowledge, information and research skills to complex problems in a range of contexts and are effective oral and written communicators. The Melbourne educational experience prepares graduates to be entrepreneurial and innovative thought-leaders. Melbourne graduates bring research and inquiry skills to challenges in their workplaces and communities. They are adept lifelong learners who generate bold and novel ideas by critically evaluating alternative possibilities and viewpoints. Active citizenship Melbourne graduates have engaged with contemporary local, national and global issues and developed an appreciation of the Asian region. They have a high regard for human rights, social inclusion, ethics and the environment. Melbourne graduates are aware of the social and cultural diversity in communities and can work collaboratively with people from diverse linguistic and cultural backgrounds. In particular, they have an understanding of and deep respect for Indigenous knowledge, culture and values. The Melbourne experience supports a commitment to civic service in graduates' lives and careers, equipping them to be active, well-informed citizens who make substantial contributions to society. Graduates have the potential to be leaders in their professions and communities, with the capacity to work effectively across disciplines and cultures. Through advocacy and innovation they are able to lead change for a sustainable future. Integrity and self-awareness Melbourne graduates are motivated, self-directed and well-organised, with the ability to set goals and manage time and priorities. They are able to work effectively both independently and in groups. They are also highly self-aware and reflective, with skills in self-assessment, and place great importance on their</p>

personal and professional integrity. The opportunities offered by the Melbourne experience help prepare graduates who are enthusiastic, self-assured and confident of their knowledge, yet flexible, adaptable and aware of their limitations. Melbourne's graduates are willing to explore, experiment and learn from mistakes. They have empathy and concern for the welfare of others and can manage their own well-being.