

## MC-GMCOM Master of Global Media Communication

<b>Year and Campus:</b>	2016 - Parkville
<b>CRICOS Code:</b>	045345C
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	200 credit points taken over 24 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Associate Professor Ingrid Volkmer Email: <a href="mailto:ivolkmer@unimelb.edu.au">ivolkmer@unimelb.edu.au</a>
<b>Contact:</b>	<p><b>Graduate School of Humanities and Social Sciences</b></p> <p><b>Currently enrolled students:</b></p> <ul style="list-style-type: none"> <li># Contact <b>Stop 1</b> (<a href="http://students.unimelb.edu.au/stop1">http://students.unimelb.edu.au/stop1</a>)</li> <li># General information: <a href="https://ask.unimelb.edu.au">https://ask.unimelb.edu.au</a> (<a href="http://ask.unimelb.edu.au/">http://ask.unimelb.edu.au/</a>)</li> </ul> <p><b>Future students:</b></p> <ul style="list-style-type: none"> <li># Further information: <a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a> (<a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a>)</li> <li># Contact: 'make an enquiry' on <a href="http://graduate.arts.unimelb.edu.au/degrees/11-master-of-global-media-communication">http://graduate.arts.unimelb.edu.au/degrees/11-master-of-global-media-communication</a> (<a href="http://graduate.arts.unimelb.edu.au/degrees/11-master-of-global-media-communication">http://graduate.arts.unimelb.edu.au/degrees/11-master-of-global-media-communication</a>)</li> </ul>
<b>Course Overview:</b>	<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>
<b>Learning Outcomes:</b>	<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>

**Course Structure & Available Subjects:****200 point program****Duration:** 2 years full-time / 4 years part-time**First 100 points**

- # minimum of 75 points of Media and Communication core subjects
- # maximum of 25 points of elective subjects from the list provided

**Second 100 points****Coursework Only Option:**

- # minimum of 62.5 points of Level 5 Media & Communication core subjects
- # maximum of 37.5 points of elective from the list provided

**or****Minor Thesis Option:**

- # 50 points of level 5 Media and Communications core subjects
- # MECM90012 Media and Communication Thesis subject (37.5 points)
- # MULT50001 Research Principles & Practice subject (12.5 points)

**150 point program****Duration** 1.5 years full-time / up to 3 years part-time**Coursework Only Option:**

- # 50 points from core subjects from List A
- # minimum of 62.5 points core subjects from List B
- # maximum of 37.5 points elective subjects

**Minor Thesis Option:**

- # 50 points core subjects from List A
- # 50 points core subjects from List B
- # MECM90012 Media and Communications Thesis subject (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)

**100 point program****Duration:** 1 year full-time / 2 years part-time**Coursework Only Option:**

- # minimum of 62.5 points core subjects
- # maximum of 37.5 points of elective subjects

**or****Minor Thesis Option:**

- # 50 points of core subjects
- # MECM90012 Media and Communication Thesis subject (37.5 points)
- # MULT50001 Research Principles & Practice subject (12.5 points)

**Please note the following:**

Students who undertake the thesis option are not eligible to also undertake the Internship subject.  
Any variation of the electives must be discussed with the program coordinator.

**Capstone Requirement:**

**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))

**Majors/Minors/ Specialisations**

Major/Minor/Specialisation
200 Point Master of Global Media Communication
150 Point Master of Global Media Communication
100 Point Master of Global Media Communication

**Entry Requirements:**

1. In order to be considered for entry, applicants must have completed:
    - an undergraduate degree with a weighted average mark of at least H2B (70%), or equivalent. Meeting this requirement does not guarantee selection.
  2. In ranking applications, the Selection Committee will consider:
    - prior academic performance; and
    - relevance of previous studies.
  3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Academic Board **rules** (<http://about.unimelb.edu.au/academicboard/resolutions>) on the use of selection instruments.
  4. Applicants are required to satisfy the university's **English language requirements** (<http://futurestudents.unimelb.edu.au/admissions/entry-requirements/language-requirements>) for graduate courses. For those applicants seeking to meet these requirements by one of the standard tests approved by the Academic Board, performance band 6.5 is required.
- Applicants with the following may be awarded up to 50 points of credit:

	<ul style="list-style-type: none"> <li>• a honours degree in any discipline, with a weighted average mark of at least H2B (70%), or equivalent; or</li> <li>• an undergraduate degree in a cognate discipline, with a weighted average mark of at least H2B (70%), or equivalent, and at least one year of documented, relevant work experience;</li> <li>• an undergraduate degree in any discipline, and a Graduate Certificate in Arts (Advanced) (Media and Communications) with a weighted average mark of at least H2B (70%), or equivalent.</li> </ul> <p>Applicants with the following may be awarded up to 100 points of credit:</p> <ul style="list-style-type: none"> <li>• an honours degree in a cognate discipline, with a weighted average mark of at least H2B (70%), or equivalent; or</li> <li>• an undergraduate degree, and a Graduate Diploma in Arts (Advanced) (Media and Communications) with a weighted average mark of at least H2B (70%), or equivalent; or</li> <li>• an undergraduate degree in a cognate discipline, with a weighted average mark of at least H2B (70%), or equivalent, and at least two years of documented, relevant work experience.</li> </ul> <p>Applicants seeking credit for relevant work experience must document their experience with a brief curriculum vitae detailing the experience, contact details of two referees who can confirm the authenticity and nature of the experience claimed, and a covering letter that explains how the experience is relevant to the program and prepares them for it.</p>
<b>Core Participation Requirements:</b>	<p>For the purposes of considering request 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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a></p>
<b>Further Study:</b>	<p>Students who complete the thesis option may be eligible to undertake a PhD or Masters by Research program.</p>
<b>Graduate Attributes:</b>	<p>Graduates will be equipped with the skills necessary for advanced critical analysis, strategic management, problem-solving and policy making in media-related organisations, including the skills to: analyse key areas of contemporary media strategies, governance and advocacy; engage with the social, political, economic and ethical dimensions of media practice; understand communication as a process that is central to the exercise of contemporary power, and apply research skills to a range of contexts; and draw on a range of disciplines and develop a future-oriented, comparative and global focus.</p>
<b>Generic Skills:</b>	<p>Students who successfully complete the Masters should enhance their skills in:</p> <ul style="list-style-type: none"> <li># research: through competent use of advanced information sources and retrieval of appropriate information;</li> <li># critical and theoretical thinking: through presentation of research papers, conceptualising theoretical problems, forming judgements and arguments from conflicting evidence, and by critical analysis;</li> <li># time management and planning: through managing and organising workloads;</li> <li># team work: through group activities; and</li> <li># advanced skills in writing, reporting and communicating facts and ideas.</li> </ul>
<b>Links to further information:</b>	<p><a href="http://www.culture-communication.unimelb.edu.au/">http://www.culture-communication.unimelb.edu.au/</a></p>