



MONASH  
University

BACHELOR  
OF MEDIA  
COMMUNICATION

[monash.edu](http://monash.edu)



## This course is:



# A degree for today's media world

The rise of digital technology – such as social media, mobile phones and virtual reality – are changing the way we live. Today's generation consumes data and interacts like never before, leading to a completely new communication environment.

The Bachelor of Media Communication addresses the growing demand for graduates with new and diverse skills in communication, and a critical understanding of how media influences

our lives. You'll learn to focus on new ways of doing things, to challenge convention, and devise solutions that will take us into the next century.

## Why choose Monash?

- » We are ranked among the world's **top 1 percent** of universities\*
- » The Bachelor of Media Communication is the **first degree of its kind** in Australia, offering an unparalleled mix of practice-based learning, theory and portfolio development
- » As Australia's largest university, we offer you incredible **global opportunities** with our partners in China, Italy, the UK and beyond
- » Gain **practical experience** through our extensive network of industry partners offering internships and project opportunities

\*74<sup>th</sup> in the world according to Times Higher Education World University Rankings 2016-2017.

## Graduate with a portfolio that will make you stand out.

Our emphasis is on developing your practical experience and work-ready skills, so much so that you will be building a portfolio of real work throughout your course. This could be projects like a documentary, a short film, or a digital marketing campaign, depending on your interest area. The result is tangible pieces of work you can take out and show to potential employers.

## + Career outcomes

The Bachelor of Media Communication opens you up to a diverse range of careers, some of which have yet to be created. Career options include:

- » Journalist
- » Media analyst
- » Broadcaster
- » Filmmaker
- » TV producer
- » TV presenter
- » Advertising creative
- » Copywriter
- » Digital marketer
- » Content producer
- » Digital archivist
- » Music producer for gaming
- » Social media strategist
- » Communications manager

# What you will study

The Bachelor of Media Communication will build your skills across three themes:

- 01 **Strategic knowledge**
- 02 **Practical and professional skills**
- 03 **Collaboration and leadership**



## Strategic knowledge

This means you will have a clear understanding of how media communication has changed over time and what impact this has on us at a local and global level. You'll understand the power of media and be able to create future scenarios. Strategic knowledge also means you'll be creative and able to adapt to media communication changes in the future.



## Practical and professional skills

You'll be able to link your knowledge to practical skills in a professional context for example implementing concepts, managing projects and content and developing your competency in ethical and legal aspects of media communication.



## Collaboration and leadership

You'll be competent working in a team and in different media communication settings. You'll develop the skills needed to engage with different stakeholders and experts from academia, industry, government and the community. It also means competency in social and cross-cultural awareness.

The Bachelor of Media Communication has a flexible structure. You can tailor the course to your interests by choosing your specialisation, and electives. In your third year, you can choose to either undertake an internship, or take on a major project in your area of interest.



## The Core Units

These core units are unique to the Bachelor of Media Communication, and are designed to equip you with the required industry skills and knowledge.

### Media challenges

What are the great media challenges of our time? How should we approach them? Learn how to critically analyse and think strategically about how to tackle today's problems as well as those that lie ahead.

### Communicating in the digital era

The evolving digital landscape requires you to be fluent in a variety of areas including video production, broadcasting, news reporting, advertising and social media. In this unit you'll combine critical skills in digital literacy with practical skills in media production to develop your overall digital knowledge.

### Media practice labs

With our new purpose-built media labs, you'll have the opportunity to experience what it's like to work in

a professional media environment right on campus! Experiment with different kinds of technology – from working in live and post-production TV studios, to the latest radio broadcast facilities.

### Internship OR professional project

If you are interested in gaining valuable work experience, you can apply for an **internship** through our extensive network of industry partners. Our size and scale gives you access to opportunities all around the world, from working with a multinational in the UK or an NGO in India, to a government department in Australia.

The internship runs over four weeks in the final year of your course. It will give you the opportunity to build networks and make contacts for your career development. Many of our graduates go on to work in the companies they interned at.



If you prefer to pursue a creative project, you can choose the **professional project** option. This is a major project you produce in collaboration with other students and a community partner organisation.

It's your opportunity to integrate the knowledge and skills you gain through the course, and use the Monash Media Lab facilities to produce a unique piece of work such as a documentary, film, video series, website, installation or multimedia asset. The project will contribute to your portfolio of work, setting you up for your career.

## Specialisations

There are four specialisations to choose from. If you're not sure which to pursue, you can start with two specialisations in first year, and make a decision in second year.

### 01 Journalism

Robust and accurate journalism is essential for democratic societies. You'll be prepared for professional practice with advanced skills in research and communication, and you'll develop knowledge across the full range of production technologies, including digital, print, video and audio.

### 02 Media

You'll become a true media expert in today's fast-evolving world. Build skills and knowledge in media research, management,

communication and policy. You'll examine digital and social media, and the ways they have transformed broadcasting, print media, and other more traditional media forms.

### 03 Screen

You'll explore Australian, Asian, European and US film and television cultures, looking at the power and influence screen has to share stories, and its ability to influence and change society. You'll also develop practical video production skills relevant to a broad range of media platforms.

### 04 Digital humanities

In a world that is moving to a knowledge economy where data is knowledge, digital humanities is a field that is growing exponentially overseas to investigate, communicate and experience this data-rich world critically and creatively through the intersection of technology, humanities and design. You'll move from being a consumer to a producer and manipulator of data prepared

for new roles in new media, big data, digital archiving and other areas which are yet to be defined by this amazing new field.

## Free electives

There are eight free electives in the course.

This means you will have the flexibility to take units from another discipline within arts (such as politics or a language) or from another faculty (such as business, IT or science). These electives will complement your specialisation and add diversity to your skill set, making you stand out from your peers.

## An example of how your course can be structured

Bachelor of Media Communication (with a media specialisation)

### YEAR 1

SEM 1	Media challenges	Media and culture	Specialisation 2	Elective
SEM 2	Communicating in the digital era	Understanding media	Specialisation 2	Elective

### YEAR 2

SEM 1	New media: From telegraph to Twitter <b>OR</b> Youth media: understanding media research <b>OR</b> The public sphere	Specialisation elective	Elective	Elective
SEM 2	Specialisation elective	Media communication practice lab	Elective	Elective

### YEAR 3

SEM 1	Communications and media studies: Contemporary debates <b>OR</b> Media industry project	Media communication practice lab	Media communication practice lab or elective	Elective
SEM 2	Media project or Industry internship		Media communication practice lab or elective	Elective



# Media and communication at Monash: A world of change

Our emphasis is on making an impact in the world. We want to create a new generation of thinkers, future-driven media and communication professionals who will dare to create positive change across all endeavours.



## What you will learn

### Develop a global perspective

We encourage you to develop your international outlook and cultural literacy. For example, you can use your free electives to study a language, or go overseas on exchange. Many of our students spend a semester at the Monash Prato Centre in Italy.

### Gain work-ready skills

Using the multi-million dollar Monash Media Lab facilities you'll learn the hard-grit skills of media and communication. You'll be completely immersed in technical camera skills, lighting techniques, scripting, video editing, colour grading and more.

### Get connected with industry

You'll learn from leading industry professionals – television anchors and journalists, award-winning writers and producers, creative directors and social media editors. People who are the movers and shakers of the communication world.

### Double degree options

Monash is one of the only universities in Australia to offer such a wide range of double degrees. With the Bachelor of Media Communication, you can choose from two double degree options: the Bachelor of Media Communication and Bachelor of Business, OR the Bachelor of Media Communication and Bachelor of Design.

**+ Did you know?**

The Monash Media Lab is one of the country's most advanced media facilities.

You'll gain invaluable practical experience with equipment that's used in media all over the world helping make you job ready.



**MONASH**  
University

## **Monash Arts** **Don't Stop Exploring**

For more course details

Visit [future.arts.monash.edu/  
bachelor-media-communication](http://future.arts.monash.edu/bachelor-media-communication)

To speak to a course adviser

Tel: 1800 666 274

Email: [future@monash.edu](mailto:future@monash.edu)

Ready to apply?

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