2017 Student Guide

Department of Media and Communications

School of Literature, Art and Media
Faculty of Arts and Social Sciences
# Contents

Welcome by Chair of Department  2

Why Study at MECO?  3

Career Opportunities  3

**Undergraduate Programs**  4 - 15

BA in Media and Communications  4 - 5

Digital Cultures Program  6 - 7

2017 Units of Study  8 - 15

Honours Programs  16 - 17

**Postgraduate Programs**  18 - 39

Media Practice  18 - 19

Digital Communication and Culture  20 - 21

Strategic Public Relations  22 - 23

Publishing  24 - 25

Health Communications  26 - 27

2017 Units of Study  28 - 37

Research Degree Programs  38 - 39

Staff & 2017 Coordinators  40 - 44

Key Dates for 2017  Inside Back Cover

Contact Details  Back Cover

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Welcome

As Chair of the Department of Media and Communications (MECO) it is my great pleasure to welcome you to the University of Sydney. Whether you are an undergraduate student embarking on tertiary study, a mid-career professional completing a formal qualification or an international student experiencing Australia for the first time, I am convinced that you will enjoy your degree and the relationships you build here.

To equip our graduates with the depth of knowledge and agility to thrive in today’s dynamic media environment we have developed a comprehensive suite of programs and degrees. These all centre on developing excellence in skill development along with a nuanced understanding of rapidly evolving media and communications industries.

Our undergraduate Bachelor of Arts (MECO) is far more than a journalism course. It blends a strong base in media and communications theory into the digital era with cutting-edge training in media writing and multi-media production. It also accommodates up to two other major areas of study of your choice, enabling you to shape the degree that sets you apart from other graduates in your field. One of these majors may be in Digital Cultures, which focuses on how social media, new media and digital technologies are used in contemporary media, culture and everyday life.

For those entering postgraduate study we provide specialisations in media practice, public relations, health communication, publishing and digital cultures. Our Masters degrees culminate in engaging capstone options that foster critical enquiry and problem solving. These include research dissertations, practical media projects and competitive internships with the most sought after employers.

We are equally proud of our vibrant and inclusive research culture incorporating digital media transformations, political economy, media activism and journalism studies. Our research in the fields of media and communication is recognised as above world standard in the Excellence in Research Assessments in Australia (ERA) rankings, and our spirit of enquiry leads us to collaborate across the campus, and indeed the world, in research partnerships targeting complex issues.

Throughout your degree you will have the advantage of learning from our globally recognised experts in a wide range of research fields and production contexts. Not only will this improve your career prospects, it will whet your appetite for life-long learning; an appetite you will need as our next generation of informed citizens, media-makers and professional communicators.

Dr Alana Mann
Chair of Department
Media and Communications
Media and Communications

At the University of Sydney

The Media and Communications Department (MECO) is a leading centre for teaching, research and public engagement in the rapidly changing media and communications environment.

MECO’s highly qualified staff bring industry experience and professional connections, as well as scholarly knowledge to their teaching, so that MECO students enjoy up-to-date, culturally aware and historically informed courses.

The Department boasts high-level, fully equipped production facilities, with computer labs, television and radio studios.

Together with its Digital Cultures program, MECO offers online media production and a broad understanding of digital arts, publishing and mobile media.

MECO also has one of Australia’s biggest humanities internship programs, providing career and portfolio building opportunities. We have two full-time internship coordinators to assist you in finding the right work placement and make sure you’re ready for whatever career you’re hoping to embark on.

MECO is renowned for its friendly, receptive and collaborative teaching and research. We look forward to learning from you, too, and working together.

Career Opportunities

- Journalist, including cross-media, online, print (newspapers, magazines), radio, or television reporting, producing, editing or research
- Digital content producer or editor (web, mobile, social media platforms)
- Engagement editor
- Social media strategist, analyst, adviser or researcher
- Media researcher in corporate, public or non-government sectors
- Media regulation and policy advisor
- Media relations advisor or press secretary
- Communications manager or coordinator
- Publicist or publicity coordinator
- Public relations manager
- Social media marketing and promotions
- Community manager or moderator
- Web producer, manager, editor or designer
- Content developer or user experience designer
- Magazine designer and editor for print, online or mobile platforms
- Publisher, development editor or publications editor
- Content writer and copy editor
- Social marketing, design and health promotion
Undergraduate Program

BA in Media and Communications

The Bachelor of Arts (Media and Communications) is an interdisciplinary degree offered at both pass and honours levels. The ‘media and communications’ component of the four-year Pass degree offers students professional training in the main areas of media production and an advanced education in the history and theory of the field.

Core units of study focus on media production and consumption, the structure of the media and communications industries, the media’s role in culture and politics, globalisation and legal and ethical issues in the field. You explore these areas through a diverse array of disciplinary perspectives and relevant critical theories and develop professional skills in the fields of print, radio, video, online media and public relations. In your fourth year of study, you will undertake an industry internship.

The degree equips students for entry into areas such as print, broadcast and online journalism, international communications, media regulation and public policy, media and public relations and corporate communications. The four-year structure of the Pass degree also qualifies students to apply to those graduate programs in the United States that require a four-year undergraduate degree.

Requirements for the Degree

For the Bachelor of Arts (Media and Communications), you complete the following:

• 192 credit points over four years of full-time study
• 78 credit points in core Media and Communications compulsory units of study (18 credit points from junior units of study and 60 credit points from senior units of study listed in this subject area, including an internship in the fourth year)
• a major from Table A and further elective units of study which may add up to an additional optional major from either Table A or B of this Handbook, or a Marketing major from the Sydney Business School
# Sample Pathway

## BA in media and communications

<table>
<thead>
<tr>
<th>Year</th>
<th>Sem One</th>
<th>Sem Two</th>
<th>Sem One</th>
<th>Sem Two</th>
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<td>Table A or B Junior Unit</td>
<td>Table A Junior Unit</td>
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<td>MECO1003 Principles of Media Writing</td>
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<td>Table A Junior / Senior or Table B Senior Unit</td>
<td>Table A Junior / Senior or Table B Senior Unit</td>
<td>Table A Major Senior Unit</td>
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<td>MECO3601 Video Production</td>
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<tr>
<td>3rd</td>
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<td>MECO3606 Advanced Media Writing</td>
<td>Table A or B Senior Unit</td>
<td>Table A Major Senior Unit</td>
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<td>MECO3602 Online Media</td>
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<td>MECO 3673 Research Methods in Media and Communications</td>
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<td>Table A or B Unit</td>
<td>Table A or B Senior Unit</td>
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Digital Cultures Program

The Digital Cultures Program critically investigates the Internet, new media and digital technologies and the roles they play in contemporary society, culture, business, politics, the arts and everyday life. Our units of study explore the interface between emerging new media technologies and cultural practices involving information, communication, knowledge, identities and power.

Students may take individual Digital Cultures units of study as electives or complete a major in digital cultures as part of the three year BA or four year BA(MECO).

Digital Cultures Major

For a major in Digital Cultures, students must complete 36 senior credit points including the following:

• At least 24 credit points from core Digital Cultures senior-intermediate (2000 level) and senior-advanced (3000 level) units of study
• The compulsory senior-advanced core unit ARIN3620 Researching Digital Cultures

There are no junior units in Digital Cultures. Completion of 18 junior credit points, taken from any of the following will admit you into senior units of study: Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communications, Psychology and Sociology.

Senior-intermediate (2000 level) units of study are designed to offer an overview of an area, genre or disciplinary problem, giving you an opportunity to survey and consolidate knowledge and skills in Digital Cultures. Senior-advanced (3000 level) units are advanced level units in Digital Cultures that should be taken in the third year of your major.

Senior-intermediate core Digital Cultures units:

ARIN2610 Web Transformations
ARIN2620 Cyberworlds
ARIN2630 Digital Arts
ARIN2640 Games and Play

Senior-advanced core Digital Cultures units:

ARIN3610 Technology and Culture
ARIN3620 Researching Digital Cultures
### Elective units

As part of your major you can replace up to 12 senior credit points with electives listed in the Digital Cultures unit of study table. Please note that you cannot replace the compulsory core unit ARIN3620 Researching Digital Cultures.

<table>
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<tr>
<th>Year</th>
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<td>ARIN2620</td>
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<td>SEM TWO</td>
<td>ARIN2640</td>
<td>Games and Play</td>
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<td>2nd Year</td>
<td>SEM ONE</td>
<td>ARIN2630</td>
<td>Digital Arts</td>
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<td>SEM TWO</td>
<td>Senior unit</td>
<td>Senior unit</td>
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<td>3rd Year</td>
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<td>ARIN3610</td>
<td>Technology and Culture</td>
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<td>3rd Year</td>
<td>SEM TWO</td>
<td>Senior unit</td>
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<tr>
<td>3rd Year</td>
<td>SEM ONE</td>
<td>ARIN3620</td>
<td>Researching Digital Cultures</td>
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<tr>
<td>3rd Year</td>
<td>SEM TWO</td>
<td>Senior unit</td>
<td>Senior unit</td>
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</tbody>
</table>

**Note:** Not every elective unit of study is offered every year. For further information, see the 2017 Faculty of Arts and Social Sciences handbook: [http://sydney.edu.au/handbooks/arts/units_of_study/tablea/digital_cultures.shtml](http://sydney.edu.au/handbooks/arts/units_of_study/tablea/digital_cultures.shtml)
2017 Units of Study

Undergraduate program taught within the Department

Please Note: Only BA(MECO) and BA(MECO/BLaws) students may enrol in the MECO units. However, MECO students are welcome to enrol in the Digital Cultures (ARIN) units in addition to the MECO units.

Semester 1
ARIN2620 Cyberworlds
ARIN2640 Games and Play
ARIN3610 Technology and Culture
MECO1001 Introduction to Media Studies
MECO2601 Radio Broadcasting
MECO3603 Media, Law and Ethics
MECO3606 Advanced Media Writing
MECO3671 Media and Communications Internship
MECO3673 Research Methods in Media and Communication

Semester 2
ARIN2610 Web Transformations
ARIN2630 Digital Arts
ARIN3620 Researching Digital Cultures
MECO1002 Media and Communications Landscapes
MECO1003 Principles of Media Writing
MECO2603 Public Relations
MECO3601 Video Production
MECO3602 Online Media
MECO3605 Media Globalization
MECO3609 Critical Media Practice
MECO3671 Media and Communications Internship
Junior MECO

MECO1001 Introduction to Media Studies
Session: Semester 1
Credit points: 6
Classes: 2x1hr lecture/week, 1x1hr tutorial/week
Assessment: 1x1200wd essay (30%), 1x1800wd essay (40%), 1x2hr exam (30%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit offers an introduction to the history and theory of media and communications studies. Students will gain a foundation in key concepts, methodologies and theorists in the field. They will also explore the interdisciplinary roots of media and communications studies and acquire basic research skills. By the end of the unit students should be familiar with major shifts in the history and theory of media and communications studies and with basic concepts and methodologies in the field.

MECO1002 Media and Communications Landscapes
Session: Semester 2
Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Assessment: 1x1000wd equivalent presentation (20%), 1x2000wd essay (40%), 1x2hr exam (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
The unit introduces students to the key ideas, trends, organisations and institutional bodies that shape and define the ‘landscape’ in which media and communications practitioners operate. It offers students an opportunity to gain a foundational understanding of the media and communication field in Australia that will be important for placing professional work done in media and communications in a social, cultural, historical, economic and political context.

MECO1003 Principles of Media Writing
Session: Semester 2
Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr seminar/week
Assessment: 1x300wd news story (15%), 1x600wd news story (15%), 1x1500wd news portfolio (30%), 1x2hr exam (30%), workshop participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit will give students foundational skills in writing for the print and broadcast media. Students will learn the elements of journalistic style, how to structure news and feature articles, how to script basic broadcast and online news, and be introduced to the principles of interviewing and journalistic research.
Senior Digital Cultures

ARIN2610 Web Transformations
Session: Semester 2
Credit points: 6
Classes: 1x1.5hr lecture/week, 1x1.5hr tutorial/week
Prerequisites 18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy, Psychology or Sociology)
Prohibitions: ARIN2100
Assessment: 1x1500wd equivalent workshops and tutorial exercises (20%), 1x1500wd report to government/industry (40%), 1x1500wd digital media strategy (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

The Internet is a medium undergoing constant change, while also becoming progressively integrated into everyday life. Web Transformations critically examines recent changes in the technology, language, design and social networking on the internet. It introduces key skills in evaluation, strategy, interaction design and writing for the web within a historical context. Beyond the web, it evaluates the implications of emerging applications such as mobile technologies, internet of things and social media.

ARIN2620 Cyberworlds
Session: Semester 1
Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy, Psychology or Sociology)
Prohibitions: ARIN2200
Assessment: 1x2000wd essay (30%), 1x1000wd test (20%), 1x1500wd take-home exercise (40%), participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

Are online encounters different from face-to-face encounters? What is the difference between the real and the virtual? How do online identities relate to offline identities? This unit of study introduces students to key perspectives, themes and debates in the expanding world of online interaction and cultural production including social media, art, games, virtual worlds, augmented reality and participatory culture. Is the term ‘cyberworld’ redundant in a world where online and offline experiences, cultural forms and identities have become increasingly enmeshed?
ARIN2630 Digital Arts
Session: Semester 2
Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr seminar/week
Prerequisites: 18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy, Psychology or Sociology)
Prohibitions: ARIN2300 Assessment:
1x2000wd essay (40%), 1x1500wd art review (30%), 1x1000wd art blog (20%), tutorial participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Digital Arts explores the ways digital and new media technologies are being used to transform cultural production, distribution and reception in the visual and performing arts, film and popular culture. Students will learn about the changing aesthetic, cultural and technical dimensions of new digital technologies and will develop the critical and analytical tools with which to discuss and evaluate digital art works and the ways that audiences interact with them.

ARIN2640 Games and Play
Session: Semester 1
Credit points: 6
Classes: 1x1-hr lecture/week, 1x2-hr tutorial/week
Prerequisites: (18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Psychology or Sociology) or (18 Junior credit points from GCST, SCLG, ANTH, ENGL1008, ENGL1026, PHIL1011 or PHIL1013)
Prohibitions: ARIN3640 Assessment:
1x1000wd tutorial activity (20%), 1x2000wd game analysis (40%), 1x1500wd gamed design project (30%), tutorial participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Computer games have emerged as distinctive cultural forms, with their own aesthetics, design cultures, user communities and academic study. This unit of study uses historical and critical theories on games and play to explore how computer games work and to examine their complex interrelationships with culture. Drawing on readings from games studies, new media and design, students will analyse a range of different games and use hands-on exercises to develop their own game design concept.

ARIN3610 Technology and Culture
Session: Semester 1
Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 12 senior credit points from (Digital Cultures, Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Psychology or Sociology)
Prohibitions: ARIN2600 Assessment:
1x1000wd provocations and report (20%), 1x1500wd influence analysis (30%), 1x2000wd essay (40%), participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Technology and Culture analyses the relationships between technological developments and cultural change, with a particular focus on digital media. This unit of study interrogates the changing conceptions of technology in society by tracing the influence of key works in the critical Humanities and social sciences. Through close readings and provocative discussion of advanced texts, students explore the significance of technology in social power, identity, gender, social shaping, class, space, assemblages, actor-networks, experience, thought, time, and the future.
ARIN3620 Researching Digital Cultures
Session: Semester 2
Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 12 senior credit points from Digital Cultures
Prohibitions: ARIN2000
Assessment: 1x2000wd research blog (45%), 1x2500wd research proposal (45%), participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
How do people make and use new media technologies? To answer this question you need to know how to conduct research: a systematic investigation using carefully chosen and ethically sound methods. In this unit students prepare a research proposal to improve knowledge about the social implications of the latest developments in information technologies. They build their methodology by choosing a combination of methods: big data analysis; ethnography, interviews, surveys, online methods, discourse analysis, content analysis and/or case studies.

Senior MECO
Note: Available to BA (MECO), BA (MECO/BLaws) students only
MECO2601 Radio Broadcasting
Session: Semester 1
Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr workshop/week
Prerequisites: 18 junior credit points from Media and Communication
Prohibitions: MECO2001
Assessment: 1x400wd equivalent individual radio news writing and presentation exercise (20%), 1x2000wd equivalent live group radio production and documentation (40%), 1x2100wd critical listening and reflection journal (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit of study provides an introduction to the theory and practice of radio production and broadcasting, with an emphasis on broadcast journalism. It combines a history of the medium and theoretical analysis of such concepts as news values and audiences, with a strong practical production component. Students will conceptualise, research, script, edit and present short radio pieces, individually and working in small groups. There is a major academic component of this unit that requires students to reflect critically on radio in theory and practice.

MECO2603 Public Relations
Session: Semester 2
Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr tutorial/week
Prerequisites: 18 junior credit points from Media and Communications
Prohibitions: MECO2003
Assessment: 1x2000wd communication plan (30%), 1x1000wd PR tactics presentation (30%), 1x1500wd take-home exercise (30%), tutorial participation (10%)
This unit of study introduces students to strategic public relations: the use of effective communication to build mutual understanding and positive relationships between organisations (or individuals) and their publics. Students
learn to develop a public relations campaign using appropriate strategies and tactics, and objective measurement metrics. Core topics include: media relations, issues management, crisis communication, communication plans, public relations strategies and ethical practice.

MECO3601 Video Production
Session: Semester 2
Credit points: 6
Classes: 1x2-hr lecture/week, 1x 2-hr workshop/week
Prerequisites: 18 junior credit points from Media and Communications
Prohibitions: MECO3001
Assessment: 1x1300wd equivalent 80-sec news piece (25%), 1x2000wd equivalent 6-min video (50%), 1x1200wd analysis in exam format (25%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit builds on knowledge and skills acquired in your media studies, writing and radio units. It extends both production skills (technical and management) and visual storytelling techniques. It introduces students to the history, theory and practice of video production (mainly field-based video), with a strong focus on broadcast journalism. The unit will equip students with practical skills in planning and researching a video production, as well as with skills in digital camera operation, video recording and digital video editing using desktop software. It has a strong production component and students will be expected to produce short video items in groups, and organise their time accordingly. The unit emphasises ‘non-fiction’, information, or ‘factual’ programming: news, current affairs, and documentary, and assumes some knowledge in news reporting techniques. This is an intensive unit combining production and theoretical elements.

MECO3602 Online Media
Session: Semester 2
Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr tutorial/week
Prerequisites: MECO2601 and MECO3606
Prohibitions: MECO3002
Assessment: 1x1500wd website project proposal & blog (25%), 1x1500wd equivalent web feature (40%), 1x1500wd online essay (25%), tutorial participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit examines how uses of the Internet, the Web and other online media and devices, such as mobile phones and iPads, are changing the media landscape. Students will become familiar with key theoretical and professional issues in online and digital media, and learn to critically analyse online media production. They will also gain practical skills in writing and producing for the web through team development of blogs and online features.

MECO3603 Media, Law and Ethics
Session: Semester 1
Credit points: 6
Classes: 1x2-hr lecture/week, 1x1-hr tutorial/week
Prerequisites: 6 senior credit points from Media and Communications
Prohibitions: MECO3003
Assessment: 1x2000wd essay (45%), 1x1.5hr (1700wd equivalent) exam (35%), 1x800wd online posting (20%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit will introduce students to the area of media, law and ethics through discussion of key legal, ethical, and cultural issues relevant to journalism and the professional fields of public communication. Students will be given an introductory survey of the main ethical theories in Western thought to establish a framework within which to examine specific ethical issues that relate to media. They will also be introduced to those aspects of the law that impinge on the work of media professionals.
MECO3605 Media Globalisation
Session: Semester 2
Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 12 senior credit points from Media and Communications
Prohibitions: MECO3005
Assessment: 1x2000wd essay (40%), 1x500wd equivalent tutorial presentation/debate (20%), 1x2hr exam (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit aims to demonstrate the complexity of media globalisation and to examine in depth some of the common assumptions associated with the term. The unit considers the interplay among the global, regional, and local in contemporary media organisations as well as the role that new technologies play in contemporary formations of global media. It aims to assist students consolidate their critical understanding of the transformations of existing media, with a particular emphasis on the political economy of online, mobile and digital communications.

MECO3606 Advanced Media Writing
Session: Semester 1
Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr workshop/week
Prerequisites: 6 senior credit points from Media and Communications
Prohibitions: MECO3006
Assessment: 1x500wd opinion column (15%), 1x10mins equivalent 100wd journalism analysis (20%), 1x5mins equivalent 500wd oral pitch (10%), 1x250wd equivalent peer review of draft feature (10%), 1x2000wd long feature (40%), 1x250wd publication analysis (5%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
MECO3606 aims to further develop students' writing, research and interviewing skills. The course is framed around the exploration of different feature genres of journalism that have developed in the print media (magazines and newspapers) and are now evolving online. We will explore various types of feature journalism via close reading and student writing. The unit aims not just to teach students how to write in various journalistic genres, but to think about journalism critically and creatively in order to respond to the challenges the profession is facing in the 21st century.

MECO3609 Critical Media Practice
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Prerequisites: 36 senior credit points from Media and Communications
Assessment: 1x1000wd project proposal (20%), 1x5000wd or equivalent research or media project (80%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit of study is designed to combine skills acquired in practical areas of the course with theoretical issues encountered in the MECO degree in order to formulate and resolve a research question. It aims to assist students consolidate their critical understanding of and engagement with the multidisciplinary field of media and communication studies and the multidimensional field of media and communication practices. By the end of the unit, students will be able to demonstrate an awareness of how critical thinking and media production are capable of mutually informing each other in practice.
MECO3671 Media and Communications Internship

Session: Semester 1,2  
Credit points: 6  
Classes: Attendance will be required at an introductory lecture and may be required at a program of industry talks  
Prerequisites: 30 senior credit points from Media and Communications including MECO3603.  
Prohibitions: MECO3701, MECO3702  
Assessment: Students must satisfy the requirements of an internship contract with their workplace, including attendance and performance, as evaluated through a workplace supervisor report, and submit a 2000wd internship journal, assessed by the department.  
Campus: Camperdown/Darlington  
Delivery Mode: Normal (lecture/lab/tutorial) Day  
The internship consists of a work placement comprising a minimum of 140 working hours in a media organisation, assisted and supervised by both the workplace and the department. Placements include print, broadcast, and online, in journalism, public relations and advertising organisations. Students are required to submit a 2,000-word journal reflecting on and analysing their experiences during the internship. (Special conditions may apply to overseas fellowships conducted as part of this unit). The internship and internship journal are assessed on a satisfactory/unsatisfactory basis.

MECO3673 Research Methods

Session: Semester 1  
Credit points: 6  
Classes: 1x2hr lecture/week, 1x1hr tutorial/week  
Prerequisites: 18 senior credit points in Media and Communications  
Assessment: 1x1000wd analysis of a published study (20%), 1x1000wd research questions (20%), 1x500wd research methods (10%), 1x2000wd research proposal (50%)  
Campus: Camperdown/Darlington  
Delivery Mode: Normal (lecture/lab/tutorial) Day  
This unit introduces students to different approaches of producing knowledge in the context of media and communications studies. Students learn the key designs, methods and techniques of research. They will participate in exercises to develop their understanding of research processes, and build their research capacity through writing a research proposal. Students will also apply their understanding about research to critically evaluate published studies.
Honours Programs

Media and Communications

The Department of Media and Communications offers two Honours Programs:

- Honours in Media and Communications
- Honours in Digital Cultures

The Honours year is an intensive program of advanced study with research at its centre. It allows students to further explore ideas and concepts introduced in their undergraduate degree and develop skills and approaches that will enhance their abilities as researchers and practitioners in media and communications and/or digital cultures. An Honours qualification is highly prized by employers because it demonstrates that you have the discipline and skills to thoroughly research, write and manage a project to completion. An Honours year is also traditionally considered to be the first step on the path to careers as professional researchers and academics, and prepares students to undertake a research higher degree in the form of an MPhil or PhD.

The Honours program is a mix of coursework and individual research, designed to allow students to develop their research skills and to conduct their own research project, under academic supervision. In their Honours year, students develop skills in critical analysis and research methodologies and work closely with an academic supervisor to design their own research project, on a personally selected topic, culminating in an 18-20,000 word thesis.
Units of Study

MECO4011/ARIN4011 Honours A (Theoretical Traditions and Innovations seminar)

MECO4012/ARIN4012 Honours B (Research Methods seminar)

MECO4013/ARIN4013 Honours C (thesis)

MECO4014/ARIN4014 Honours D (thesis)

Session: Semester 1,2
Credit points: 6
Classes: 2x2hr seminar/week
Prerequisites: Average of 70% or above in 6 senior units within the completed BA (Media and Communications) program / Digital Cultures major
Assessment: 1x18000-20000wd thesis on approved topic (60%), 1x12000-13000wd written works (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (seminars) Day

Note: Mid year enrolment is not available. Part time enrolment is not available. Students from other institutions may be accepted into the program, and are requested to provide samples of previous academic work as well as a proposal. Please contact the Honours coordinator, ideally by early November in the year prior to intended enrolment.

Honours Entry Requirements

• A major in Digital Cultures or Media and Communications at an average of 70% or better
• An Honours research proposal (developed in consultation with the Honours coordinator)
Postgraduate Coursework Program

Media Practice

The Media Practice degrees focus on media industry content production in the dynamic and increasingly global field of media and communications. Areas of study include writing for media, media liaison, broadcast and online journalism, ethical and legal issues in the media, and international media practice. This course will broaden your written and spoken communication skills, as well as your production skills in print, broadcast and online media. You will also develop a sophisticated understanding of the media industries, audiences and global media environments.

Career readiness is offered for all aspects of journalism, particularly content production for print, radio, television, online and convergent media. The master’s degree capstone internship unit offers you the opportunity to gain valuable work experience before graduation. Please note: internship placements are competitive. Alternative capstone units are MECO6935 Professional Project or the two semester Dissertation units. The graduate diploma and graduate certificate courses provide shorter avenues to update and extend your professional skills, or to explore new career directions. Units of study available in these degrees include: News Writing; Dealing with the Media; Online Journalism; and Writing Features.

Media Practice Studies 2017

This program is offered at Graduate Certificate (0.5 year full-time), Graduate Diploma (1 year full-time) and Master (1.5 years full-time) levels. Part-time study is also available.

A 1 year option for the Master degree is available to applicants with: a Graduate Certificate/Graduate Diploma in the program with a minimum credit average; or an Honours degree in a relevant discipline; or relevant professional work experience and bachelor’s degree with a minimum credit average or equivalent qualification. View the Admission Requirements here: – http://sydney.edu.au/courses/Master-of-Media-Practice

Graduate Certificate in Media Practice requires completion of 24 credit points, including a minimum of 12 credit points of core units of study and a maximum of 12 credit points from elective units of study.

Graduate Diploma in Media Practice requires completion of 48 credit points, including a minimum of 24 credit points of core units of study and a maximum 24 credit points from elective units of study.

Master of Media Practice requires completion of 72 credit points, including a minimum of 24 credit points of core units of study, a maximum of 42 credit points from elective units of study at least 6 credit points of capstone units of study.
Core units of study
MECO6900 News Writing
MECO6901 Dealing with the Media
MECO6902 Legal & Ethical Issues in Media Practice
MECO6926 International Media Practice

Elective units of study
MECO6908 Strategy Selection in Corporate PR
MECO6909 Crisis Communication
MECO6911 Financial and Investor Communication
MECO6912 Political Public Relations
MECO6913 Public Opinion, Policy and Public Sphere
MECO6914 Making Magazines
MECO6915 Writing Features: Narrative Journalism
MECO6919 Health Communication
MECO6924 Broadcast Journalism
MECO6925 Online Journalism
MECO6927 Organisational Communication
MECO6929 Chinese Media Studies in Global Contexts
MECO6930 Publication Design
MECO6932 Advanced Media Project
MECO6934 Social Marketing
MECO6936 Social Media Communication
MECO6938 The Interview
MECO6939 Research Methods
MECO6940 Theoretical Traditions and Innovations
ARIN6904 Mobile Media and Games
ASNS6905 Asian Popular Culture
ASNS6908 Media Industries in East Asia
GCST6901 Cultural Policy
LNGS7006 Crosscultural Communication
LNGS7274 Media Discourse
PACS6914 Conflict-Resolving Media
WMST6903 Gender, Media and Consumer Societies
FASS7001 Academic English for Postgraduates
FASS7002 Academic Literacies for Postgraduates

Capstone units of study
MECO6904 Dissertation Part 1
MECO6905 Dissertation Part 2
MECO6928 Media and Communication Internship
MECO6935 Professional Project

Note: Each unit of study is worth 6 credit points. Not every unit is offered every year. A full list of 2017 units is at:


Contact Dr Bunty Avieson
T + 61 2 8627 0201  E bunty.avieson@sydney.edu.au
Digital Communication and Culture

Digital media are implicated in many recent transformations in culture, communication, creativity, work and everyday life. The Digital Cultures postgraduate coursework programs in Digital Communication and Culture investigate the interplay between cultural change and technological innovations. We take a critical and transdisciplinary approach, framing technologies in social, historical and political contexts.

The Digital Communication and Culture programs are aimed at people pursuing careers in fields where digital media present the greatest challenges and opportunities. These include media, education, museums, web, marketing, publishing, creative industries, social media, mobile media, IT, telecommunications and computer games.

Digital Communication and Culture Studies 2017

This program is offered at Graduate Certificate (0.5 year full-time), Graduate Diploma (1 year full-time) and Master (1.5 years full-time) levels. Part-time study is also available.

A 1 year option for the Master degree is available to applicants with: a Graduate Certificate /Graduate Diploma in the program with a minimum credit average; or an Honours degree in a relevant discipline; or relevant professional work experience and bachelor’s degree with a minimum credit average or equivalent qualification. View the Admission Requirements here: http://sydney.edu.au/courses/Master-of-Digital-Communication-and-Culture

Graduate Certificate in Digital Communication and Culture requires completion of 24 credit points, including a minimum of 12 credit points of core units of study and a maximum of 12 credit points from elective units of study.

Graduate Diploma in Digital Communication and Culture requires completion of 48 credit points, including a minimum of 24 credit points of core units of study and a maximum of 24 credit points from elective units of study.

Master of Digital Communication and Culture requires completion of 72 credit points, including a minimum of 24 credit points of core units of study, a maximum of 42 credit points from elective units of study and at least 6 credit points of capstone units of study.

Core units of study
ARIN6901 Network Society
ARIN6902 Internet Governance
ARIN6904 Mobile Media and Games
ARIN6905 New Media Audiences
ARIN6912 Digital Research and Publishing
Elective units of study

ARHT6930 Film Theory: Art, Industry, Culture
CAEL5045 Networked Worlds
CISS6022 Cybersecurity
ENGL6970 Reading Magazines
GCST5909 Key Thinkers for Cultural Studies
GCST6901 Cultural Policy
IDEA9103 Design Programming
IDEA9105 Interface Design.
IDEA9106 Design Thinking
INFO5206 Information Technologies and Systems
INFO5990 Professional Practice in IT
INFO5992 Understanding IT Innovations
INFO6007 Project Management in IT
LNGS7006 Crosscultural Communication
MECO6900 News Writing
MECO6902 Legal & Ethical Issues in Media Practice
MECO6916 Editing and Manuscript Preparation
MECO6925 Online Journalism
MECO6934 Social Marketing
MECO6936 Social Media Communication
MECO6939 Research Methods
MECO6940 Theoretical Traditions and Innovations
MFDI 9313 Digital Editing for Film and Video
MFDI 9303 Digital Effects for Film and Video
MUSM7036 Museums and the Digital
SCLG6902 Doing Social Research
USCC6920 US Media: Politics, Culture, Technology
WMST6903 Gender, Media and Consumer Societies
WRIT6000 Professional Writing
WRIT6001 Professional Editing
FASS7001 Academic English for Postgraduates
FASS7002 Academic Literacies for Postgraduates

Capstone units of study

MECO6904 Dissertation Part 1
MECO6905 Dissertation Part 2
MECO6928 Media and Communication Internship
MECO6935 Professional Practice

Note: Each unit of study is worth 6 credit points. Not every unit is offered every year. A full list of 2017 units is at:


Contact Dr Chris Chesher
T +61 2 9036 6173 E chris.chesher@sydney.edu.au
Postgraduate Coursework Program

Strategic Public Relations

Strategic Public Relations provides you with an understanding of public relations theory and practice through real-life problem solving and engagement with industry. Our course will equip you with the skills and knowledge in agile thinking, strategic planning and creative campaign design required to engage organisational stakeholders in a media environment within which the boundaries between information, entertainment, image and politics are increasingly blurred.

Drawing on disciplines such as organisational communication, social theory and political studies, the course content reveals the complexity of public relations in shaping identities, dispersing power, and creating knowledge. You will be encouraged to challenge notions of public relations as symmetrical communication and a management (control) function, and to reconsider organisations as sites of collective action rather than bureaucratic structures. Taking a critical approach that recognises that today’s communication professional is at the intersection of debates on how organisations and powerful coalitions create knowledge, you will graduate equipped to apply your creativity in innovation.

In your degree you will explore the various functions of public relations including media relations, relationship building, issues management, boundary spanning, stakeholder liaison, crisis communication and the integration of communications functions while developing essential skills in thinking, writing, speaking and working in teams. Through seminars with public relations professionals, internship placements and industry-based projects you will gain a strong understanding of the potential impact your practice can have on strategy execution in government, corporate and non-profit contexts.

Strategic Public Relations Studies 2017

This program is offered at Graduate Certificate (0.5 year full-time), Graduate Diploma (1 year full-time) and Master (1.5 years full-time) levels. Part-time study is also available.

A 1 year option for the Master degree is available to applicants with: a Graduate Certificate /Graduate Diploma in the program with a minimum credit average; or an Honours degree in a relevant discipline; or relevant professional work experience and bachelor’s degree with a minimum credit average or equivalent qualification. View the Admission Requirements here:

Graduate Certificate in Strategic Public Relations requires completion of 24 credit points, including a minimum of 12 credit points of core units of study and a maximum of 12 credit points from elective units of study.

Graduate Diploma in Strategic Public Relations requires completion of 48 credit points, including a minimum of 24 credit points of core units of study and a maximum 24 credit points from elective units of study.

Master of Strategic Public Relations requires completion of 72 credit points, including a minimum of 24 credit points of core units of study, a maximum of 42 credit points from elective units of study and at least 6 credit points of capstone units of study.

Core units of study
MCEO6908 Strategy Selection in Corporate PR
MCEO6909 Crisis Communication
MCEO6912 Political Public Relations
MCEO6913 Public Opinion, Policy and Public Sphere

Elective units of study
MCEO6900 News Writing
MCEO6901 Dealing with the Media
MCEO6902 Legal & Ethical Issues in Media Practice
MCEO6911 Financial and Investor Communication
MCEO6926 International Media Practice
MCEO6927 Organisational Communication
MCEO6934 Social Marketing
MCEO6936 Social Media Communication
MCEO6939 Research Methods
MCEO6940 Theoretical Traditions and Innovations
SCLG6901 Citizenship Rights and Social Movements

Capstone units of study
MCEO6904 Dissertation Part 1
MCEO6905 Dissertation Part 2
MCEO6928 Media and Communication Internship
MCEO6935 Professional Project

Note: Each unit of study is worth 6 credit points. Not every unit is offered every year. A full list of 2017 units is at:


Contact Dr Mitchell Hobbs
T + 61 2 8627 4140
E mitchell.hobbs@sydney.edu.au
Postgraduate Coursework Program

Publishing

The industry-accredited Master of Publishing degree equips candidates with the skills and knowledge required for book, magazine, digital and online publishing. The degree offers both professional training with direct vocational applications, as well as providing a scholarly approach to the history of publishing, its cultural significance and changing directions. Our units of study consider aspects of book, magazine and online editing; manuscript preparation; print and website production; publication design; and marketing.

This range of study provides you with both practical production skills and an understanding of cultural consumption in theory and practice. The course is aimed at students who wish to take up, or already occupy, career positions in publishing or in other organisations where an in-depth understanding of the publishing world would enhance their professional prospects.

It includes an elective internship unit as well as an extra-curricular anthology project so that graduates are equipped with real-world experience and have the opportunity to develop a portfolio. Please note, internship placements are competitive. As such, the master’s is suited to those people with little or no knowledge of publishing, as well as those already working within the industry.

The graduate diploma and graduate certificate courses provide shorter avenues to update and extend your professional skills, or to explore new career directions.

Publishing Studies 2017

This program is offered at Graduate Certificate (0.5 year full-time), Graduate Diploma (1 year full-time) and Master (1.5 years full-time) levels. Part-time study is also available.

A 1 year option for the Master degree is available to applicants with: a Graduate Certificate /Graduate Diploma in the program with a minimum credit average; or an Honours degree in a relevant discipline; or relevant professional work experience and bachelor’s degree with a minimum credit average or equivalent qualification. View the Admission Requirements here:

– sydney.edu.au/handbooks/arts_PG/coursework/masters/publishing.shtml

Graduate Certificate in Publishing requires completion of 24 credit points, including a minimum of 12 credit points of core units of study and a maximum of 12 credit points from elective units of study.

Graduate Diploma in Publishing requires completion of 48 credit points, including a minimum of 24 credit points of core units of study and a maximum 24 credit points from elective units of study.

Master of Publishing requires completion of 72 credit points, including a minimum of 24 credit points of core units of study, a maximum of 42 credit points from elective units of study and at least 6 credit points of capstone units of study.
Core units of study
MECO6914 Making Magazines
MECO6916 Editing and Manuscript Preparation
MECO6917 Book Production and Publishing Business
MECO6930 Publication Design

Elective units of study
MECO6937 Making e-Books and Digital Magazines
MECO6900 News Writing
MECO6901 Dealing with the Media
MECO6902 Legal & Ethical Issues in Media Practice
MECO6908 Strategy Selection in Corporate PR
MECO6909 Crisis Communication
MECO6915 Writing Features: Narrative Journalism
MECO6925 Online Journalism
MECO6927 Organisational Communication
MECO6934 Social Marketing
MECO6936 Social Media Communication
MECO6937 Making eBooks and Digital Magazines
MECO6939 Research Methods
MECO6940 Theoretical Traditions and Innovations
ARIN6901 Network Society
ARIN6902 Internet Governance
ARIN6912 Digital Research and Publishing
ENGL6917 Literary Culture
ENGL6936 Writers at Work: Fiction
ENGL6984 Creative Non-Fiction Workshop
ENGL6970 Reading Magazines
FASS7001 Academic English for Postgraduates
FASS7002 Academic Literacies for Postgraduates

Capstone units of study
MECO6904 Dissertation Part 1
MECO6905 Dissertation Part 2
MECO6928 Media and Communication Internship
MECO6935 Professional Project

Note: Each unit of study is worth 6 credit points. Not every unit is offered every year. A full list of 2017 units is at:

Contact
Semester 1: Dr Megan Le Masurier
T +61 2 9351 3628 E megan.lemasurier@sydney.edu.au

Semester 2: Dr Fiona Giles
T +61 2 9036 6272 E fiona.giles@sydney.edu.au
The Master of Health Communication delivers core communication skills to help students to become effective communicators across health and medicine, public affairs, public relations, community relations, and journalism aspects of public health. Our unique Health Communication program is the most comprehensive and specialised course of its kind in Australia, combining the expertise of the University of Sydney’s Department of Media and Communications with the public health resources of the School of Public Health. With a cross-disciplinary and collaborative approach to both media and health disciplines, our program incorporates media relations, organisational communication, and health communication approaches.

The masters program provides media skills for professional communicators in public and corporate health communications, healthcare public affairs, public relations, community relations, healthcare promotions and health journalism. It also offers a solid, evidence-based education in international health, community-oriented health practice, obesity and other disease prevention strategies, and health promotion. Designed to meet the needs of those already working in, or wishing to enter, the private and public health sectors, as well as non-government and community organisations, our program is flexible. E.g., the Graduate Diploma (1 year full-time) and Graduate Certificate (6 months full-time) courses provide shorter avenues to update and extend one’s professional skills, or to explore new career directions.

Our degrees will equip students with knowledge, understanding and expertise across media and health disciplines, incorporating a cross-disciplinary, collaborative approach. Units of study provide training in campaign development, advocacy, humanitarian and emergency health issues, bioethics, and an understanding of health cultures, policy and promotion. Featuring a well-regarded internship program, students will have the chance to attain high-level skills from work experience while fostering professional contacts and networks prior to completion.

Health Communication Studies 2017

This program is offered at Graduate Certificate (0.5 year full-time), Graduate Diploma (1 year full-time) and Master (1.5 years full-time) levels. Part-time study is also available.

A 1 year option for the Master degree is available to applicants with: a Graduate Certificate /Graduate Diploma in the program with a minimum credit average; or an Honours degree in a relevant discipline; or relevant professional work experience and bachelor’s degree with a minimum credit average or equivalent qualification. View the Admission Requirements here:

– sydney.edu.au/handbooks/arts_PG/coursework/masters/health_communication.shtml

Graduate Certificate in Health Communication requires completion of 24 credit points, including a minimum of 12 credit points of core units of study and a maximum of 12 credit points from elective units of study.

Graduate Diploma in Health Communication requires completion of 48 credit points, including a minimum of 24 credit points of core units of study and a maximum 24 credit points from elective units of study.

Master of Health Communication requires completion of 72 credit points, including a minimum of 24 credit points of core units of study, a maximum of 42 credit points from elective units of study and at least 6 credit points of capstone units of study.
Department of Media and Communications
School of Literature, Art and Media Faculty of Arts and Social Sciences University of Sydney

Core units of study
MECO6909  Crisis Communication
MECO6919  Health Communication
MECO6927  Organisational Communication
MECO6934  Social Marketing

Capstone units of study
MECO6904  Dissertation Part 1
MECO6905  Dissertation Part 2
MECO6928  Media and Communication Internship
MECO6935  Professional Project

Pathways

<table>
<thead>
<tr>
<th>Health Communication Research</th>
<th>Health Promotion / Marketing</th>
<th>Health Journalism / Writing</th>
<th>Health PR / Policy Support</th>
<th>Community Engagement / Direct Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>BETH5207 (6) Arts in Health</td>
<td>ARIN6903 (6) New Media Audiences</td>
<td>ARIN6901 (6) Network Society</td>
<td>ARIN6901 (6) Network Society</td>
<td>ARIN6903 (6) New Media Audiences</td>
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<tr>
<td>CEP15214 (4) Writing and Reviewing Medical Papers</td>
<td>BETH5206 (2) Introduction to Public Health Ethics</td>
<td>BETH5203 (6) Ethics and Public Health</td>
<td>ARIN6902 (6) Internet Governance</td>
<td>BETH5206 (2) Introduction to Public Health Issues</td>
</tr>
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<td>LNGS7002 (6) Cross-Cultural Communication</td>
<td>MECO6936 (6) Social Media Communication</td>
<td>MECO6900 (6) News Writing</td>
<td>HPOL5000 (6) Introduction to Health Policy</td>
<td>EDPK5003 (6) Developing a Research Project</td>
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<td>MECO6939 (6) Research Methods</td>
<td>PUBH5024 (2) Obesity and Health Promotion</td>
<td>MECO6901 (6) Media Relations</td>
<td>HPOL5007 (6) Global Health Policy</td>
<td>GCST5902 (6) Natures and Cultures of Bodies</td>
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<td>PSYC3011 (6) Applying Models of Health Behaviour</td>
<td>PUBH5026 (2) Mass Media Campaigns and Social Marketing</td>
<td>MECO6915 (6) Writing Features: Narrative Journalism</td>
<td>LAWS6052 (6) Don’t Regulations, Health Policy and Ethics</td>
<td>MECO6936 (6) Social Media Communication</td>
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<td>PUBH5018 (6) Introductory Biostatistics</td>
<td>PUBH5032 (2) Making Decisions in Public Health</td>
<td>MECO6936 (6) Social Media Communication</td>
<td>LAWS6848 (6) Low and Health Lifestyles</td>
<td>MIPH5135 (4) Health Systems in Developing Countries</td>
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<td>PUBH5027 (2) Intro-Public Health Program Evaluation</td>
<td>PUBH5033 (6) Disease Prevention and Health Promotion</td>
<td>MIPHS5117 (2) Global Non-Communic. Disease Control</td>
<td>MECO6901 (6) Media Relations</td>
<td>NUR53095 (6) Primary Health Care in the Community</td>
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<td>PUBH5205 (2) Decision Analysis</td>
<td>PUBH5414 (2) Public Health Advocacy</td>
<td>PUBH5111 (4) Environmental Health</td>
<td>MECO6926 (6) International Media Practice</td>
<td>PUBH5420 (4) Public Health Advocacy Strategies</td>
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<td>PUBH5309 (2) Translational Health</td>
<td>PUBH5420 (4) Public Health Advocacy Strategies</td>
<td>PUBH5114 (4) Alcohol &amp; Drug Use and Health</td>
<td>MECO6936 (6) Social Media Communication</td>
<td>PUBH5422 (6) Health &amp; Risk Communication</td>
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<td>PUBH5422 (6) Health &amp; Risk Communication</td>
<td>SEXH5410 (6) Sexual Health Promotion</td>
<td>PUBH5116 (4) Genetics and Public Health</td>
<td>PUBH5032 (2) Making Decisions in Public Health</td>
<td>QUAL5005 (4) Introducing Qualitative Health Research</td>
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<td>PUBH5500 (6) Advanced Qualitative Health Research</td>
<td>PUBH5508 (2) Health Policy Workforce Analysis</td>
<td>PUBH5414 (2) Public Health Advocacy</td>
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<td>SCWK6910 (6) Working with Communities</td>
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<td>QUAL5005 (4) Introducing Qualitative Health Research</td>
<td>PUBH5416 (2) Vaccines in Public Health</td>
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<td>SCLG6902 (6) Doing Social Research</td>
<td>PUBH5418 (6) Tobacco Control in the 21st Century</td>
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</tbody>
</table>

Contact  Dr Olaf Werder
T + 61 2 9114 1219  E olaf.werder@sydney.edu.au
2017 Units of Study
Postgraduate program taught within the Department

Semester 1
ARIN6902 Internet Governance
ARIN6905 New Media Audiences
MECO6900 News Writing
MECO6908 Strategy Selection in Corporate PR
MECO6909 Crisis Communication
MECO6911 Financial and Investor Communication
MECO6914 Making Magazines
MECO6916 Editing and Manuscript Preparation
MECO6919 Health Communication
MECO6924 Broadcast Journalism
MECO6936 Social Media Communication
MECO6937 Making e-Books and Digital Magazines
MECO6938 The Interview
MECO6939 Research Methods
MECO6940 Theoretical Traditions and Innovations

Semester 2
ARIN6901 Network Society
ARIN6904 Mobile Media and Games
ARIN6912 Digital Research and Publishing
MECO6901 Dealing with the Media
MECO6902 Legal & Ethical Issues in Media Practice
MECO6912 Political Public Relations
MECO6913 Public Opinion, Policy and Public Sphere
MECO6914 Making Magazines
MECO6915 Writing Features: Narrative Journalism
MECO6917 Book Production and Publishing Business
MECO6927 Organisational Communication
MECO6929 Chinese Media Studies in Global Contexts
MECO6930 Publication Design
MECO6932 Advanced Media Project
MECO6934 Social Marketing

Semester 1 & 2
MECO6904 Dissertation Part 1
MECO6905 Dissertation Part 2
MECO6926 International Media Practice
MECO6928 Media and Communication Internship
MECO6935 Professional Project
ARIN6901 Network Society
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1000wd online activities (20%), 1x1500wd report and network analysis (25%), 1x1000wd equivalent responses to readings (20%), 1x500wd abstract (5%), 1x2000wd major essay (30%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

Is the network the distinctive mode of organisation for the 21st century? The Internet is the paradigmatic mode of decentralised many-to-many communication that interconnects with the century-old telecommunications and broadcasting networks. Geopolitical networks have displaced left/right Cold War oppositions. Social and professional networks extend influence beyond traditional institutional and family allegiances. Network models have challenged rationalist rule-governed models of thought and practice. The interdisciplinary critical analysis of current research, theory and debates will allow students to understand and evaluate the significance of networks in the contemporary world.

ARIN6904 Mobile Media and Games
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1500wd review and presentation (25%), 1x3000wd critical essay (40%), 1x1500wd game/app concept (25%), seminar participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

Networked mobile devices and computer games are increasingly prominent in today’s mediascapes, supporting practices of individualised mobility and play. This unit of study critically examines the aesthetics, politics and everyday uses of these emerging cultural technologies. It draws on new media studies, game studies and platform studies to explore themes such as the complication of leisure and work spaces, new media industries, gamification, playbour and mobile social media.

ARIN6902 Internet Governance
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x2000wd journalism piece (40%), 1x3000wd essay (50%), 1x1000wd tutorial exercise (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

The internet plays an increasingly important role in all aspects of social, cultural and economic life. This unit of study explores cultures and governance of the online world and investigates how politics manifest not only in public debates and policy, but also in the struggle to develop new information architectures and digital ecosystems.

ARIN6905 New Media Audiences
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: seminar presentation (1500) 20%, essay (2500) 40%, case study reviews (blog) (2000) 30%, seminar participation 10%
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

Media audiences are experiencing knowledge, art and entertainment in novel ways as cultural industries increasingly take up emerging technologies. New Media Audiences investigates the range of contemporary practices of production, distribution and consumption associated with digital tools. We examine the sites where audiences experience digital media: art galleries, cinemas, theatres, homes, mobile devices, public spaces, workplaces and online. We analyse how these spaces and interfaces structure audience experience, afford interaction and encourage participation.
ARIN6912 Digital Research and Publishing
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x250wd research abstract (5%), 2x500wd referees' reports (20%), 1x2500wd journal article (40%), 1x500wd presentation and report (20%), participation (10%), 1x1750wd draft article (5%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit introduces desktop and Internet skills for conducting research, managing peer review and publishing an online journal. It also addresses the wider social and epistemological transformations in cultural practices of knowledge generation, management and consumption associated with new technologies. It offers essential skills for all students interested in contemporary research and a reflexive view of the historical and cultural contexts of networked digital research technologies.

MECO6900 News Writing
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Prohibitions: MECO4101
Assessment: 1x2400wd news reporting portfolio (30%), 1x700wd news roundup and presentation (10%), 1x2900wd journalism skills package (50%), participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This core unit introduces students to news writing skills required by print media, including the elements of journalistic style, the structure of news articles, interviewing, researching, news gathering and editing skills. The unit of study focuses on journalistic news writing but will also be useful to anyone seeking to work in fields that require professional communication skills, such as public relations and communication management, or corporate roles that require strong writing ability.

MECO6901 Dealing with the Media
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x2000wd communication plan (30%), 1x500wd media release (20%), 1x500wd presentation to client (15%), 1x3000wd essay (35%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Dealing with the Media provides students with practical experience in seeking media coverage for a specific issue on behalf of a non-profit organisation. It requires students to research, design, present, implement and evaluate a communication strategy, and to develop key tactical elements including media releases for distribution across multi-media platforms.

MECO6902 Legal & Ethical Issues in Media Practice
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x3000wd essay (40%), 1x1500wd presentation (20%), 1x1500wd online comment piece (30%), participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
MECO6902 will introduce students to key legal and ethical issues relevant to journalism and the professional fields of public communication. Students will be given an introductory survey of the main ethical theories in Western thought to establish a framework within which to examine specific ethical issues that relate to media systems. They will also be introduced to the structure of Australia's legal system in comparison with other legal systems, and explore selected law, regulation and policy issues.
MECO6904 Dissertation Part 1
Session: Semester 1,2
Credit points: 6
Classes: 6x0.5-hr supervisor consultations/semester
Assessment: A completed research proposal and, where necessary, an ethics application, together with research and writing contributing to a dissertation of 12000 words, for completion in MECO6905
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Note: Students are strongly advised to enrol in MECO6940 Theoretical Traditions and Innovations before undertaking MECO6904 Dissertation Part 1

This unit requires students to commence the conduct of their own research projects under the supervision of a member of staff and write a dissertation of 12000 words (completed in the second semester of enrolment in MECO6905). In some cases these projects will give students the opportunity to extend lines of enquiry suggested by units of study already completed for the degree. In other cases, students may have an interest in an area not covered by the coursework programs offered during their candidature that can be developed as a supervised project.

MECO6905 Dissertation Part 2
Session: Semester 1,2
Credit points: 6
Classes: 6x0.5-hr supervisor consultations/semester
Prerequisites: MECO6904
Assessment: completion of writing for a dissertation of 12000 words
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit requires completion of a dissertation of 12000 words, begun in the previous semester. Together with MECO6904, the unit allows students to conduct their own research projects under the supervision of a member of staff.

MECO6908 Strategy Selection in Corporate PR
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x2000wd communications plan (30%), 1x2000wd equivalent per student PR tactics presentation (30%), 1x2000wd essay (30%), seminar participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This core unit of study analyses corporate communication strategy selection in organisations to determine effectiveness. Students examine the strategic intent of a national or international corporation by studying its corporate communication tactics, specifically its annual reports and other marketing collateral. The unit will equip students to determine the effectiveness of the organisation’s communication with stakeholders and strategic publics including customers, employees, environmental groups, governments and shareholders.

MECO6909 Crisis Communication
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 2x1000wd short-answer essay (30%), 1x3000wd research report (50%), 1x500wd group project presentation (10%), 1x500wd weekly comments (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

The unit will examine how organisations use public relations (PR) to deal with crisis situations. Throughout the unit we will use case studies to explore frameworks, risk prioritisation, issues management, planning, response and evaluation strategies for diverse organisations and topics from environmental and corporate to health and social.
MECO6911 Financial and Investor Communication
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x750wd story analysis (20%), 1x1500wd story creation and rationale (25%), 1x750wd slide presentation (20%), 1x3000wd major essay (35%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Effective communication of financial and business information stems from an understanding of how corporations should communicate and the environment in which they operate. This course links public relations theory with the practice areas of financial communication and investor relations. It combines an understanding of how investment markets work from a communications perspective with how to communicate with key stakeholders such as the media, investment community, shareholders and consumers of financial products.

MECO6912 Political Public Relations
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x2000wd campaign proposal (30%), 1x2000wd campaign presentation (30%), 1x2000wd essay (30%), seminar participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit of study analyses and examines the convergence of public relations, advertising and political consulting in the history of political campaigning. The unit’s objectives are to demonstrate an understanding of the relationships that exist in the political process between politicians, the media and public relations. It develops student skills specific to the delivery of political public relations and political campaigns. Its focus is the process of professionalisation and internationalisation of electioneering and campaign practices in media-centred democracies.

MECO6913 Public Opinion, Policy and Public Sphere
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1500wd report (20%), 1x1500wd stakeholder position paper (20%), 1x500wd presentation (15%), 1x2500wd essay (45%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit analyses the relationship between professional communication and public opinion. It focuses on theories of influence and persuasion in the context of the development of policy, and how these are reflected in the public sphere. It develops the notion of the public sphere as represented by Habermas, Fraser, Schudson and others, focusing in particular on the transformation of the public sphere in terms of postmodern public relations.

MECO6914 Making Magazines
Session: Semester 2
Credit points: 6
Classes: 1x3hr seminar/week
Assessment: 1x225wd feature pitch (5%), 1x225wd group magazine pitch (5%), 1x1250wd feature article (25%), 1x675wd equivalent feature layout (15%), 1x225wd equivalent group magazine presentation (5%), 1x2000wd equivalent group magazine (45%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Making Magazines explores practical and theoretical aspects of contemporary magazine culture. Students work in small groups to conceive, plan, write and design a small ‘dummy’ (prototype) magazine using InDesign software. The unit emphasises writing, editing and design rather than marketing, although students will learn the importance of producing a magazine for the commercial media landscape.
MECO6915 Writing Features: Narrative Journalism
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x700wd pitching assignment (15%), 1x1500wd draft first feature (20%), 1x1500wd final first feature (20%), 1x2000wd second feature (40%), 1x300wd market report (5%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit teaches students the basic principles of short-form narrative journalism or feature writing suitable for publication in magazines, websites and newspapers. Genres covered include the profile, the essay, travel, memoir, investigative journalism, cultural commentary and behind-the-news stories. Skills in pitching story ideas, interviewing, research, structure and style will be covered in workshop-based classes, providing opportunities to critique work and become familiar with editing processes prior to submission of assignments.

MECO6916 Editing and Manuscript Preparation
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1000wd equivalent copyediting hard copy (25%), 1x1000wd equivalent copyediting on screen (25%), 1x4000wd equivalent structural report (40%), seminar participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
The unit offers core skills in the book production process, including costings, contracts, printing, distribution, digital archiving, repurposing and marketing. Additionally, it offers a socio-historical analysis of the role of publishing in cultural formation.

MECO6917 Book Production and Publishing Business
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x3000wd class presentation and submission of reprint project (production schedule, budget including justification, sales and marketing campaign outline, and dummy copy of a reprint title done in groups of 5-7) (45%), 1x3000wd essay on a set topic, or on a topic of the student’s own choice (to be approved by lecturer) (45%), attendance and participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
The unit offers core skills in the book production process, including costings, contracts, printing, distribution, digital archiving, repurposing and marketing. Additionally, it offers a socio-historical analysis of the role of publishing in cultural formation.

MECO6919 Health Communication
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1000wd commentary and critique (20%), 1x500wd discussion leadership (15%), 1x1500wd research project on health issue (25%), 1x3000wd research paper (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit introduces key concepts in health communication. Students will explore micro- and macro-level theories of health (behaviour) communication that inform the design and implementation of health communication campaigns, planned and unplanned effects of communication campaigns, and the evaluation of such campaigns. It aims to give students a critical and practical understanding of theory and research concerning the role of communication in health promotion efforts.
MECO6924 Broadcast Journalism
Session: Semester 1
Credit points: 6
Classes: 1x3hr workshop/week
Assessment: 1x500wd reader voice over (10%), 1x2000wd audio news package (45%), 1x2000wd video news package (45%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit will give students a grounding in reporting for Broadcast Journalism from the idea to final story. Students will learn how to record video and audio using professional standard equipment. Students will also learn how to script and edit sound and vision for TV and Radio packages. Students will learn about production planning - including multi-camera TV Studio operations - as well as the ethical and legal considerations which underpin current multimedia and convergent working environments.

MECO6925 Online Journalism
Session: Semester 1
Credit points: 6
Classes: 1x3-hr seminar/week
Assessment: 1x1700wd comparative journalism analysis (30%), 1x600wd research blog posting (25%), 1x2200wd equivalent feature story production package (45%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit introduces students to reporting for online news and information services, with a focus on web and mobile delivery. It is a practical unit involving writing exercises in different genres, including news, feature and opinion pieces. Students will also examine theoretical issues in convergent media publishing and be encouraged to develop basic skills in text, image and audio-visual production for the web. They will be encouraged to publish to a range of participatory journalism publications.

MECO6926 International Media Practice
Session: Semester 1, 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1500wd critical review (25%), 1x1500wd media commentary (25%), 1x3000wd essay (50%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit of study introduces students to the theory and practice of international media. It considers variation among international media practice by studying media institutions, occupations, contents and audiences across the world, including China, India, USA, Europe, Africa, Australia and the Middle-East. Students will have the opportunity to deepen their understanding of international media practice and to develop knowledge and skills that will assist them in facing the challenges of the global media work environment.

MECO6927 Organisational Communication
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 2x1250wd in-class essay (40%), 1x3000wd group research project (50%), 1x500wd discussion facilitation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit of study introduces key concepts in organisational communication. Students will explore various structures of organisations and how those structures affect the flow of communication within workplaces. Upon the completion of the unit, students will develop their understanding of key concepts in organisational communication and apply them to analyse communication problems in organisations. Students will also be able to offer well-grounded criticism on selected organisational issues.
MECO6928 Media and Communication Internship
Session: Semester 1,2
Credit points: 6
Classes: Prerequisites: 12 credit points from core units
Assessment: 20day internship (pass/fail), 1x1500wd reflective journal (40%), 1x1500wd industry research report (40%), 1x1500wd social media participation (20%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This capstone unit of study offers students in the Department of Media and Communications (MECO) 20 days (140 hours) work experience in roles relating to their degree. Internships require critical reflection on professional practice and foster skills, knowledge and experience that enhance employment prospects. Placements may include reporting, editing, producing, designing, researching, publishing, public and media relations, campaigns, and other tasks. Available to MECO Master students only, following the completion of at least two core units of study. Please note that enrolment in this unit is competitive and not guaranteed for all students.

MECO6929 Chinese Media Studies in Global Contexts
Session: Semester 2
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x3000wd essay (50%), 1x1000wd news digest (10%), 1x1000wd critique presentation (20%), 1x500wd reply to peer questions (10%), 1x500wd peer questions (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit introduces students to the systems, regulation and uses of Chinese media. Designed for all students, with or without knowledge of the Chinese language, it draws on theories and concepts of global media studies for understanding situations in mainland China, Taiwan, Hong Kong, and Chinese communities in other countries. Implications of media uses by the Chinese authorities, professionals, and ordinary citizens, in the context of globalization, are discussed with regard to a range of media, including the Internet.

MECO6930 Publication Design
Session: Semester 2
Credit points: 6
Classes: 1x3hr seminar/week
Assessment: 1x250wd equivalent text title design (15%), 1x250wd equivalent mood board (15%), 1x1000wd production print draft layout (20%), 1x3000wd digital magazine (50%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Publication design focuses on the design and production of magazines and other small-scale publications in print and online form. The unit of study explores the visual language of contemporary magazines and introduces students to basic design principles. Students learn about the complex interplay of text, image and sequence occurring in magazine design through the practical experience of creating their own publication using Adobe InDesign software. The unit links creative design processes to current digital and print practice.

MECO6932 Advanced Media Project
Session: Semester 2
Credit points: 6
Classes: 1x3-hr seminar/week
Prerequisites: MECO6900 and (MECO6924 or MECO6925 or MECO6931)
Assessment: 1x1500wd production and research briefs for 2 factual topics (30%), 1x2500wd major factual media project teamwork (50%), 1x1000wd peer-reviewed weekly log of student project activity (20%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This is a project-based unit that focuses on specific publication and project outcomes. It builds on the knowledge, techniques, professionalism and skills acquired by students who have satisfactorily completed the prerequisite units, and further opportunity to enhance that knowledge, and practice the skills acquired in prior units. Students will produce a substantial factual audio/video media project and experience many facets of production and problem solving encountered in delivering a major media project in a convergent production environment.
MECO6934 Social Marketing
Session: Semester 2b
Credit points: 6
Classes: 1x2-hr seminar/week
Assessment: 1x1000wd essay (25%), 1x2500wd team project report (45%), 1x1000wd team project presentation (15%), 1x1500wd weekly discussion (15%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

Social Marketing integrates marketing concepts with other approaches to influence behaviours that benefit individuals and communities. Examples include smoking cessation, HIV prevention and recycling. Key elements include research, theory, competition and segmentation. This unit builds students’ knowledge of how social marketing can be used to facilitate behaviour change and improve social outcomes, including health, environment, economic and education programs. It will include how to design, manage and communicate social and behaviour change programs in Australia and internationally.

MECO6935 Professional Project
Session: Semester 1,2
Credit points: 6
Classes: 1x2hr meetings/week
Assessment: 1x1000wd research proposal (20%), 1x5000wd project essay/report (80%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Note: Departmental permission required to enrol in this unit.

This unit of study is designed to provide students with the opportunity to integrate their learning over their degree and apply this to a project relevant to their professional discipline. This unit is one of the capstone units for MECO masters level students, and is designed to be taken in their final semester of study. Working with the coordinator, students alternatively choose a research essay or an industry-focused critical report or project. Learning is supported by writing/data collection training, group meetings (face-to-face and online) and independent consultations.

MECO6936 Social Media Communication
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x2000wd social media design brief (25%), 1x2500wd social media project (45%), 1x1500wd online article and comments
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit introduces the fundamentals of strategic social media use for professional and organisational communication, media practice and cultural production. It aims to equip students with the knowledge and skills to become competent, ethical social media communicators and to critically analyse social media forms, services and cultures. Students will explore online, mobile and locative platforms for interacting with audiences, publics and online communities, including professional networks.

MECO6937 Making e-Books and Digital Magazines
Session: Semester 1
Credit points: 6
Classes: 1x3hr seminar/week Prerequisites: MECO6930
Assessment: 1x1000wd equivalent production project 1 (30%) 1x3000wd equivalent production project 2 (60%), 1x500wd participation and blog (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit enables students to acquire sought-after skills in digital content production for the book and magazine publishing industries and to gain a broader theoretical and practical understanding of the ever-changing digital publishing landscape. Topics include digital publishing formats, tool and platforms, markup languages, digital asset and rights management, and metadata. Using various digital content development tools, students will develop publishing projects for delivery on iPad, Kindle and other devices.
MECO6938 The Interview
Session: Semester 1
Credit points: 6
Classes: Intensive sessions: 26hrs seminar/semester
Assessment: 1x2000wd report (30%), 1x1000wd research brief (20%), 1x3000wd or equivalent major project (50%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
Interviewing covers a range of styles from the performative to the investigative and is a fundamental skill for media work and much scholarly research. This unit will introduce students to interview research, design and practice for both media and academic outlets. Students will examine best practice examples of a range of interview approaches and techniques, as well as delivering a substantial interview project.

MECO6939 Research Methods
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x3000wd research design task (50%), 1x1500wd methodology review (25%), 1x1500wd dissertation critical review (25%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit will develop students’ knowledge of key research methods used in media, communications and digital cultures research. Students will be introduced to a range of research techniques and methods, including quantitative, qualitative and mixed methods, and will have the opportunity to reflect critically on these methods through practitioner presentations and directed discussion. The assessment tasks will help students develop their skills to design and undertake a supervised research dissertation and enhance their abilities as researchers and practitioners.

MECO6940 Theoretical Traditions and Innovations
Session: Semester 1
Credit points: 6
Classes: 1x2hr seminar/week
Assessment: 1x1500wd class paper (25%), 1x1000wd wikipedia theory entry (20%), 1x3500wd critical essay (55%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit gives students an advanced understanding of the foundational traditions in communications, media, and digital cultures. It relates these traditions to contemporary innovations, rethinking ideas to grasp current and future media and communications forms, practices, structures, and meanings. The unit features detailed reading and analysis of key ideas, texts, thinkers, and contexts.
Postgraduate Programs

Media and Communications Research Degree Programs

The department offers the following postgraduate research degrees:

Doctor of Arts

Doctor of Philosophy (PhD)

Doctor of Social Sciences (DSOCSCI)

Master of Arts (Research)

Master of Philosophy (MPhil)

The Media and Communications Department welcomes inquiries about its postgraduate research programs. These include Master of Arts (Research), Doctor of Arts, Doctor of Social Sciences, Master of Philosophy, and Doctor of Philosophy.

Staff in the department are active researchers. You are encouraged to browse through our staff pages to get a sense of our research interests and strengths.

How do coursework and research programs differ?

This distinction is not always clear outside of Australia. Postgraduate coursework programs consist of units of study rather than research work. Students usually attend seminars. Graduate certificates, graduate diplomas and master’s degrees can all be obtained by coursework. In postgraduate research programs, students undertake supervised research leading to the production of a thesis or other piece of written or creative work over a prescribed period of time. The research component must comprise 66 per cent or more of the overall course requirements.

In general terms, and with the exception of the Master of Arts and Doctor of Arts/Doctor of Social Sciences, enrollment in a postgraduate research degree requires:

• Prior study in the area of media and communications, or an area related to your thesis work
• completion of a Bachelor degree plus degree such as Honours or MA that involves a substantial research/dissertation component
• high achievement at distinction level in your previous study

International students will require an acceptable academic qualification
equivalent to the above and a demonstrated English language competency.

As part of making a decision on your application the Department will consider whether it is:

- suitable in scope and standard for the research degree
- a program in which you have the competence to satisfactorily complete the proposed course of study and research
- one in which adequate supervision and facilities for carrying out the work can be provided

**Doctor of Arts**

Students complete a research thesis of 60,000 to 80,000 words on an approved topic under the supervision of an academic member of staff and complete 12 credit points of coursework.

**Doctor of Philosophy (PhD)**

Students complete a research thesis of 70,000-100,000 words on an approved topic under the supervision of an academic member of staff.

**Doctor of Social Sciences (DSocSci)**

Students complete either a research thesis of 60,000 to 80,000 words or a thesis of 20,000 to 30,000 words and a significant creative project under the supervision of a an academic member of staff. All students also complete 12 credit points of coursework.

**Master of Philosophy (MPhil)**

Candidates undertake research in one of the Faculty’s schools culminating in the submission of a thesis of 40,000-60,000 words.

**Master of Arts (Research)**

Candidates undertake an approved program of study devised in consultation with the faculty, which may comprise: supervised research and a thesis of 30,000-35,000 words; one unit of study and a thesis of 28,000-30,000 words; or two units of study and a thesis of 26,000-28,000 words.

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Dr Bunty Avieson

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Dr Bunty Avieson spent a year in 2008-2009 in the Himalayan kingdom of Bhutan, jointly funded by the United Nations and the Bhutan Observer newspaper, to teach journalists and editors, as well as to advise media stakeholders, as part of the country’s move to democracy. She worked for 25 years a journalist in Britain, Australia and Asia and has written three crime novels, two travel memoirs and a novella, which have been variously translated into Thai, German and Japanese. Bunty teaches Principles of Media Writing and News Writing.

Dr Joseph Brennan

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Dr Joseph Brennan joins the Department of Media and Communications as Lecturer in 2017. He has been teaching in the Department since 2010, including as part of a two-year Teaching Fellowship in the Faculty of Arts and Social Sciences, 2012–3. He received his PhD from Sydney in 2014, and is a university medallist. He works primarily across the fields of fan, pornography, and celebrity studies. In particular he is interested in exploring the intersections and conflicts within male sexuality, especially how such intersections and conflicts play out through online discourse. His doctoral research used textual and ethnographic approaches to theorise a queer fan practice known as ‘slash manips,’ the remixing of male popular and pornographic imagery using digital tools. In his post-doctoral work he has taken an interest in the analysis of audience reactions to extreme and fetish pornography; in the conditions of porn stardom and porn ‘aesthetics;’ in celebrity scandals and homosexual stereotyping; and in fan activism.

Dr Benedetta Brevini

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Before joining MECO in 2013, Dr Brevini lectured at City University, London. She is also an experienced journalist who has worked in Milan, New York and London for CNBC and RAI. She writes for a number of print and web publications and is a member of the coordinating committee of the UK based Media Reform Coalition whose role is to coordinate the most effective contributions by civil society groups, academics and media campaigners to debates over media regulation, ownership and democracy. Benedetta edited the widely acclaimed collection Beyond Wikileaks (Palgrave 2013) and authored Public Service Broadcasting Online (Palgrave 2013); she teaches Media Globalisation, Internet Governance, Critical Practice, Theoretical Traditions and Innovations and leads the Masters dissertations Unit.

Dr Marcus Carter

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Marcus Carter joined the University of Sydney in 2017 and is a Lecturer in Digital Cultures with a specialisation in Games Research. Prior to joining the University of Sydney, Marcus was a Research Fellow in the Microsoft Research Centre for Social NUI at the University of Melbourne. His research bridges the fields of Game Studies and Human-Computer Interaction, focusing on the social dimensions and experiences of game play. He has studied and published on a wide range of games, including EVE Online, DayZ, Candy Crush Saga, Warhammer 40,000 and the reality TV series Survivor. Marcus also has an ongoing research project developing novel digital games for Orangutans in collaboration with Zoos Victoria.

Dr Chris Chesher

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Dr Chris Chesher is Senior Lecturer in Digital Cultures researching how information and communication technologies become historically woven through social structures and cultural practices. Examples of his writing include an Innisian evaluation of technology and knowledge over time; cultural politics of educational software; blogs and the rediscovery of authorship; the relationship of console games players to their...
screens, compared with TV and cinema; and an actor network analysis of patterns of mobile phone use during a U2 concert. Chris is the Director of the Master of Digital Communication and Culture and teaches Network Society and Technology and Culture.

**Associate Professor Timothy Dwyer**  
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Associate Professor Tim Dwyer teaches Media Law and Ethics, and Legal and Ethical Issues in Media Practice. His research focuses on the critical evaluation of media and communications industries, regulation, media ethics and policy. His research also explores how news practices are evolving in multi-platform media organisations, and analyses the implications of these transformations for media diversity and pluralism. He is the author of Convergent Media and Privacy (Palgrave Macmillan, 2016), Legal and Ethical Issues in the Media (Palgrave Macmillan, 2012), Media Convergence (Open University, 2010) and the co-editor (with Virginia Nightingale) of New Media Worlds: Challenges for Convergence (Oxford, 2007). Before moving to academia he has worked for the Australian Broadcasting Corporation, and the federal government agencies responsible for privacy rights, and electronic media regulation in Australia.

**Dr Fiona Giles**  
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Before her appointment to the Media and Communications Department in 2005, Fiona worked in publishing and print journalism and editing, and completed research in the areas of gender, media and culture. She teaches Writing Features: Narrative Journalism; and Creative Non-Fiction and is currently a member of the Advertising Standards Board.

**Professor Gerard Goggin**  
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Gerard Goggin is the inaugural Professor of Media and Communications at the University of Sydney, a position he has held since 2011. Previous appointments include Professor of Digital Communications at University of New South Wales (2007-2010), the University of Queensland, Southern Cross University, and, as visiting professor, the University of Barcelona. Gerard is a pioneering figure in mobile communication and media studies as well as disability studies.

**Dr Justine Humphry**  
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Justine Humphry is a researcher of mobile and digital media focusing on networked publics, inequalities, and transformations to work and everyday life. She is committed to research that builds capacity through digital technology and user participation. Justine has 20 years of experience in community media and IT and ran a digital networking company in the key forming years of the internet, from 1998 until it was sold in 2004. She was the Chief Investigator of research on homelessness and mobile connectivity for the Australian Communications Consumer Action Network (ACCAN) from 2013-14 and for the Young and Well Cooperative Research Centre (2015-16). A selection of her publications can be found in the Routledge Companion to Mobile Media, the Journal of Information, Communication & Society, M/C Journal, Journal of Media, Culture and Society and the Australian Journal of Telecommunications and the Digital Economy.

**Dr Jonathon Hutchinson**  
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Dr Jonathon Hutchinson arrived at the University of Sydney in 2012; and has held teaching positions at RMIT and UTS. His research interests are primarily internet gov-
ernance models, especially the role human and non-human cultural intermediation plays in the collaborative production of cultural goods. He is also interested in user relationships in mediated environments, prompting his development of eResearch methodologies for social media network analysis. Jonathon teaches Online Media, and Social Media Communications.

Dr. Mitchell Hobbs  
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Dr Mitchell Hobbs is Lecturer in Media and Public Relations. Mitchell previously worked in the field of political public relations, most notably for Prime Minister Julia Gillard. His research activities concern political communication, public relations and media power, and his publications are regularly assigned as core texts at universities in Australia, the United Kingdom and the United States. Mitchell’s professional experiences and research activities have given him unique insights into communications power and social change. He teaches MECO2603 Public Relations, MECO6912 Political Public Relations and MECO6908 Strategy Selection in Corporate PR.

Dr Megan Le Masurier  
megan.lemasurier@sydney.edu.au

Dr Megan Le Masurier began working for the Department of Media and Communications in 2005 and teaches in the undergraduate and postgraduate programs. She studied music at the Sydney Conservatorium, graduated with Honours in History from the University of Sydney and received her PhD there in 2008. Her professional life began briefly in the academy, after which she worked in the magazine industry for many years (as journalist and editor). She is currently researching and writing a book on Magazines, Journalism and Everyday Life.

Dr Alana Mann  
alana.mann@sydney.edu.au

Dr Alana Mann is Chair of the Department of Media and Communications. Formerly a communications manager in organisations including Fairfax Media and The Smith Family, Dr Mann’s research focuses on digital activism and the democratic engagement of social movements and other civil society actors in policy debates regarding ‘wicked problems’ such as food security and climate change. She is involved in cross-disciplinary projects with colleagues in the Sydney Environment Institute (SEI) and the Charles Perkins Center (CPC), and is the Australian lead investigator on an international collaboration with the University of São Paulo, Brazil, on land-grabbing. Her book on food sovereignty campaigns in Latin America and Europe, Global Activism in Food Politics: Power Shift, was published in 2014.

Dr Fiona Martin  
fiona.martin@sydney.edu.au

Dr Fiona Martin researches the uses, politics and regulation of online media (internet, web, mobile devices and IPTV) and the implications of these technologies for media industry change. She is co-author of Sharing News Online (Palgrave, 2017), co-author and editor of The Value of Public Service Media: RIPE@2013 (Nordicom, 2013) with Gregory Ferrell Lowe; and contributor to Ethics for Digital Journalists (Routledge, 2014) and A Companion to Australian Media (Australian Scholarly Press, 2014). Fiona is a former community and ABC radio broadcaster and a cross-media journalist. She is researching the political economics of online news sharing and innovation in news commenting governance.

Dr Joyce Nip  
joyce.nip@sydney.edu.au

Joyce Nip joined the University of Sydney in 2010 and is a senior lecturer in the Department of Media and Communications as well as Department of Chinese
Studies. Before coming to Sydney, she has had more than 20 years of experience in journalism teaching, research and practice as assistant professor and journalist (in television, radio, newspapers and magazine) mainly in Hong Kong. In 2013-4, Joyce was a visiting associate professor at the University of Hong Kong, and in 2004-5, a Fulbright visiting scholar at the University of Maryland, College Park, US. Joyce’s research focuses on media in Chinese societies, particularly the social and political implications of the Internet and social media, and journalism. Joyce is the Postgraduate Research Coordinator.

Dr Penny O’Donnell
penny.odonnell@sydney.edu.au

Dr Penny O’Donnell joined the University of Sydney’s Department of Media and Communications in 2008 as Senior Lecturer in International Media and Journalism. Penny’s current research investigates employment trends and job loss in journalism around the world. She is a Chief Investigator on the New Beats Project (www.newbeatsblog.com), a five-year collaborative industry-university study of the aftermath of job loss in journalism, funded by an Australian Research Council Linkage Project LP140100341 (2014-2016), and Discovery Project DP150102675 (2015-2017). Recent publications can be found in Journalism, Journalism Practice, Ethical Space: The International Journal of Communication Ethics, Australian Journalism Review, and African Communication Research. Penny is also the coordinator for the Media@Sydney Research Seminars (2016-2017).

Alison Ray
alison.ray@sydney.edu.au

Alison Ray has more than 30 years media experience. She has produced, directed, presented and written for media in Australia, the United States and the UK. Alison has worked for Granada Television in the UK as a news reporter, News Editor and a feature documentary producer. In Australia she has worked for ABC Television as a factual program producer and as a senior news producer. Alison was the 2003 Reuters Fellow to Oxford University, and has a Master of Science from the University of Illinois at Urbana-Champaign as well as a Bachelor of Arts from UTS.

John Tonkin
john.tonkin@sydney.edu.au

John Tonkin is an artist, lecturer and interactive designer and programmer. He exhibits artworks both nationally and internationally. In 1999-2000 he received a fellowship from the Australia Council’s New Media Arts Board. John has worked on a broad range of projects that use real-time 3D animation, visualisation and data-mapping technologies as well a number of large scale interactive public art projects. His recent projects have explored embodied and relational approaches to interaction. John teaches in the Digital Cultures program.

Dr Olaf Werder
olaf.werder@sydney.edu.au

Olaf Werder (Ph.D. 2002 University of Florida, USA) holds a lectureship and is the Degree Director of the Master of Health Communication after having held positions at the University of Florida and the University of New Mexico. Prior to his academic appointment, he has worked in the communication industry on the media and agency side in two countries for about ten years. His research is centred on community and patient collaborative communication models, community-based participation research (CBPR), and analysis of socio-cultural understanding of health in population and media. He is an affiliated researcher at the Charles Perkins Centre, where he leads a research group on health humanities research. He is also a research network member on infectious disease prevention (SIBRN).
Academic Coordinators for 2017

Chair of Department:
Dr. Alana Mann

Director of Research:
Dr Fiona Martin

Undergraduate Coordinator:
Dr Jonathon Hutchinson

Honours Coordinator:
Dr Fiona Giles

Postgraduate Coursework Coordinator:
Dr Olaf Werder

Postgraduate Research Coordinator:

Semester 1: Associate Professor Tim Dwyer
Semester 2: Dr Benedetta Breviini

Degree Directors

Master of Digital Communication and Culture:
Dr Chris Chesher

Master of Health Communication:
Dr Olaf Werder

Master of Media Practice:
Dr Bunty Avieson

Master of Publishing:
Semester 1: Dr Megan Le Masurier
Semester 2: Dr Fiona Giles

Master of Strategic Public Relations:
Dr Mitchell Hobbs
### Key dates for 2017

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Info Day</td>
<td>Lectures Begin</td>
</tr>
<tr>
<td>5 Jan</td>
<td>31 July</td>
</tr>
<tr>
<td>Lectures begin</td>
<td>Open Day</td>
</tr>
<tr>
<td>6 Mar</td>
<td>26 Aug</td>
</tr>
<tr>
<td>Census date</td>
<td>Census date</td>
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<tr>
<td>31 Mar</td>
<td>31 Aug</td>
</tr>
<tr>
<td>Semester Break</td>
<td>Semester Break</td>
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<tr>
<td>14 Apr - 22 Apr</td>
<td>25 Sep - 29 Sep</td>
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<tr>
<td>Last day of lectures</td>
<td>Last day of lectures</td>
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<tr>
<td>9 Jun</td>
<td>3 Nov</td>
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<tr>
<td>Stuvac</td>
<td>Stuvac</td>
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<tr>
<td>12 Jun - 16 Jun</td>
<td>6 Nov - 10 Nov</td>
</tr>
<tr>
<td>Exam period</td>
<td>Exam Period</td>
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<tr>
<td>19 Jun - 1 Jul</td>
<td>13 Nov - 25 Nov</td>
</tr>
<tr>
<td>Semester ends</td>
<td>Semester ends</td>
</tr>
<tr>
<td>1 Jul</td>
<td>25 Nov</td>
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### Prizes, Scholarships & Financial Assistance

Information on Departmental prizes and scholarships can be found on the Department’s website. Other scholarships and financial assistance available through the University can be found at: sydney.edu.au/arts/future_students/scholarships.shtml.

### Policies

For information on policies that apply to current students, please visit: sydney.edu.au/arts/current_students/policies.shtml.

### Summer & Winter Schools

Students can accelerate their program, catch up on a failed subject, balance their timetable, or study subjects outside their current program. Recent high school graduates can enrol in first year subjects. More information can be found at: sydney.edu.au/summer.