



# 2018 Student Guide

## Department of Media and Communications

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



THE UNIVERSITY OF  
**SYDNEY**

All photographs in this publication produced by the School of Literature, Art and Media, University of Sydney



Welcome by Chair of Department	2
Why Study at MECO?	3
Career Opportunities	3
<b>Undergraduate Programs</b>	4 - 15
BA and Bachelor of Advanced Studies (Media & Communications) & Media Studies Major	4 - 7
Digital Cultures Program	8 - 10
2018 Units of Study	13 - 15
Honours Programs	16 - 19
<b>Postgraduate Programs</b>	20 - 39
Media Practice	20 - 21
Digital Communication and Culture	22 - 23
Strategic Public Relations	24 - 25
Publishing	26 - 27
Health Communications	28 - 29
2018 Units of Study	30 - 36
Research Degree Programs	38 - 39
Staff & 2018 Coordinators	40 - 44
Key Dates for 2018	Inside Back Cover
Contact Details	Back Cover

Information in this booklet is to be used as a guide only, as there may be changes closer to the start of the academic year.

Please check the Faculty of Arts and Social Sciences Future Students web page for complete course and study information: [http://sydney.edu.au/arts/future\\_students/](http://sydney.edu.au/arts/future_students/)

## Contents

# Welcome

## 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 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.

**Associate Professor Tim Dwyer**  
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

Why Study?



## Undergraduate Program

### BA and Bachelor of Advanced Studies (Media and Communications)

Media and Communications 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, the structure of the media and communications industries, the media's role in culture and politics, and contemporary legal and ethical issues prevalent in the field. You will explore these areas through a diverse range of disciplinary perspectives and relevant critical theories and develop in-depth professional skills in the fields of written news and feature journalism, audio, video, social media and public relations. In the fourth or Advanced Studies year, you will study entrepreneurial leadership in media organisations, undertake an industry internship and complete either a major media project or research essay.

The four-year BA and Bachelor of Advanced Studies (Media and Communications) degree is specifically designed to equip students with key skills for entry into multi-platform journalism, media regulation, public policy, public relations and corporate communications. This also qualifies our students to apply to a variety of competitive international graduate programs that require the completion of a four-year undergraduate degree for entry.

*If you choose to exit with a 3 year BA degree, you will qualify with a major in Media Studies.*

### Requirements for the Degree **Advanced Studies in Media and Communications**

For the Bachelor of Arts and Bachelor of Advanced Studies (Media and Communications), you complete 192 credit points over four years of fulltime study, comprising of:

- i) 96 credit points of the Media and Communications Advanced Studies program core units (24 credit points of units of study in each level - 1000, 2000, 3000 and 4000 - listed in this subject area, including FASS3999 Interdisciplinary Project unit.
- ii) a major from Table A or S\*
- iii) 12 credit points of OLE\* units of study
- iv) 36 credit points of elective units of study which may add up to a minor from Table A or S

The Media and Communications Advanced Studies program requires 96 credit points from this table including:

- (i) 24 credit points of 1000-level core units
- (ii) 18 credit points of 2000-level core units
- (iii) 6 credit points of 2000-level selective unit
- (iv) 18 credit points of 3000-level core units
- (v) 6 credit points of interdisciplinary project unit
- (vi) 24 credit points of 4000-level core units

## Media Studies Major

### Requirements for completion

This major is only available to students in the Media and Communications program and the combined Bachelor of Arts/Bachelor of Law degree.

A major in Media Studies requires 48 credit points from this table including:

- (i) 12 credit points of 1000-level core units
- (ii) 12 credit points of 2000-level core units
- (iii) 6 credit points of 2000-level selective unit
- (iv) 12 credit points of 3000-level core units
- (v) 6 credit points of interdisciplinary project unit

Illustrative pathway for Advanced Studies in Media and Communications				&	
Illustrative pathway for Media Studies Major					
Illustrative pathway for Honours option in 4th Year			See page 16 for detailed Honours advice		
1st Year	Sem One	MECO1001 Introduction to Media Studies	MECO1004 Introduction to Media Production	1000 level unit	1000 level unit in another major/minor from Table A or S*
	Sem Two	MECO1002 Media and Communication Landscapes	MECO1003 Principles of Media Writing	1000 level unit	1000 level unit in another major/minor from Table A or S
2nd Year	Sem One	MECO2601 Media Production: Audio Design & Podcasting	ARIN2610 Internet Transformations OR ARIN2620 Cyberworlds	2000 level unit/OLE	2000 level unit in another major/minor from Table A or S
	Sem Two	MECO2602 Media Production: Video	MECO2603 Public Relations	2000 level unit/OLE*	2000 level unit in another major/minor from Table A or S
3rd Year	Sem One	MECO3603 Media, Law and Ethics	MECO3606 Media Production: Advanced Media Writing	2000 or 3000 level unit/OLE	2000/3000 level unit in another major/minor from Table A or S
	Sem Two	3000-level Interdisciplinary project unit	MECO3605 Contemporary Issues in Global & Digital Media	2000 or 3000 level unit/OLE	3000 level unit in another major from Table A or S
4th Year	Sem One	MECO4115 Media & Communications Internship	MECO4XXX Research Practices	2000 or 3000 or 4000 level unit/OLE	3000 level unit in another major from Table A or S
	Sem Two	MECO4XXX Entrepreneurial Leadership in Media Organisations	MECO4XXX Critical Practice in Media	2000 or 3000 or 4000 level unit/OLE	3000 level unit in another major from Table A or S
HONS	Sem One	MECO4113 Theoretical Traditions & Innovations	MECO4114 Research Methods	MECO4115 Media & Communication Internship	MECO4111 Media & Communication Honours Thesis 1
	Sem Two	MECO4112 Media & Communication Honours Thesis 2			

\*OLE: Open Learning Environment unit of study

\* Table A: Faculty of Arts and Social Sciences majors, minors and units of study

\* Table S: University shared pool of majors, minors and units of study



## Media and Communications Units of Study (each is 6 credit points)

### 1000-level units of study

#### Major core

MECO1001 Introduction to Media Studies

MECO1002 Media and Communications Landscapes

#### Program core

MECO1003 Media Production: Media Writing

MECO1004 Introduction to Media Production

### 2000-level units of study

#### Major core

MECO2601 Media Production: Audio Design and Podcasting

MECO2602 Media Production: Video

#### Major Selective

ARIN2620 Cyberworlds

ARIN2610 Internet Transformations

#### Program core

MECO2603 Public Relations

### 3000-level units of study

#### Major core

MECO3603 Media, Law and Ethics

MECO3605 Contemporary Issues in Global & Digital Media

Interdisciplinary project unit

#### Program core

MECO3606 Media Production: Advanced Media Writing

**Units available for existing Media and Communications students only**

MECO3673 Research Practices

MECO3609 Critical Practice in Media

MECO3602 Online Media

MECO3671 Media and Communications Internships

4000 level units will be available from 2019.



## First year

In their first year, students will engage in critical theoretical debates in the field of media and communications. First year units provide a foundation in media and communications theory and an overview of contemporary issues including the evolving digital communication landscape. Students will develop an understanding of the origins and development of the field of study and its broader relationship to society and culture. Students will learn fundamental skills in introductory units in media production and professional news writing. These core theoretical and practical underpinnings provide a MECO student with the necessary skills for the following three years of undergraduate study.

## Second year

The second year provides students with the opportunity to develop their understanding of internet cultures and public relations, and focus on skill development in audio and video production units. They will create media products including video packages and podcasts and develop skills in corporate communication. Students will engage in contemporary theoretical debates and learn about current industry practice across all units and, having been exposed to a wide range of production experiences, will begin to consider their future specialisation within the field. This will be complemented by second year level study in their chosen major

## Third year

In the third year of Media and Communications, students will explore the regulatory, ethical and legal aspects of the media and communications industries. Focusing on local and global policy landscapes, students will gain insights into the impact of media and communications on government, society, economics and culture. Simultaneously, students will explore media globalisation to understand how their field operates at a meta level across multiple regions, issues, and governments. Building on their audio and video skills, students will create social media projects and develop their teamwork skills. Students are also provided the opportunity to further develop their professional writing skills through an advanced media writing unit. A student could exit the program with a Major in Media Studies at this point, or develop further expertise and networking opportunities by undertaking an internship with one of our industry partners. Students are also encouraged to study abroad for one semester, typically within their third year of study.

## Fourth year

Students that continue to the BAS in Media and Communication are provided the opportunity to specialise in their chosen area of the field. They will complete a semester focusing on research skills with the aim of either enhancing their skills as a media practitioner or embarking on postgraduate study. In this fourth year students will complete either a substantial research thesis (6000 words) or a practical capstone media project that showcases the production skills they have developed in the preceding three years.



## Example Pathways

### Digital Cultures Program

Digital Cultures 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. Throughout their progress in the Digital Cultures major, students will explore the interface between emerging new media technologies and cultural practices involving information, communication, knowledge, identities and power. You will build a rich understanding of how new technologies are generated, circulated and consumed. Topics covered in the Digital Cultures major include the web; social media; online identities; mobile media; social networks; computer games; virtual communities; theories of technology and culture; digital research; and media arts.

The Digital Cultures major places intelligent, interactive, mobile and networked technologies in context, taking both a critical and interdisciplinary approach that draws on sociology, history, philosophy, media studies, cultural studies and new media studies to understand the dramatic changes emerging as digital media proliferate. Our teaching combines face-to-face coursework with online exercises and practical work in computer labs. Graduates in Digital Cultures are skilled communicators and critical analysts of new technologies and the latest developments in digital media across Australian and global contexts. They are well positioned to play key roles as social commentators, innovators and leaders.

### Digital Cultures Major and Minor

#### Requirements for Completion

A major in Digital Cultures requires 48 credit points from the Unit of Study table including:

- (i) 12 credit points of 1000-level units
- (ii) 12 credit points of 2000-level core units
- (iii) 6 credit points of 3000-level core unit
- (iv) 12 credit points of 3000-level selective units
- (v) 3000-level interdisciplinary project unit

A minor in Digital Cultures requires 36 credit points from the Unit of Study table including:

- (i) 12 credit points of 1000-level units
- (ii) 12 credit points of 2000-level units
- (iii) 6 credit points of 3000-level core unit
- (iv) 6 credit points of 3000-level selective units

## First year

Students will engage in critical theoretical debates surrounding media and communication, both on their role in society and their place in industry. The first year Digital Cultures student's experience provides them with an overview of the core issues surrounding media and communication, and the transformations towards digital ecologies and economies. Digital Cultures students in their first year will be best placed to think through complimentary units that support digital cultures, for example units in film, literature, or sociology. The first year of a Digital Cultures Major will provide students with the necessary skills to explore the digital transformations of media and communications in their second and third year.

## Second year

The second year experience for a Digital Cultures student enables them to begin specializing in their field. They will undertake core units that develop their understanding of the networked communication environment across the web, social and mobile media. They will explore the changing experiences of space, sociality and power in digital environments. These core units will work best for those students who are developing their skills in complementary areas that have been established in first year. Students will also begin to hone their researching and writing skills in preparation for their third year of their major.

## Third year

In the third year of a student's Digital Cultures Major, they will further develop their professional researching and writing skills as they explore the contemporary issues within the digital media and communication landscape. They will focus on areas of specialization in Digital Cultures through their personalized selection of units from the Major Table, for example investigating technology and culture, digital arts, or games. They will develop competencies in researching digital cultures. The third year experience also enables the Digital Cultures student to integrate their digital media expertise with their chosen double major selection or humanities interest.

## Fourth year

If you would like to deepen your knowledge and skills in this major, you can complete an additional year combining your Bachelor of Arts degree with the new Bachelor of Advanced Studies.

In the Bachelor of Advanced Studies, you can undertake advanced coursework, complete a second major, combine studies from a range of disciplines and get involved in cross-disciplinary community, professional, research or entrepreneurial project work.

<http://sydney.edu.au/courses/bachelor-of-arts>

## Digital Cultures Units of Study (each unit is 6 credit points)

### 1000-level units of study

#### Core

MECO1001 Introduction to Media Studies  
 MECO1002 Media and Communications Landscapes

**Elective** (These units can be taken as electives but will not be counted towards the Major)

ARIN2630 Digital Arts  
 ARIN2640 Games & Play

### 2000-level units of study

#### Core

ARIN2610 Internet Transformations  
 ARIN2620 Cyberworlds

### 3000-level units of study

#### Core

ARIN3620 Researching Digital Cultures  
 Interdisciplinary project unit

#### Selective

ARIN3610 Technology and Culture  
 ARHT3601 Cinematic Transformations

## Example Pathways through the Bachelor of Arts

Example pathway: Digital Cultures Major					
Year 1	Sem 1	MECO1001 Introduction to Media Studies	1000 level unit	1000 level unit	1000 level unit in another major/minor from Table A or S*
	Sem 2	MECO1002 Media and Communication Landscapes	1000 level unit	1000 level unit	1000 level unit in another major/minor from Table A or S
Year 2	Sem 1	ARIN2610 Internet Transformations	2000 level unit	2000 level unit/OLE*	2000 level unit in another major/minor from Table A or S
	Sem 2	ARIN2620 Cyberworlds	2000 level unit	2000 level unit/OLE	2000 level unit in another major/minor from Table A or S
Year 3	Sem 1	3000-level interdisciplinary project unit	3000-level Digital Cultures major unit	3000 level unit in another major from Table A or S	2000/3000 level unit in another major/minor from Table A or S
	Sem 2	ARIN3620 Researching Digital Cultures	3000-level Digital Cultures major unit	3000 level unit in another major from Table A or S	3000 level unit in another major from Table A or S

\*OLE: Open Learning Environment unit of study

\* Table A: Faculty of Arts and Social Sciences majors, minors and units of study

\* Table S: University shared pool of majors, minors and units of study

## Pathways through the Bachelor of Arts/Bachelor of Advanced Studies

If you undertake a fourth year, you will be undertaking a combined Bachelor of Arts / Bachelor of Advanced Studies (BAS).

To fulfil the requirements for the BAS you must:

- complete a second major
- complete 48 credit points in one of two pathways
  - Honours; or
  - Advanced Coursework

### Example pathway: Advanced Coursework option, Bachelor of Arts

Year 1	Sem 1	MECO1001 Introduction to Media Studies	Elective	Elective/ minor**	Table S major* 2
	Sem 2	MECO1002 Media and Communication Landscapes	Elective	Elective/ minor	Table S major 2
Year 2	Sem 1	ARIN2610 Internet Transformations	Open Learning Environment units	Elective / minor	Table S major 2
	Sem 2	ARIN2620 Cyberworlds	Open Learning Environment units	Elective / minor	Table S major 2
Year 3	Sem 1	Digital Cultures major 3000-level unit	3000-level Interdisciplinary project unit	Elective / minor	Table S major 2
	Sem 2	Digital Cultures major 3000-level unit	ARIN3620 Researching Digital Cultures	Elective / minor	Table S major 2
Year 4	Sem 1	MECO4113 Theoretical Traditions & Innovations	MECO4114 Research Methods	Elective	Table S major 2***
	Sem 2	Digital Cultures 4000-level project unit		Elective	Table S major 2***

\* Table S: University shared pool of majors, minors and units of study

\*\* A second major is required but a minor is optional

\*\*\* These units may be taken in third year, and minor units or electives may be taken in fourth year

## Pathway: Honours option

The Honours year comprises two semester-long units of study and a thesis of 18,000–20,000 words in length. See page 16 for detailed Honours Course advice.

### Example pathway: Honours option, Bachelor of Arts

Year 1	Sem 1	MECO1001 Introduction to Media Studies	Elective	Elective	Table S major* 2
	Sem 2	MECO1002 Media and Communication Landscapes	Elective	Elective	Table S major 2
Year 2	Sem 1	ARIN2610 Internet Transformations	Open Learning Environment units	Elective	Table S major 2
	Sem 2	ARIN2620 Cyberworlds	Open Learning Environment units	Elective	Table S major 2
Year 3	Sem 1	Digital Cultures major 3000-level unit	3000-level Interdisciplinary project unit	Table S major 2	Table S major 2
	Sem 2	Digital Cultures major 3000-level unit	ARIN3620 Researching Digital Cultures	Table S major 2	Table S major 2
Year 4	Sem 1	MECO4113 Theoretical Traditions & Innovations	MECO4114 Research Methods	MECO4121 Digital Cultures Honours Thesis 1	
	Sem 2	MECO4122 Digital Cultures Honours Thesis 2			

\* Table S: University shared pool of majors, minors and units of study

## 2018 Units of Study

Undergraduate program taught within the Department

### Semester 1

ARIN2620 Cyberworlds  
ARIN2640 Games & Play  
ARIN3610 Technology and Culture  
MECO1001 Introduction to Media Studies  
MECO1004 Introduction to Media Production  
MECO2601 Media Production: Audio Design and Podcasting  
MECO3603 Media, Law and Ethics  
MECO3606 Media Production: Advanced Media Writing  
MECO3671 Media and Communications Internship  
MECO3673 Research Practices

### Semester 2

ARIN2610 Internet Transformations  
ARIN2630 Digital Arts  
ARIN3620 Researching Digital Cultures  
ARHT3601 Cinematic Transformations  
MECO1002 Media and Communications Landscapes  
MECO1003 Principles of Media Writing  
MECO2602 Media Production: Video  
MECO2603 Public Relations  
MECO3601 Video Production  
MECO3602 Online Media  
MECO3605 Issues in Global & Digital Media  
MECO3609 Critical Media Practice  
MECO3671 Media and Communications Internship

## 1000-level MECO

---

### MECO1001 Introduction to Media Studies

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

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

This unit will give students foundational skills in writing for the print and broadcast media. Students will learn to write in journalistic style, as well as methods of journalistic research, the skills of interviewing and the processes of news gathering.

They will also critically examine issues around fake news, false equivalency and objectivity. Students will develop the skills to produce newsworthy content of a publishable standard.

### MECO1004 Introduction to Media Production

This unit provides an introduction to the theory and practice of media production. It combines a holistic investigation of contemporary media practices with an exploratory first-hand account of media production techniques. Students will have the opportunity to create mixed media production using a variety of technologies. Students will create a major media piece by the end of the semester and will also reflect critically on their practice.

## 2000-level Digital Cultures

---

### ARIN2610 Internet Transformations

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

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

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

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.

## 3000-level Digital Cultures

---

### ARIN3610 Technology and Culture

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

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.

### ARHT3601 Cinematic Transformations

What is the cinematic object of the twenty-first century? Where do we locate the essence of a medium that has undergone such a radical transformation? This course examines the intersection of film, digital cinema, and new media experiences such as YouTube, machinima and mobile cinema. Where many have spoken of the death of cinema in a digital era, we will conceptualise the complexity of cinema's evolution from its earliest celluloid incarnation to the technologies of digital simulation.

## 2000-level MECO

---

**Note: Available to BA (MECO), BA (MECO/BLaws) students only**

### MECO2601 Media Production: Audio Design and Podcasting

This unit introduces audio production by exploring the principles of sound design. Beyond introducing the students to the principles of audio, the unit provides them with the ability to produce radio programs in the traditional broadcasting sense, while concentrating on the student's capacity to direct, produce and publish their own podcast. Students will have the opportunity to create sound design for moving image, broadcast radio segments, and podcasts using state of the art radio production facilities, audio recorders, and audio hosting services.

### MECO2602 Media Production: Video

This unit introduces students to the history, theory and practice of video production. The unit will equip students with practical skills in planning and researching a video, as well as skills in digital camera operation, video recording, lighting, sound and digital non-linear video editing. The unit emphasises factual, non-fiction video.



## MECO2603 Public Relations

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.

## 3000-level MECO

---

### MECO3601 Video Production

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

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

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 Issues in Global & Digital Media

The unit examines the social, political and economic dynamics of media and communication in global settings. It considers the interplay among the global, re-

gional and local in communication systems as well as the role that new technologies play in contemporary formations of global media. It assists students in consolidating their critical understanding of the factors that play the greatest role in shaping the globalisation of informational capitalism.

### MECO3606 Media Production: Advanced Media Writing

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

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

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 Practices

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.

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 in Media and Communications

From 2018-2020, in addition to the requirements in the degree resolutions, admission to Honours in Media and Communications requires:

(i) an average of 70 percent or better in Media and Communications

Honours in Media and Communications requires 48 credit points from this table including:

(i) 12 credit points of 4000 level Honours seminar units

(ii) 36 credit points of 4000 level Honours thesis units

From 2021, in addition to the requirements in the degree resolutions, admission to Honours in Media and Communications requires:

- (i) An average of 70 percent or better in Media and Communications
- (ii) 24 credit points of 1000-level core units
- (iii) 18 credit points of 2000-level core units
- (iv) 6 credit points of 2000-level selective units
- (v) 18 credit points of 3000-level core units
- (vi) 6 credit points of interdisciplinary project unit
- (vii) Completion of a second major

Honours in Media and Communications requires 48 credit points from this table including:

- (i) 12 credit points of 4000-level Honours seminar units
- (ii) 6 credit points of 4000-level Internship unit
- (iii) 30 credit points of 4000-level Honours thesis units

## Honours in Digital Cultures

From 2018-2020, in addition to the requirements in the degree resolutions, admission to Honours in Digital Cultures requires:

A major in Digital Cultures with a WAM of 70 or above

From 2020/2021, in addition to the requirements in the degree resolutions, admission to Honours in Digital Cultures requires:

- A major in Digital Cultures with a WAM of 70 or above
- A second major

Honours in Digital Cultures requires 48 credit points from this table including:

- (i) 12 credit points of 4000 level Honours seminar units
- (ii) 36 credit points of 4000-level Honours thesis units





## MECO Honours Units of Study

MECO4113 Theoretical Traditions & Innovations

MECO4114 Research Methods

MECO4111 Media & Communications Honours Thesis 1

MECO4112 Media & Communications Honours Thesis 2

### Seminar units

MECO4113 Theoretical Traditions & Innovations

MECO4114 Research Methods

### Honours Thesis units

MECO4211 Digital Cultures Honours Thesis 1

MECO4212 Digital Cultures Honours Thesis 2

### MECO4111 Media & Communications Honours Thesis 1

Research towards and preliminary writing of an Honours thesis of 18 000-20 000 words, in collaboration with a supervisor approved by the Honours Coordinator.

### MECO4112 Media & Communications Honours Thesis 2

In this unit students complete and submit a substantial, independent research project in Media and Communications. Regular meetings with a supervisor approved by the Department of Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, and develop their expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.

### MECO4113 Theoretical Traditions & Innovations

The 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 present and future media and communications forms, practices, structures, and meanings. The unit features detailed reading and analysis of key ideas, texts, thinkers, and contexts.

### MECO4114 Research Methods

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.

### MECO4211 Digital Cultures Honours Thesis 1

In this unit students complete and submit a substantial, independent research project in Digital Cultures. Regular meetings with a supervisor approved by the Department of Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, developing expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.

### MECO4212 Digital Cultures Honours Thesis 2

In this unit students complete and submit a substantial, independent research project in Digital Cultures. Regular meetings with a supervisor approved by the Department of Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, developing expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.





## 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 2018

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

ARIN6904 Mobile Media and Games  
MECO6906 Literary Journalism and Theory  
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 Television and Video 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  
MECO6941 Podcasting  
ASNS6905 Asian Popular Culture  
FASS7001 Academic English for Postgraduates  
FASS7002 Critical Thinking and Persuasive Writing  
GCST6901 Cultural Policy  
LNGS7006 Cross-Cultural Communication  
LNGS7274 Media Discourse  
MFDI9303 Digital Effects for Film and Video  
PACS6914 Conflict-resolving Media  
WMST6903 Gender, Media and Consumer Societies  
FASS7001 Academic English for Postgraduates  
FASS7002 Critical Thinking and Persuasive Writing  
WRIT6000 Professional Writing  
WRIT6001 Professional Editing

## 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 2018 units is on page 30.

**Contact** Dr Bunty Avieson

T + 61 2 8627 0201 E [bunty.avieson@sydney.edu.au](mailto:bunty.avieson@sydney.edu.au)



## Postgraduate Coursework Program

### 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 2018

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

ARIN6902 Internet Governance  
ARIN6904 Mobile Media and Games  
ARIN6905 New Media Audiences  
ARIN6912 Digital Research and Publishing

## Elective units of study

MECO6904 Dissertation Part 1  
MECO6905 Dissertation Part 2  
MECO6928 Media and Communication Internship  
MECO6935 Professional Project  
MECO6900 News Writing  
MECO6902 Legal and Ethical Issues in Media Practice  
MECO6916 Editing and Manuscript Preparation  
MECO6925 Online Journalism  
MECO6930 Publication Design  
MECO6934 Social Marketing  
MECO6936 Social Media Communication  
MECO6939 Research Methods  
MECO6940 Theoretical Traditions and Innovations  
MECO6941 Podcasting  
MFDI9303 Digital Effects for Film and Video  
MFDI9313 Digital Editing for Film and Video  
MUSM7036 Museums and the Digital  
ARHT6930 Film Theory: Art,

Industry, Culture  
CAEL5045 Web Environment for Cultural Producers  
CISS6022 Cybersecurity  
ENGL6970 Reading Magazines  
GCST5909 Key Thinkers for Cultural Studies  
GCST6901 Cultural Policy  
IDEA9103 Design Programming  
IDEA9105 Interface Design  
IDEA9106 Design Thinking  
INFO5990 Professional Practice in IT  
INFO5992 Understanding IT Innovations  
INFO6007 Project Management in IT  
LNGS7006 Cross-Cultural Communication  
SCLG6902 Doing Social Research  
USSC6920 US Media: Politics, Culture, Technology  
WMST6903 Gender, Media and Consumer Societies  
FASS7001 Academic English for Postgraduates  
FASS7002 Critical Thinking and Persuasive Writing  
WRIT6000 Professional Writing  
WRIT6001 Professional Editing

## 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 2018 units is on page 30.

**Contact** Dr Chris Chesher

T + 61 2 9036 6173 E [chris.chesher@sydney.edu.au](mailto: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 2018

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/handbooks/arts\\_PG/coursework/masters/strategic\\_public\\_relations.shtml](http://sydney.edu.au/handbooks/arts_PG/coursework/masters/strategic_public_relations.shtml)

**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

MECO6908 Strategy Selection in Corporate PR  
MECO6909 Crisis Communication  
MECO6912 Political Public Relations  
MECO6913 Public Opinion, Policy and Public Sphere

### Elective units of study

MECO6900 News Writing  
MECO6901 Dealing with the Media  
MECO6902 Legal and Ethical Issues in Media Practice  
MECO6911 Financial and Investor Communication  
MECO6919 Health Communication  
MECO6926 International Media Practice  
MECO6927 Organisational Communication  
MECO6930 Publication Design  
MECO6934 Social Marketing  
MECO6936 Social Media Communication

MECO6938 The Interview  
MECO6939 Research Methods  
MECO6940 Theoretical Traditions and Innovations  
MECO6941 Podcasting  
SCLG6901 Citizenship Rights and Social Movements  
FASS7001 Academic English for Postgraduates  
FASS7002 Critical Thinking and Persuasive Writing  
WRIT6000 Professional Writing  
WRIT6001 Professional Editing  
GOVT6316 Policy Making, Power and Politics  
GOVT6159 Emotions, Agenda Setting, and Public Policy

### 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 2018 units is on page 30.

**Contact** Dr Mitchell Hobbs

T + 61 2 8627 4140 E [mitchell.hobbs@sydney.edu.au](mailto: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 2018

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](http://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

ARIN6902	Internet Culture and Governance
ARIN6912	Digital Research and Publishing
MECO6900	News Writing
MECO6901	Dealing with the Media
MECO6902	Legal and Ethical Issues in Media Practice
MECO6906	Literary Journalism and Theory
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
MECO6938	The Interview
MECO6939	Research Methods
MECO6940	Theoretical Traditions and Innovations
MECO6941	Podcasting
ENGL6917	Literary Culture: Sydney
ENGL6936	Writers at Work
ENGL6970	Reading Magazines
ENGL6984	Creative Non-Fiction Workshop
FASS7001	Academic English for Postgraduates
FASS7002	Critical Thinking and Persuasive Writing
WRIT6000	Professional Writing
WRIT6001	Professional Editing

## 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 2018 units is on page 30.

**Contact** Dr Megan Le Masurier  
T +61 2 9351 3628 E [megan.lemasurier@sydney.edu.au](mailto:megan.lemasurier@sydney.edu.au)



## Postgraduate Coursework Program

### Health Communication

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 journalistic 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 communication and public health, our program incorporates media marketing, as well as organisational and health communication skill building.

The Master program provides communication skills for aspiring and professional health advocates in public and corporate health communications, health care 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. 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 communication and health disciplines, incorporating a cross-disciplinary, collaborative approach. Units of study provide training in clear communication of public health campaigns and policy topics, the creation of public education programs that nurture a more healthcare-literate population, the ability to raise awareness of, and advocate for, specific healthcare matters, and management of communication technology, including social media, to ensure information accuracy and uphold ethical standards. 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 2018

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](http://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.

## 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

Health Communication Research	Health Promotion / Marketing	Health Journalism / Writing	Health PR / Policy Support	Community Engagement
BETH5207 (6) Arts in Health	ARIN6905 (6) New Media Audiences	ARIN6901 (6) Network Society	ARIN6901 (6) Network Society	ARIN6905 (6) New Media Audiences
CEPI5214 (4) Writing and Reviewing Medical Papers	BETH5206 (2) Introduction to Public Health Ethics	BETH5203 (6) Ethics and Public Health	ARIN6902 (6) Internet Governance	BETH5206 (2) Introduction to Public Health Ethics
EDPK5003 (6) Developing a Research Project	GCST5902 (6) Natures and Cultures of Bodies	CIS56004 (6) Health and Security	BETH5203 (6) Ethics and Public Health	BETH5207 (6) Arts in Health
LNGS7002 (6) Language, Society and Power	MECO6901 (6) Dealing with the Media	LAWS6839 (6) Critical Issues in Public Health	CIS56004 (6) Health and Security	DVST6906 (6) Culture and Politics of Health Development
LNGS7006 (6) Cross-cultural Communication	MECO6936 (6) Social Media Communication	MECO6900 (6) News Writing	HPOL5000 (6) Introduction to Health Policy	EDPK5003 (6) Developing a Research Project
PUBH5010 (6) Epidemiology Methods and Uses	PUBH5024 (2) Obesity and Health Promotion	MECO6901 (6) Dealing with the Media	HPOL5007 (6) Global Health Policy	GCST5902 (6) Natures and Cultures of Bodies
PUBH5018 (6) Introductory Biostatistics	PUBH5026 (2) Mass Media Campaigns and Social Marketing	MECO6915 (6) Writing Features: Narrative Journalism	LAW56052 (6) Govt Regulation, Health Policy and Ethics	MECO6936 (6) Social Media Communication
PUBH5027 (6) Public Health Program Evaluation Methods	PUBH5027 (6) Public Health Program Evaluation Methods	MECO6926 (6) International Media Practice	LAW56839 (6) Critical Issues in Public Health Law	MIPH5124 (4) Health Issues and Humanitarian Emergencies
PUBH5111 (4) Environmental Health	PUBH5032 (2) Making Decisions in Public Health	MECO6936 (6) Social Media Communication	LAW56848 (6) Law and Health Lifestyles	MIPH5135 (4) Health Systems in Developing Countries
PUBH5205 (2) Decision Analysis	PUBH5033 (6) Disease Prevention and Health Promotion	MIPH5117 (2) Global Non-communicable Disease Control	MECO6901 (6) Dealing with the Media	NURS5095 (6) Primary Health Care in the Community
PUBH5422 (6) Health and Risk Communication	PUBH5118 (4) Indigenous Health Promotion	MIPH5124 (4) Health Issues and Humanitarian Emergencies	MECO6908 (6) Strategy Selection in Corporate PR	PUBH5032 (2) Making Decisions in Public Health
PUBH5500 (6) Advanced Qualitative Health Research	PUBH5420 (4) Public Health Advocacy Strategies	PUBH5111 (4) Environmental Health	MECO6926 (6) International Media Practice	PUBH5420 (4) Public Health Advocacy Strategies
QUAL5005 (4) Introducing Qualitative Health Research	SEXH5410 (6) Sexual Health Promotion	PUBH5114 (4) Alcohol, Drug Use and Health	MECO6936 (6) Social Media Communication	PUBH5422 (6) Health and Risk Communication
SCLG6902 (6) Doing Social Research		PUBH5116 (4) Genetics and Public Health	PUBH5032 (2) Making Decisions in Public Health	QUAL5005 (4) Introducing Qualitative Health Research
		PUBH5308 (2) Health Workforce Policy Analysis	PUBH5420 (4) Public Health Advocacy Strategies	SCWK6910 (6) Working with Communities
		PUBH5416 (2) Vaccines in Public Health	PUBH5422 (6) Health and Risk Communication	
		PUBH5418 (6) Tobacco Control in the 21st Century		

Contact Dr Olaf Werder

T + 61 2 9114 1219 E olaf.werder@sydney.edu.au



## 2018 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 Television and Video Journalism  
 MECO6925 Online Journalism  
 MECO6936 Social Media Communication  
 MECO6937 Making e-Books and Digital Magazines  
 MECO6938 The Interview  
 MECO6939 Research Methods  
 MECO6940 Theoretical Traditions and Innovations

### Semester 1 & 2

MECO6904 Dissertation Part 1  
 MECO6905 Dissertation Part 2  
 MECO6926 International Media Practice  
 MECO6928 Media and Communication Internship  
 MECO6935 Professional Project

### Semester 2

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  
 MECO6941 Podcasting



### ARIN6902 Internet Governance

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.

### ARIN6904 Mobile Media and Games

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.

### ARIN6905 New Media Audiences

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

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

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

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

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

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

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

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

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

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

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

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**

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**

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**

The unit of study offers core skills of copy and structural editing for trade, academic, scholarly and cross-over markets. It also analyses the editor's role in different compositional practices, the process of manuscript evaluation, development and preparation, and the relationship with the author and publisher. Students will

have the option of working in an editing team that will select, shape and prepare an anthology of writing, published on completion of MECO6917 at the end of the following Semester.

### **MECO6917 Book Production and Publishing Business**

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**

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 Television and Video Journalism**

This unit will give students a grounding in reporting for Television Journalism as well as Video for online publication from the idea to final story. Students will learn how to record video using professional standard equipment. Students will also learn how to script and edit sound and vision for Television reporting packages. Students will learn about production planning - including multi-camera Television Studio operations - as well as the ethical and legal considerations which underpin current multimedia and convergent working environments.

### **MECO6925 Online Journalism**



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

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

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

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

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 globalized communication, are discussed with regard to a range of media, including the Internet.

### MECO6930 Publication Design

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

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

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 pro-

grams. It will include how to design, manage and communicate social and behaviour change programs in Australia and internationally.

### MECO6935 Professional Project

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

This unit introduces the fundamentals of strategic social media use for pro-



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

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

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

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

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.

### MECO6941 Podcasting

Podcasting is a relatively new genre of audio production, distribution and consumption with its own aesthetics and values. In this unit students will learn to produce documentary-style audio stories, learning practical skills necessary for working in radio and producing podcasts for various media industries.



## 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 - 80,000 words on an approved topic under the supervision of an academic member of staff and complete 12 credit points of coursework units of study.

### Doctor of Philosophy (PhD)

---

Candidates complete a research thesis of 70 000-80 000 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)

---

The Master of Philosophy in the Faculty of Arts and Social Sciences is normally completed over two years full-time or four years part-time. Candidates complete a research thesis of 40 000-50 000 words on an approved topic under the supervision of an academic member of staff.

### Master of Arts (Research)

---

The Master of Arts (Research) is normally completed over two years full-time and four years part-time. 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.

**Contact** Dr Benedetta Brevini  
T +61 2 9351 4734 E [benedetta.brevini@sydney.edu.au](mailto:benedetta.brevini@sydney.edu.au)



### Dr Karina Aveyard

[karina.aveyard@sydney.edu.au](mailto:karina.aveyard@sydney.edu.au)

Karina Aveyard joined MECO in 2015 as a University of Sydney Postdoctoral Research Fellow. She was previously a Lecturer in the School of Art, Media and American Studies at the University of East Anglia, UK. Karina completed her PhD at Griffith University in 2012. Her thesis titled 'Rural Cinema: Film Exhibition and Consumption in Australia and the United Kingdom' was funded by an ARC Linkage Grant in collaboration with the National Film and Sound Archive and Screen Australia. Prior to undertaking her PhD studies Karina was a senior researcher at the Australian Film Commission.

### Dr Bunty Avieson

[bunty.avieson@sydney.edu.au](mailto:bunty.avieson@sydney.edu.au)

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

[joseph.brennan@sydney.edu.au](mailto:joseph.brennan@sydney.edu.au)

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 Ph.D. 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

[benedetta.brevini@sydney.edu.au](mailto:benedetta.brevini@sydney.edu.au)

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

[marcus.carter@sydney.edu.au](mailto:marcus.carter@sydney.edu.au)

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

[chris.chesher@sydney.edu.au](mailto:chris.chesher@sydney.edu.au)

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 Digital Research and Publishing and Technology and Culture.

### Associate Professor Timothy Dwyer

[timothy.dwyer@sydney.edu.au](mailto:timothy.dwyer@sydney.edu.au)

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

[fiona.giles@sydney.edu.au](mailto:fiona.giles@sydney.edu.au)

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

[gerard.goggin@sydney.edu.au](mailto:gerard.goggin@sydney.edu.au)

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

[justine.humphry@sydney.edu.au](mailto:justine.humphry@sydney.edu.au)

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 community 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

[jonathon.hutchinson@sydney.edu.au](mailto:jonathon.hutchinson@sydney.edu.au)

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 governance 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

[mitchell.hobbs@sydney.edu.au](mailto:mitchell.hobbs@sydney.edu.au)

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

#### Professor Heather Horst

[heather.horst@sydney.edu.au](mailto:heather.horst@sydney.edu.au)

Professor Heather Horst joined the Department in March 2017. Prior to this she was Professor in the School of Media and Communication and the Co-Founder of the Digital Ethnography Research Centre at RMIT University. She is a sociocultural anthropologist whose research focuses upon understanding how digital media, technology and other forms of material culture mediate relationships, communication, learning, mobility and our sense of being human. Her current research explores transformations in the telecommunications industry and the emergence of new mobile media practices across the Asia-Pacific region.

#### Dr. Megan Le Masurier

[megan.lemasurier@sydney.edu.au](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](http://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](mailto: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](mailto: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](mailto: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 2018

---

**Chair of Department:**

Associate Professor Tim Dwyer

**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:**

Dr Benedetta Brevini

## 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:**

Dr Megan Le Masurier

**Master of Strategic Public Relations:**

Dr Mitchell Hobbs

## Key dates for 2018

---

### Semester 1

Info Day	16 Dec 2017
Lectures begin	5 Mar
Census date	31 Mar
Semester Break	2 Apr - 6 Apr
Last day of lectures	30 Jun
Stuvac	11 Jun -15 Jun
Exam period	18 Jun - 30 June
Semester ends	1 Jul

### Semester 2

Lectures Begin	30 July
Census date	31 Aug
Open Day	26 Aug
Semester Break	24 Sep - 28 Sep
Last day of lectures	3 Nov
Stuvac	5 Nov - 9 Nov
Exam Period	12 Nov - 24 Nov
Semester ends	24 Nov

## 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](http://sydney.edu.au/arts/future_students/scholarships.shtml)

## Policies

For information on policies that apply to current students, please visit:

[sydney.edu.au/students/](http://sydney.edu.au/students/)

## 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](http://sydney.edu.au/summer)

---

## Department of Media and Communications

### School of Literature, Art and Media (SLAM)

### Faculty of Arts and Social Sciences

Room N386, John Woolley Building A20  
Science Rd, Camperdown 2006

[sydney.edu.au/study](http://sydney.edu.au/study)  
[sydney.edu.au/postgraduate](http://sydney.edu.au/postgraduate)  
[sydney.edu.au/arts/media\\_communications/](http://sydney.edu.au/arts/media_communications/)  
[sydney.edu.au/arts/digital\\_cultures/](http://sydney.edu.au/arts/digital_cultures/)  
[sydney.edu.au/arts/slam](http://sydney.edu.au/arts/slam)  
[sydney.edu.au/arts](http://sydney.edu.au/arts)

## Contact us

[sydney.edu.au/ask](http://sydney.edu.au/ask)  
1800 SYD UNI (1800 793 864)  
+61 2 8627 1444

Produced by the School of Literature, Art and Media; Faculty of Arts and Social Sciences; The University of Sydney, August 2017. The University reserves the right to make alterations to any information contained within this publication without notice.



THE UNIVERSITY OF  
**SYDNEY**