2016 Student Guide

Department of Media and Communications

School of Letters, Art and Media
Faculty of Arts and Social Sciences
Contents

Welcome by Chair of Department 2

Why Study at MECO? 3

Career Opportunities 3

Undergraduate Programs 4 - 15

BA in Media and Communications 4 - 5

Digital Cultures Program 6 - 7

2016 Units of Study 8 - 15

Honours Programs 16 - 17

Postgraduate Programs 18 - 39

Media Practice 18 - 19

Digital Communication and Culture 20 - 21

Strategic Public Relations 22 - 23

Publishing 24 - 25

Health Communications 26 - 27

2016 Units of Study 28 - 37

Research Degree Programs 38 - 39

Staff & 2016 Coordinators 40 - 44

Key Dates for 2016 Inside Back Cover

Contact Details Back Cover

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Welcome

“Welcome to MECO, encompassing Media and Communications, and Digital Cultures. We offer two undergraduate programs: a four-year Media and Communications degree with an internship capstone; and a three-year Digital Cultures major that can be taken as part of the BA or the BA(MECO). We also offer five masters degrees, all of which include an internship capstone, or a dissertation option for students interested in further research. The master degrees are: Media Practice; Digital Communication and Culture; Strategic Public Relations; Publishing; and Health Communication. And we have a vibrant research culture of students completing higher degrees at masters research and doctoral levels.

Media, communications and digital cultures are dynamic, rapidly changing areas. As journalism moves online, and social media networks enhance connectivity, this enables heightened levels of civic, political and social engagement; and career and research opportunities and challenges are increasing. Doubts about the viability of print, concentration of media ownership in a globalized economy, and the negative potential of fragmented publics, also mean that traditional values of journalism such as the fourth estate, and social cohesion through mass media, are thrown into new states of flux.

Yet these challenges provide fertile ground for practical, critical inquiry, problem solving, editorial ventures and entrepreneurial start-ups for our next generation of journalists, digital strategists, bloggers, editors, game and app designers, website managers, policy developers, media advisors and publicists – and many other media professionals.

Our degrees offer a mix of critical, historical and theoretical learning, together with courses in both Australian media and media globalization. These provide a background to our production-based classes that focus on media-making across all the platforms, and provide opportunities to explore the cultural implications of digital media.

Together with the internships, our research expertise ensures students are ready for the workforce, for further research, or both – it’s up to you!”

Dr Fiona Giles
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

- multi-media journalism, including print (newspapers, magazines), radio, television or online journalism – reporting, producing, editing or researching
- Content provider or producer for convergent journalism
- Social media strategist, analyst, adviser or researcher
- Digital media specialist
- Media researcher in corporate, public or non-government sectors
- Media regulation and policy advisor
- Media relations advisor
- Press secretary
- Publicist
- Public relations manager
- Social media marketing
- Website manager, editor or designer
- Content provider for internal or external communication publishing
- Magazine designer and editor for print, online or mobile platforms
- Content writer and copy editor
- Social Marketing design and health promotion

Why Study?

Welcome
Undergraduate Program

BA in Media and Communications

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

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

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

Requirements for the Degree

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

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

Sample Pathway

BA in media and communications

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester One</th>
<th>Semester Two</th>
<th>Table A or B Junior Unit</th>
<th>Table A Junior Unit</th>
<th>Table A Major Junior Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Year</td>
<td>MECO1001 Introduction to Media Studies</td>
<td>MECO1002 Media and Communication Landscapes</td>
<td>Table A or B Junior Unit</td>
<td>Table A Junior Unit</td>
<td>Table A Major Junior Unit</td>
</tr>
<tr>
<td>2nd Year</td>
<td>MECO2601 Radio Broadcasting</td>
<td>MECO2603 Media Relations</td>
<td>Table A Junior / Senior or Table B Senior Unit</td>
<td>Table A Junior / Senior or Table B Senior Unit</td>
<td>Table A Major Senior Unit</td>
</tr>
<tr>
<td>3rd Year</td>
<td>MECO3603 Media, Law and Ethics</td>
<td>MECO3605 Media Globalization</td>
<td>Table A or B Senior Unit</td>
<td>Table A Major Senior Unit</td>
<td></td>
</tr>
<tr>
<td>4th Year</td>
<td>MECO3671 Media &amp; Communications Internship</td>
<td>MECO3609 Critical Media Practice</td>
<td>Table A or B Unit</td>
<td>Table A Major Senior Unit</td>
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Digital Cultures Program

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

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

Digital Cultures Major

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

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

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

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

Senior-intermediate core Digital Cultures units:
- ARIN2610 Web Transformations
- ARIN2620 Cyberworlds
- ARIN2630 Digital Arts
- ARIN2640 Games and Play

Senior-advanced core Digital Cultures units:
- ARIN3610 Technology and Culture
- ARIN3620 Researching Digital Cultures

Sample Pathway

Digital Cultures Major in the three-year BA

<table>
<thead>
<tr>
<th>1ST YEAR</th>
<th>SEM ONE</th>
<th>Junior unit from subject areas listed above</th>
<th>Junior unit from subject areas listed above</th>
<th>Junior unit from subject areas listed above</th>
<th>Junior unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEM TWO</td>
<td>ARIN2610 Web Transformations</td>
<td>Junior unit</td>
<td>Junior unit</td>
<td>Junior unit</td>
<td></td>
</tr>
</tbody>
</table>

| 2ND YEAR | SEM ONE | ARIN2620 Cyberworlds | ARIN2640 Games and Play | Senior unit | Senior unit |
| SEM TWO  | ARIN2630 Digital Arts | Senior unit | Senior unit | Senior unit |

| 3RD YEAR | SEM ONE | ARIN3610 Technology and Culture | Senior unit | Senior unit | Senior unit |
| SEM TWO  | ARIN3620 Researching Digital Cultures | Senior unit | Senior unit | Senior unit |

Elective units

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

- DECO2010 Designing Social Media
- DECO2102 Interactive Multimedia Design
- LNG3608 Computers, Discourse and Language
- LNG3613 Computer Applications in Linguistics
- WRIT2000 Contemporary Rhetoric
- ENGL3615 Street Narratives
- FILM2601 Cinema Today: Traffic in Moving Images
- GCST2612 Youth Cultures
- GCST2613 Everyday Life: Theories and Practices
- GCST3603 Consumer Cultures, Environmental Futures
- GCST3604 Cultural Theory
- HSTY2602 Tablet to Ipad: A History of Information
- SCLG2610 Science, Technology and Social Change
- SCLG2628 Surveillance and Society

Note: not every unit of study is offered every year. For further information, see: sydney.edu.au/arts/digital_cultures
2016 Units of Study
Undergraduate program taught within the Department

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

Semester 1
ARIN2620 Cyberworlds
ARIN2640 Games and Play
ARIN3610 Technology and Culture
MECO1001 Introduction to Media Studies
MECO3603 Media, Law and Ethics
MECO3606 Advanced Media Writing
MECO3673 Research Methods

Semester 1 & 2
MECO2601 Radio Broadcasting
MECO2805 Media and Communications Exchange
MECO3601 Video Production
MECO3671 Media and Communications Internship

Semester 2
ARIN2610 Web Transformations
ARIN2630 Digital Arts
ARIN3620 Researching Digital Cultures
MECO1002 Media and Communications Landscapes
MECO1003 Principles of Media Writing
MECO2603 Media Relations
MECO3602 Online Media
MECO3605 Media Globalization
MECO3609 Critical Media Practice

Junior MECO

MECO1001 Introduction to Media Studies

Session: Semester 1 Credit points: 6
Classes: 2x1hr lecture/week, 1x1hr tutorial/week
Assessment: 1x1200wd essay (30%), 1x600wd essay (40%), 1x2hr exam (30%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit offers an introduction to the history and theory of media and communications studies. Students will gain a foundation in key concepts, methodologies and theorists in the field. They will also explore the interdisciplinary roots of media and communications studies and acquire basic research skills. By the end of the unit students should be familiar with major shifts in the history and theory of media and communications studies and with basic concepts and methodologies in the field.

MECO1002 Media and Communications Landscapes

Session: Semester 2 Credit points: 6
Classes: 1x1-hr lecture/week, 1x2-hr seminar/week
Assessment: 1x300wd news story (15%), 1x600wd news story (15%), 1x1500wd news portfolio (30%), 1x2hr exam (30%), workshop participation (10%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit will give students foundation- al skills in writing for the print and broadcast media. Students will learn the elements of journalistic style, how to structure news and feature articles, how to script basic broadcast and online news, and be introduced to the principles of interviewing and journalistic research.

MECO1003 Principles of Media Writing

Session: Semester 2 Credit points: 6
Classes: 1x1-hr lecture/week, 1x2-hr tutorial/week
Assessment: 1x1000wd equivalent presentation (20%), 1x2000wd essay (40%), 1x2hr exam (40%)
Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

The unit introduces students to the key ideas, trends, organisations and institutional bodies that shape and define the "landscape" in which media and communications practitioners operate. It offers students an opportunity to gain a foundational understanding of the media and communication field in Australia that will be important for placing professional work done in media and communications in a social, cultural, historical, economic and political context.
Senior Digital Cultures

ARIN2610 Web Transformations
Session: Semester 2 Credit points: 6
Classes: 1x1hr lecture/week, 1x1hr tutorial/week
Prerequisites: 18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy, Psychology or Sociology)
Prohibitions: ARIN2100 Assessment: 1x1500wd equivalent workshops and tutorial exercises (20%), 1x1500wd report to government/industry (40%), 1x1500wd digital media strategy (40%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
The Internet is a medium undergoing constant change, while also becoming progressively integrated into everyday life. Web Transformations critically examines recent changes in the technology, language, design and social networking on the internet. It introduces key skills in evaluation, strategy, interaction design and writing for the web within a historical context. Beyond the web, it evaluates the implications of emerging applications such as mobile technologies, internet of things and social media.

ARIN2620 Cyberworlds
Session: Semester 1 Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy, Psychology or Sociology)
Prohibitions: ARIN2200 Assessment: 1x2000wd essay (40%), 1x1500wd art review (30%), 1x1000wd art blog (20%), tutorial participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
Cyberworlds introduces students to key perspectives, themes and debates in the expanding world of online interaction and cultural production including social media, art, games, virtual worlds, augmented reality and participatory culture. Is the term ‘cyberworld’ redundant in a world where online and offline experiences, cultural forms and identities have become increasingly enmeshed?

ARIN2630 Digital Arts
Session: Semester 2 Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr seminar/week
Prerequisites: 18 junior credit points from (Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy, Psychology or Sociology)
Prohibitions: ARIN2300 Assessment: 1x2000wd essay (40%), 1x1500wd art review (30%), 1x1000wd art blog (20%), tutorial participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
Digital Arts explores the ways digital and new media technologies are being used to transform cultural production, distribution and reception in the visual and performing arts, film and popular culture. Students will learn about the changing aesthetic, cultural and technical dimensions of new digital technologies and will develop the critical and analytical tools with which to discuss and evaluate digital art works and the ways that audiences interact with them.

ARIN2640 Games and Play
Session: Semester 1 Credit points: 6
Classes: 1x1hr lecture/week, 1x2hr tutorial/week
Prerequisites: (18 junior credit points from Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy or Sociology) or (18 junior credit points from GCSSE-LBL, ARTH, ENGL1008, ENGL1026, PHIL1011 or PHIL1013)
Prohibitions: ARIN2640 Assessment: 1x1000wd tutorial activity (20%), 1x2000wd game analysis (40%), 1x1500wd game design project (30%), tutorial participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
Computer games have emerged as distinctive cultural forms, with their own aesthetics, design cultures, user communities and academic study. This unit of study uses historical and critical theories on games and play to explore how computer games work and to examine their complex interrelationships with culture. Drawing on readings from games studies, new media and design, students will analyse a range of different games and use hands-on exercises to develop their own game design concepts.

ARIN3610 Technology and Culture
Session: Semester 1 Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 12 senior credit points from Digital Cultures, Anthropology, Art History, Computer Science, Design Computing, English, Gender and Culture Studies, History, Information Systems, Information Technology, Linguistics, Media and Communication, Philosophy or Sociology)
Prohibitions: ARIN2660 Assessment: 1x1000wd provocations and research report (20%), 1x1500wd influence analysis (30%), 1x2000wd essay (40%), participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
Technology and Culture analyses the relationships between technological developments and cultural change, with a particular focus on digital media. This unit of study interrogates the changing conceptions of technology in society by tracing the influence of key works in the critical Humanities and social sciences. Through close readings and provocative discussion of advanced texts, students explore the significance of technology in social power, identity, gender, sexual shaping, class, space, assemblages, actor-networks, experience, thought, time, and the future.

ARIN3620 Researching Digital Cultures
Session: Semester 2 Credit points: 6
Classes: 1x2hr lecture/week, 1x1hr tutorial/week
Prerequisites: 12 senior credit points from Digital Cultures
Prohibitions: ARIN3600 Assessment: 1x2000wd research blog (45%), 1x2500wd research proposal (45%), participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
How do people make and use new media technologies? To answer this question you need to know how to conduct research: a systematic investigation using carefully chosen and ethically sound methods. In this unit students prepare a research proposal to improve knowledge about the social implications of the latest developments in information technologies. They build their methodology by choosing a combination of methods: big data analysis, ethnography, interviews, surveys, online methods, discourse analysis, content analysis and/or case studies.
Communications and Undergraduate Students learn to develop a media framing and relationship-building. It examines media relations theories of stakeholders in a variety of sectors and looks at the complexity of media globalisation and to examine in depth some of the common assumptions associated with the term. The unit considers the interplay among the global, regional, and local in contemporary media organizations as well as the role that new technologies play in contemporary formations of global media. Students will become familiar with key theoretical and profession- al 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.

**MECO3601 Video Production**

**Session:** Semester 1.2 Credit points: 6
**Classes:** 1x2hr lecture/week, 1x2hr workshop/week
**Prerequisites:** 18 junior credit points from Media and Communications Prohibitions: MECO2001 Assessment: 1x1300wd equivalent video production (mainly field-based video), with a strong focus on broadcast journalism. The unit will equip students with practical skills in planning and researching a video production, as well as with skills in digital camera operation, video recording and digital video editing using desktop software. It has a strong production component and students will be expected to produce short video items in groups, and organise their time accordingly. The unit emphasises ‘non-fiction’, information, or ‘factual’ programming: news, current affairs, and documentary, and assumes some knowledge in news reporting techniques. This is an intensive unit combining production and theoretical elements.

**MECO3602 Online Media**

**Session:** Semester 2 Credit points: 6
**Classes:** 1x1hr lecture/week, 1x2hr tutorial/week
**Prerequisites:** MECO2601 and MECO3606 Assessment: 1x1500wd website project proposal & blog (25%), 1x1500wd equivalent web feature (25%), 1x1500wd online essay (25%), tutorial participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit examines how uses of the Internet, the Web and other online media and devices, such as mobile phones and iPads, are changing the media landscape. Students will become familiar with key theoretical and profession- al issues in online and digital media, and learn to critically analyse online media production. They will also gain practical skills in writing and producing for the web through team development of blogs and online features.

**MECO3603 Media, Law and Ethics**

**Session:** Semester 1 Credit points: 6
**Classes:** 1x2hr lecture/week, 1x1hr tutorial/week
**Prerequisites:** 6 senior credit points from Media and Communications Prohibitions: MECO3003 Assessment: 1x2000wd essay (45%), 1x1.5hr (1700wd equivalent) exam (35%), 1x800wd online posting (20%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit will introduce students to the arena of media, law and ethics through discussion of key legal, ethical, and cul- tural issues relevant to journalism and the professional fields of public communication. Students will be given an introductory survey of the main ethical theories in Western thought to establish a framework within which to examine specific ethical issues that relate to media. They will also be introduced to those aspects of the law that impinge on the work of media professionals.

**MECO3605 Media Globalisation**

**Session:** Semester 2 Credit points: 6
**Classes:** 1x2hr lecture/week, 1x1hr tutorial/week
**Prerequisites:** 12 senior credit points from Media and Communications Prohibitions: MECO3005 Assessment: 1x2000wd essay (40%), 1x500wd equivalent tutorial presentation/debate (20%), 1x1hr exam (40%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit aims to demonstrate the complexity of media globalisation and to examine in depth some of the common assumptions associated with the term. The unit considers the interplay among the global, regional, and local in contemporary media organizations as well as the role that new technologies play in contemporary formations of global media.
Media. It aims to assist students consolidate their critical understanding of the transformations of existing media, with a particular emphasis on the political economy of online, mobile and digital communications.

**MECO3606 Advanced Media Writing**

Session: Semester 1  
Credit points: 6  
Classes: 1x1hr lecture/week, 1x2hr workshop/week  
Prerequisites: 6 senior credit points from Media and Communications  
Assessment: 1x600wd opinion column (15%), 1x3min (250wd equivalent) oral feature pitch (5%), 1x250wd written feature pitch (5%), 1x2500wd long feature (50%), 1x900wd equivalent leading Blackboard discussion (15%), participation (10%)  
Campus: Camperdown/Darlington  
Delivery Mode: Normal (lecture/lab/tutorial) Day

MECO3606 explores different genres of feature journalism (print and online) and engages with current scholarly discussion about journalism. Students will engage in close readings of journalism and scholarship via Blackboard discussions, learn to write in a number of feature genres, and learn the industry design software, InDesign.

**MECO3609 Critical Media Practice**

Session: Semester 2  
Credit points: 6  
Classes: 1x2hr seminar/week  
Prerequisites: 36 senior credit points from Media and Communications  
Assessment: 1x1000wd project proposal (20%), 1x5000wd or equivalent research or media project (80%)  
Campus: Camperdown/Darlington  
Delivery Mode: Normal (lecture/lab/tutorial) Day

This capstone unit of study is designed to draw together elements of theoretical and practical knowledge that students have acquired in their studies of media and communications. Students will produce a significant piece of work which demonstrates an awareness of how critical thinking and media production are capable of mutually informing each other in practice.

**MECO3671 Media and Communications Internship**

Session: Semester 1, 2  
Credit points: 6  
Classes: Attendance will be required at an introductory lecture and may be required at a program of industry talks  
Prerequisites: 30 senior credit points from Media and Communications including MECO3603.  
Prohibitions: MECO3701, MECO3702  
Assessment: Students must satisfy the requirements of an internship contract with their workplace, including attendance and performance, as evaluated through a workplace supervisor report, and submit a 2000wd internship journal, assessed by the department.  
Campus: Camperdown/Darlington  
Delivery Mode: Normal (lecture/lab/tutorial) Day

The internship consists of a work placement comprising a minimum of 140 working hours in a media organisation, assisted and supervised by both the workplace and the department. Placements include print, broadcast, and online, in journalism, public relations and advertising organisations. Students are required to submit a 2,000-word journal reflecting on and analysing their experiences during the internship. (Special conditions may apply to overseas fellowships conducted as part of this unit). The internship and internship journal are assessed on a satisfactory/unsatisfactory basis.

**MECO3673 Research Methods**

Session: Semester 1  
Credit points: Classes: 1x2hr lecture/week, 1x1hr tutorial/week  
Prerequisites: 18 senior credit points in Media and Communications  
Assessment: 1x1000wd analysis of a published study (20%), 1x1000wd research questions (20%), 1x500wd research methods (10%), 1x2000wd research proposal (50%)  
Campus: Camperdown/Darlington  
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit introduces students to different approaches of producing knowledge in the context of media and communications studies. Students learn the key designs, methods and techniques of research. They will participate in exercises to develop their understanding of research processes, and build their research capacity through writing a research proposal. Students will also apply their understanding about research to critically evaluate published studies.
Honours Programs

Media and Communications

The Department of Media and Communications offers two Honours Programs:

- Honours in Media and Communications
- Honours in Digital Cultures

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

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

Units of Study

MECO4011/ARIN4011 Honours A (Theoretical Traditions and Innovations seminar)
MECO4012/ARIN4012 Honours B (Research Methods seminar)
MECO4013/ARIN4013 Honours C (thesis)
MECO4014/ARIN4014 Honours D (thesis)

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

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

Honours Entry Requirements

- 48 senior credit points in Digital Cultures or Media and Communications (minimum average 70%)
- An Honours research proposal (developed in consultation with the Honours coordinator)

Honours coordinators for 2016

Semester 1: Dr Kathy Cleland  E kathy.cleland@sydney.edu.au
Semester 2: Dr Grant Bollmer  E grant.bollmer@sydney.edu.au
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 elective internship unit offers you the opportunity to gain valuable work experience before graduation. 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.

Awards and requirements

Please refer to the degree resolutions in the handbook for information on the specific admission requirements for different coursework award courses: sydney.edu.au/handbooks/arts_PG/coursework/masters/media_practice.shtml

Core units of study

- MECO6900 News Writing
- MECO6901 Dealing with the Media
- MECO6902 Legal & Ethical Issues in Media Practice
- MECO6926 International Media Practice

Elective units of study

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

Capstone units of study

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

Graduate certificate in Media Practice

Candidates for the Graduate Certificate in Media Practice are required to complete 24 credit points including:
- a minimum of 12 credit points of core units of study
- a maximum of 12 credit points from elective units of study

Graduate Diploma in Media Practice

Candidates for the Graduate Diploma in Media Practice are required to complete 48 credit points including:
- a minimum of 24 credit points of core units of study
- a maximum 24 credit points from elective units of study

Master of Media Practice

Candidates for the Master of Media Practice are required to complete 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

Contact

Associate Professor Timothy Dwyer
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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, advertising, creative industries, social media, mobile media, IT, telecommunications and computer games.

Awards and requirements
Please refer to the degree resolutions in the handbook for information on the specific admission requirements for different coursework award courses: sydney.edu.au/handbooks/arts_PG/coursework/masters/digital_cultures.shtml

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

Elective units of study
ARHT6930 Film Theory: Art, Industry, Culture
COMP5206 Introduction to Information Systems
COMP5211 Algorithms
COMP5213 Computer and Network Organisation
COMP5214 Software Development in Java
ENGL6970 Magazines and Australian Print Culture
GCST5909 Key Thinkers for Cultural Studies
GST6901 Cultural Policy
IDEA9101 IDEA Laboratory 1
IDEA9106 Design Thinking
IDEA9201 IDEA Laboratory 2
LNGS7006 Crosscultural Communication
MECO6900 News Writing
MECO6902 Legal & Ethical Issues in Media Practice
MECO6916 Editing and Manuscript Preparation
MECO6925 Online Journalism
MECO6934 Social Marketing
MECO6936 Social Media Communication
MMDE5011 Interactive Media Practice Seminar 1
MMDE6001 History and Theory of New Media 1
MMDE6101 Animation for Interactive Media & Video
MUSM7036 Museums and the Digital
SCUL6902 Doing Social Research
WMST6903 Gender, Media and Consumer Societies
WRIT6000 Professional Writing
WRIT6001 Professional Editing
PASS7001 Academic English for Postgraduates
PASS7002 Academic Literacies for Postgraduates

Capstone units of study
ARIN6911 Project in Digital Communications
MECO6904 Dissertation Part 1
MECO6905 Dissertation Part 2
MECO6928 Media and Communication Internship
MECO6935 Professional Practice

Graduate certificate in Digital Communication and Culture
Candidates for the Graduate Certificate in Digital Communication and Culture must complete 24 credit points typically including:
• a minimum of 12 credit points of core units of study
• a maximum of 12 credit points from elective units of study

Graduate Diploma in Digital Communication and Culture
Candidates for the Graduate Diploma in Digital Communication and Culture must complete 48 credit points typically including:
• a minimum of 24 credit points of core units of study
• a maximum of 24 credit points from elective units of study

Master of Digital Communication and Culture
Candidates for the Master of Digital Communication and Culture must complete 72 credit points typically 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

Contact Dr Chris Chesher
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Postgraduate Coursework Program

Strategic Public Relations

Strategic Public Relations focuses on professional public relations with an emphasis on corporate communication and political communication.

The corporate communication strand develops and applies strategy selection processes used in large public companies. It analyses and investigates management level communication across subject matter experts throughout the business cycle, including at times of conflict and crisis.

The political communication strand develops candidate campaigns and issue campaign briefs. It analyses and applies campaign communication matter including 'netroots' tools such as Twitter, and investigates theories of political communication as they relate to public opinion and public policy.

Within the overarching framework of the course, there are a number of sub-disciplines including:

- Corporate relations
- Government relations
- Media relations
- Investor relations
- Community relations
- Political relations
- Environmental relations

Awards and requirements

Please refer to the degree resolutions in the handbook for information on the specific admission requirements for different coursework award courses: http://sydney.edu.au/handbooks/arts_PG/coursework/masters/strategic_public_relations.shtml

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 & Ethical Issues in Media Practice
- MECO6911 Financial and Investor Communication
- MECO6926 International Media Practice
- MECO6927 Organisational Communication
- MECO6934 Social Marketing
- MECO6936 Social Media Communication
- SCLG6901 Citizenship Rights and Social Movements

Capstone units of study

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

Graduate Certificate in Strategic Public Relations

Candidates for the Graduate Certificate in Strategic Public Relations are required to complete 24 credit points including:

- a minimum of 12 credit points of core units of study
- a maximum of 12 credit points from elective units of study

Graduate Diploma in Strategic Public Relations

Candidates for the Graduate Diploma in Strategic Public Relations are required to complete 48 credit points including:

- a minimum of 24 credit points of core units of study
- a maximum 24 credit points from elective units of study

Master of Strategic Public Relations

Candidates for the Master of Strategic Public Relations are required to complete 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

Contact

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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. 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.

Awards and requirements

Please refer to the degree resolutions in the handbook for information on the specific admission requirements for different coursework award courses: sydney.edu.au/handbooks/arts_PG/coursework/masters/publishing.shtml

Core units of study

MECO6914 Making Magazines
MECO6916 Editing and Manuscript Preparation
MECO6917 Book Production and Publishing Business
MECO6930 Publication Design

Elective units of study

MECO6937 Making e-Books and Digital Magazines
MECO6900 News Writing
MECO6901 Dealing with the Media
MECO6902 Legal & Ethical Issues in Media Practice

MECO6908 Strategy Selection in Corporate PR
MECO6909 Crisis Communication
MECO6915 Writing Features: Narrative Journalism
MECO6925 Online Journalism
MECO6927 Organisational Communication
MECO6934 Social Marketing
MECO6936 Social Media Communication
ARIN6901 Network Society
ARIN6902 Internet Governance
ARIN6912 Digital Research and Publishing
ENGL6917 Literary Culture
ENGL6936 Writers at Work: Fiction
ENGL6984 Creative Non-Fiction Workshop
ENGL6970 Reading Magazines
FASS7001 Academic English for Postgraduates
FASS7002 Academic Literacies for Postgraduates

Capstone units of study

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

Graduate Certificate in Publishing

Candidates for the Graduate Certificate in Publishing are required to complete 24 credit points including:
- a minimum of 12 credit points of core units of study
- a maximum of 12 credit points from elective units of study

Graduate Diploma in Publishing

Candidates for the Graduate Diploma in Publishing are required to complete 36 credit points including:
- a minimum of 24 credit points of core units of study
- a maximum of 24 credit points from elective units of study

Master of Publishing

Candidates for the Master of Strategic Public Relations are required to complete 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

Contact

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Postgraduate Coursework Program

Health Communication

The Master of Health Communication delivers core communication skills to help students become effective communicators across health and medicine, public affairs, public relations, community relations, and journalism aspects of public health. Our unique Health Communication program is the most comprehensive and specialised course of its kind in Australia, combining the expertise of the University of Sydney’s Department of Media and Communications with the public health resources of the School of Public Health. With a cross-disciplinary and collaborative approach to both media and health disciplines, our program incorporates media relations, organisational communication, and health communication approaches.

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

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

Awards and requirements

Please refer to the degree resolutions in the handbook for information on the specific admission requirements for different coursework award courses: sydney.edu.au/ handbooks/arts_PG/coursework/masters/health_communication.shtml

Core units of study

MECO6909 Crisis Communication
MECO6919 Health Communication
MECO6927 Organisational Communication
MECO6934 Social Marketing

Elective units of study

MECO6900 News Writing
MECO6901 Dealing with the Media
MECO6902 Legal & Ethical Issues in Media Practice
FASS7001 Academic English for Postgraduates
FASS7002 Academic Literacies for Postgraduates
BETH5207 Arts in Health
CISS6004 Health and Security
HPOL5000 Introduction to Health Policy
HPOL5001 Economics and Finance for Health Policy
HPOL5003 Analysing Health Policy
MIPH5014 International Health Promotion
MIPH5112 Global Communicable Disease Control
MIPH5115 Women’s and Children’s Health
MIPH5116 Culture, Health, Illness and Medicine
MIPH5117 Global Non-Communicable Disease Control
MIPH5118 Global Perspectives of HIV/AIDS
PUBH5019 Cancer Prevention and Control
PUBH5024 Obesity and Health Prevention
PUBH5027 Intro-Public Health Program Evaluation
PUBH5032 Making Decision in Public Health
PUBH5033 Disease Prevention and Health Promotion
PUBH5101 Special Project in Public Health
PUBH5102 Special Project in Public Health
PUBH5111 Environmental Health
PUBH5114 Alcohol, Drug Use and Health
PUBH5414 Public Health Advocacy
PUBH5418 Tobacco Control in the 21st Century
PUBH5421 Infection Prevention in Healthcare
PUBH5422 Health and Risk Communication

Capstone units of study

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

Postgraduate Certificate in Health Communication

Candidates for the Graduate Certificate in Health Communication must complete 24 credit points including:
• a minimum of 12 credit points of core units of study
• a maximum of 12 credit points from elective units of study

Graduate Diploma in Health Communication

Candidates for the Graduate Diploma in Health Communication must complete 48 credit points including:
• a minimum of 24 credit points of core units of study
• a maximum 24 credit points from elective units of study

Master of Health Communication

Candidates for the Master of Health Communication must complete 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

Contact
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2016 Units of Study
Postgraduate program taught within the Department

Semester 1
ARIN6902 Internet Governance
ARIN6905 New Media Audiences
MECO6900 News Writing
MECO6906 Literary Journalism: History and Theory
MECO6908 Strategy Selection in Corporate PR
MECO6911 Financial and Investor Communication
MECO6916 Editing and Manuscript Preparation
MECO6919 Health Communication
MECO6924 Broadcast 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
ARIN6911 Project in Digital Communications
MECO6904 Dissertation Part 1
MECO6905 Dissertation Part 2
MECO6926 International Media Practice
MECO6928 Media and Communication Internship
MECO6930 Publication Design
MECO6935 Professional Practice

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

ARIN6901 Network Society
Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment:
1x1000wd online activities (20%), 1x1500wd report and network analysis (25%), 1x1000wd equivalent responses to readings (20%), 1x500wd abstract (5%), 1x2000wd major essay (30%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
Is the network the distinctive mode of organisation for the 21st century? The Internet is the paradigmatic mode of decentralised many-to-many communication that interconnects with the century-old telecommunications and broadcasting networks. Geopolitical networks have displaced left/right Cold War oppositions. Social and professional networks extend influence beyond traditional institutional and family allegiances. Network models have challenged rationalist rule-governed models of thought and practice. The interdisciplinary critical analysis of current research, theory and debates will allow students to understand and evaluate the significance of networks in the contemporary world.

ARIN6902 Internet Governance
Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment:
1x2000wd journalism piece (40%), 1x3000wd essay (50%), 1x1000wd tutorial exercise (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
The Internet plays an increasingly important role in all aspects of social, cultural and economic life. This unit of study explores cultures and governance of the online world and investigates how politics manifest not only in public debates and policy, but also in the struggle to develop new information architectures and digital ecosystems.

ARIN6904 Mobile Media and Games
Session: Semester 2 Credit points:
Classes: 1x2hr seminar/week Assessment:
1x1500wd review and presentation (25%), 1x3000wd critical essay (40%), 1x1500wd game/app concept (25%), seminar participation (10%) Campus:
ARIN6905 New Media Audiences
Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment: seminar presentation (1500) 20%, essay (2500) 40%, case study reviews (blog) (2000) 30%, seminar participation (n/a) 10%
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

Media audiences are experiencing knowledge 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, work-places and online. We analyse how these spaces and interfaces structure audience experience, afford interaction and encourage participation.

ARIN6911 Project in Digital Communications
Session: Semester 1, 2 Credit points: 6
Classes: 6x1-hr supervision meetings plus regular meetings as agreed Assessment: (1x2000wd project critical analysis (40%)) and 1x4000wd equivalent major project (60%) OR 1x6000wd dissertation (100%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

Students complete a major project. Working with a supervisor, the student may choose to deliver either: (a) a major piece of research for publication in an appropriate print or online academic journal, or (b) a major computer-based project (such as a web site, creative work or other information system implementation) accompanied by a critical analysis of the context and objectives of the project.

ARIN6912 Digital Research and Publishing
Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x250wd research abstract (5%), 2x500wd refereed reports (20%), 1x2500wd journal article (40%), 1x500wd presentation and report (20%), participation (10%), 1x1750wd draft article (5%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit introduces desktop and Internet skills for conducting research, managing peer review and publishing online. It also addresses the wider social and epistemological transformations in cultural practices of knowledge generation, management and consumption (40%). It is associated with a site on this research topic. It offers essential skills for all students interested in contemporary research and a reflexive view of the historical and cultural contexts of networked digital research technologies.

MECO6900 News Writing
Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment: MECO4101 Assessment: 1x2400wd news reporting portfolio (30%), 1x2500wd news round-up and presentation (10%), 1x2500wd journalism skills package (50%), participation (10%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This core unit introduces students to news writing skills required by print media, including the elements of journalistic style, the structure of news articles, interviewing, researching, news gathering and editing skills. The unit of study focuses on journalistic news writing but will also be useful to anyone seeking to work in fields that require professional communication skills, such as public relations and communication management, or corporate roles that require strong writing ability.

MECO6901 Dealing with the Media
Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x2000wd communication plan (30%), 1x500wd media release (20%), 1x500wd presentation to client (15%), 1x3000wd essay (35%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

Dealing with the Media provides students with practical experience in seeking media coverage for a specific issue on behalf of a non-profit organisation. It requires students to research, design, present, implement and evaluate a communication strategy, and to develop key tactical elements including media releases for distribution across multi-media platforms.

MECO6902 Legal & Ethical Issues in Media Practice
Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: Prohibitions: Assessment: 1x3000wd essay (40%), 1x1500wd presentation (20%), 1x1500wd online comment piece (30%), participation (10%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

MECO6902 will introduce students to key legal and ethical issues relevant to journalism and the professional fields of public communication. Students will be given an introductory survey of the main ethical theories in Western thought to establish a framework within which to examine specific ethical issues that relate to media systems. They will also be introduced to the structure of Australia’s legal system in comparison with other legal systems, and explore selected law, regulation and policy issues.

MECO6904 Dissertation Part 1
Session: Semester 1, 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: MECO6904 Dissertation Part 1: 1x2000wd report analysis (30%), 1x2000wd survey design (30%), 1x2000wd essay (30%), seminar participation (10%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

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

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

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

MECO6908 Strategy Selection in Corporate PR
Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x2000wd report analysis (30%), 1x2000wd survey design (30%), 1x2000wd essay (30%), seminar participation (10%)
Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This core unit of study analyses and evaluates corporate strategy selection in organisations to determine effectiveness. Students examine the strategic intent of a national or international corporation by studying its corporate communications, specifically its annual reports and other marketing collateral. The unit will attempt to determine the effectiveness of the organisation’s communication with specific reference to stakeholders such as customers, employees, environmental groups, governments and shareholders.
MCO6909 Crisis Communication
Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x1000wd short-answer essay (30%), 1x3000wd research report (30%), 1x500wd group project presentation (10%), 1x500wd weekly comments (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit of study analyses and examines the convergence of public relations, advertising and political consulting in the history of political campaigning. The unit's objectives are to demonstrate an understanding of the relationships that exist in the political process between politicians, the media and public relations. It develops student skills specific to the delivery of political public relations and political campaigns. Its focus is the process of professionalisation and internationalisation of electioneering and campaign practices in media-centred democracies.

MCO6913 Public Opinion, Policy and Public Sphere
Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x1500wd report (20%), 1x1500wd stakeholder position paper (20%), 1x3000wd presentation (15%), 1x2500wd essay (45%) Campus: Camperdown/ Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit analyses the relationship between professional communication and public opinion. It focuses on theories of influence and persuasion in the context of the development of policy, and how these are reflected in the public sphere. It develops the notion of the public sphere as represented by Habermas, Fraser, Schudson and others, focusing in particular on the transformation of the public sphere in terms of postmodern public relations.

MCO6914 Making Magazines
Session: Semester 2 Credit points: 6
Classes: 1x3hr seminar/week Assessment: 1x225wd feature pitch (5%), 1x1225wd group magazine pitch (5%), 1x1250wd feature article (25%), 1x1675wd equivalent feature layout (15%), 1x225wd equivalent group magazine presentation (5%), 1x3000wd equivalent group magazine (45%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
Making Magazines explores practical and theoretical aspects of contemporary magazine culture. Students work in small groups to conceive, plan, write and design a small ‘dummy’ (prototype) magazine using InDesign software. This unit emphasises writing, editing and design rather than marketing, although students will learn the importance of producing a magazine for the commercial media landscape.

MCO6915 Writing Features: Narrative Journalism
Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x700wd pitching assignment (15%), 1x1000wd draft first feature (20%), 1x1500wd final first feature (20%), 1x2000wd second feature (40%), 1x3000wd market report (5%) Campus: Camperdown/ Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
This unit teaches students the basic principles of short-form narrative journalism or feature writing suitable for publication in magazines, websites and newspapers. Genres covered include the profile, the essay, travel, memoir, investigative journalism, cultural commentary and behind-the-scenes 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.

MCO6916 Editing and Manuscript Preparation
Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x1000wd equivalent copyediting hard copy (25%), 1x1000wd equivalent copyediting on screen (25%), 1x4000wd equivalent structural report (40%), seminar participation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day
The unit 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**

Session: Semester 2 Credit points: 6
1x2hr seminar/week Assessment: 1x1000wd essay (20%), 1x3000wd class presentation and submission of reprint project (production schedule, budget including justification, sales and marketing campaign outline, and dummy copy of a reprint title done in groups of 5-7) (45%), 1x3000wd essay on a set topic, or on a topic of the student’s own choice (to be approved by lecturer) (45%), attendance and participation (10%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

The unit offers core skills in the book production process, including castings, contracts, printing, distribution, digital archiving, repurposing and marketing. Additionally, it offers a socio-historical analysis of the role of publishing in cultural formation. Students enrolled in this unit will inherit the page proofs from Sydney University Press in a small print run in traditional format with further copies available via print-on-demand.

**MECO6919 Health Communication**

Session: Semester 1 Credit points: 6
1x3hr seminar/week Assessment: 1x1000wd commentary and critique (20%), 1x500wd discussion leadership (20%), 1x1500wd research project on health issue (25%), 1x3000wd research paper (40%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit introduces key concepts in health communication. Students will explore micro- and macro-level theories of health (behaviour) communication that inform the design and implementation of health communication campaigns, planned and unplanned effects of communication campaigns, and the evaluation of such campaigns. It aims to give students a critical and practical understanding of theory and research concerning the role of communication in health promotion efforts.

**MECO6924 Broadcast Journalism**

Session: Semester 1 Credit points: 6
Classes: 1x3hr workshop/week Assessment: 1x500wd reader voice over (10%), 1x2000wd audio news package (45%), 1x2000wd video news package (45%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

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

**MECO6925 Online Journalism**

Session: Semester 1 Credit points: 6
Classes: 1x3hr seminar/week Assessment: 1x700wd comparative journalism analysis (30%), 1x600wd research blog posting (25%), 1x2200wd equivalent feature story production package (45%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit introduces students to reporting for online news and information services, with a focus on web and mobile delivery. It is a practical unit involving writing exercises in different genres, including news, feature and opinion pieces. Students will also examine theoretical issues in convergent media publishing and be encouraged to develop basic skills in text, image and audio-visual production for the web. They will be encouraged to publish to a range of participatory journalism publications.

**MECO6926 International Media Practice**

Session: Semester 1,2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x1500wd critical review (25%), 1x1500wd media commentary (25%), 1x3000wd essay (50%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit of study introduces students to the theory and practice of international media. It considers variation among international media practice by studying media institutions, occupations, contents and audiences across the world, including China, India, USA, Europe, Africa, Australia and the Middle-East. Students will have the opportunity to deepen their understanding of international media practice and to develop knowledge and skills that will assist them in facing the challenges of the global media work environment.

**MECO6927 Organisational Communication**

Session: Semester 1 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 2x1250wd in-class essay (40%), 1x3000wd group research project (50%), 1x500wd discussion facilitation (10%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit of study introduces key concepts in organisational communication. Students will examine various structures of organisations and how these structures affect the flow of communication within workplaces. Upon the completion of the unit, students will develop their understanding of key concepts in organisational communication and apply them to analyse communication problems in organisations. Students will also be able to offer well-grounded criticism on selected organisational issues.

**MECO6928 Media and Communication Internship**

Session: Semester 1, 2, 106, 112 Credit points: 6 Prerequisites: 12 credit points from core units Assessment: 20 day internship (pass/fail), 1x1500wd reflective journal (40%), 1x3000wd digital magazine (25%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This capstone unit of study offers students an Internship in the Department of Media and Communication (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.

**MECO6929 Chinese Media Studies in Global Contexts**

Session: Semester 2 Credit points: 6
Classes: 1x2hr seminar/week Assessment: 1x3000wd essay (50%), 1x1000wd news digest (10%), 1x1000wd critique presentation (20%), 1x500wd reply to peer questions (10%), 1x500wd peer questions (10%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit introduces students to the systems, regulation and uses of Chinese media. Designed for all students with or without knowledge of the Chinese language, it draws on theories and concepts of global media studies for understanding situations in mainland China, Taiwan, Hong Kong, and Chinese communities in other countries. Implications of media use 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**

Session: Semester 1, 2 Credit points: 6
Classes: 1x3hr seminar/week Assessment: 1x250wd equivalent text title design (15%), 1x250wd equivalent mood board (15%), 1x1000wd production print draft layout (20%), 1x3000wd digital magazine (20%) Campus: Camperdown/Darlington
Delivery Mode: Normal (lecture/lab/tutorial) Day

Publication design focuses on the design and production of magazines and other small-scale publications in print and online form. The unit of study explores the visual language of contemporary magazines and introduces students to basic
design principles. Students learn about the complex interplay of text, image and sequence occurring in magazine design through the practical experience of creating their own publication using Adobe InDesign software. The unit links creative design processes to current digital and print practice.

**MECO6932 Advanced Media Project**

Session: Semester 2 Credit points: 6 Classes: 1x3-hr seminar/week Prerequisites: MECO6900 and (MECO6924 or MECO6925) Assessment: 1x1500wd production and research briefs for 2 factual topics (30%), 1x2500wd major factual media project teamwork (50%), 1x1000wd peer-reviewed weekly log of student project activity (20%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day This is a project-based unit that focuses on specific publication and project outcomes. It builds on the knowledge, techniques, professionalism and skills acquired by students who have successfully completed the prerequisite units, and further opportunity to enhance that knowledge, and practice the skills acquired in prior units.

This project-based capstone unit focuses on publication or project outcomes, building on knowledge, techniques, professionalism and skills acquired by students who have completed the prerequisite units. Working with a supervisor, the student may choose to deliver (a) a research essay suitable for publication in a print or online academic journal, (b) a journalism project suitable for publication or broadcast via a media platform, or (c) an industry-based project accompanied by a critical analysis of its context and objectives.

**MECO6934 Social Marketing**

Session: Semester 2b Credit points: 1x2-hr seminar/week Assessment: 1x1500wd reflective essay (25%), 1x2500wd social marketing project (45%), 1x1500wd campaign critique (30%) 1x1500wd project presentation (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/ tutorial) Day This unit examines the nature of social marketing, and how marketing communication concepts, frameworks and techniques developed for commercial marketers can address social issues based on an understanding of what moves and motivates people. This unit provides students with a deeper understanding of how marketing management is used to improve societal outcomes. It will be of particular interest to those who want to gain practical insight into how to manage and evaluate the special communication needs of the non-commercial sector.

**MECO6935 Professional Practice**

Session: Semester 1.2 Credit points: 6 Classes: 6x0.5-hr supervision meetings plus additional meetings throughout semester as agreed. Assessment: 1x1000wd research or project proposal (20%), 1x1500wd research essay, journalism or industry project (80%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

Note: Departmental permission required to enrol in this unit.

This project-based capstone unit focuses on publication or project outcomes, building on knowledge, techniques, professionalism and skills acquired by students who have completed the prerequisite units. Working with a supervisor, the student may choose to deliver (a) a research essay suitable for publication in a print or online academic journal, (b) a journalism project suitable for publication or broadcast via a media platform, or (c) an industry-based project accompanied by a critical analysis of its context and objectives.

**MECO6936 Social Media Communication**

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

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

**MECO6937 Making e-Books and Digital Magazines**

Session: Semester 1 Credit points: 1x3hr seminar/week Prerequisites: MECO6930 Assessment: 1x1000wd equivalent production project 1 (30%) 1x3000wd equivalent production project 2 (65%) 1x500wd participation and blog (10%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

This unit will allow students to acquire sought-after skills in digital content production for the book and magazine publishing industries. Using InDesign’s interactive content development tools, students will develop publishing projects for delivery on iPad, Android, Kindle and other devices.

**MECO6938 The Interview**

Session: Semester 1 Credit points: 1x2hr seminar/week Assessment: 1x2000wd report (30%), 1x1000wd research brief (20%), 1x3000wd or equivalent major project (50%) Campus: Camperdown/Darlington Delivery Mode: Normal (lecture/lab/tutorial) Day

Interviewing covers a range of styles 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.
Postgraduate Programs

Media and Communications Research Degree Programs

The department offers the following postgraduate research degrees:

Doctor of Arts

Doctor of Philosophy (PhD)

Doctor of Social Sciences (DSOCSCI)

Master of Arts (Research)

Master of Philosophy (MPhil)

The Media and Communications Department welcomes inquiries about its postgraduate research programs. These include Master of Arts (Research), Doctor of Arts, Doctor of Social Sciences, Master of Philosophy, and Doctor of Philosophy. Staff in the department are active researchers. You are encouraged to browse through our staff pages to get a sense of our research interests and strengths.

How do coursework and research programs differ?

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

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

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

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

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

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

Doctor of Arts

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

Doctor of Philosophy (PhD)

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

Doctor of Social Sciences (DSocSci)

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

Master of Philosophy (MPhil)

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

Master of Arts (Research)

Candidates undertake an approved program of study devised in consultation with the faculty, which may comprise: supervised research and a thesis of 30,000-35,000 words; one unit of study and a thesis of 28,000-30,000 words; or two units of study and a thesis of 26,000-28,000 words.
Dr Bunty Avieson
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 as 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 Grant Bollmer
grant.bollmer@sydney.edu.au
Dr Grant Bollmer arrived at the University of Sydney in 2013 and has taught at Massey University in New Zealand, Wake Forest University, and the University of North Carolina, both in the United States. His research examines the cultural significance of networks and connectivity, as it relates to intersections between technology, economics, citizenship, and the history of science and medicine. His background is in cultural studies, and his research interests include the relationship between the history, politics, and everyday lived experience of technology and power.

Dr Benedetta Brevini
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 teaches Media Globalisation, Internet Cultures and Governance, and Critical Practice.

Dr Chris Chesher
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 Network Society.

Dr Kathy Cleland
kathy.cleland@sydney.edu.au
A graduate of the University of Auckland, UNSW and UTS, Kathy is a senior lecturer and Director of the undergraduate Digital Cultures Program. Kathy’s key areas of research are new media art and digital culture. Kathy is also a freelance curator specialising in the field of contemporary art and new media. Her exhibitions have been presented in Australia, New Zealand and Asia, including ARTIficial LIFE, the Cyber Cultures exhibition series, Mirror States and Face to Face: portraiture in a digital age. Among other units of study, Kathy teaches Digital Arts and New Media Audiences, and coordinates the Honours program.

Associate Professor Timothy Dwyer
timothy.dwyer@sydney.edu.au
Associate Professor Tim Dwyer teaches Media Law and Ethics, and Legal and Ethical Issues in Media Practice, and is Degree Director of the Master of 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, 2015), 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
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 genders, media and culture. She is the Chair of Department and teaches Writing Features: Narrative Journalism; and Creative Non-Fiction. She is currently a member of the Advertising Standards Board.

Professor Gerard Goggin
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 MECO’s Director of Research, and is pioneering figure in mobile communication and media studies as well as disability studies.

Dr Jonathon Hutchinson
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 elite-search methodologies for social media network analysis. Jonathon teaches Online Media, and Social Media Communications.

Dr. Mitchell Hobbs
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 Media Relations, Political Public Relations and Strategy Selection in Public Relations.
Dr Megan Le Masurier
megan.lemasurier@sydney.edu.au
Megan Le Masurier has lectured in the undergraduate and postgraduate programs since 2005 and specialises in Advanced Writing for Media, Making Magazines and Publication Design. She is currently researching and writing a book on Magazines, Journalism and Everyday Life, and co-editing another on the radical potential of Slow. Megan is the Undergraduate Coordinator and Director of the Master of Publishing.

Dr Alana Mann
alana.mann@sydney.edu.au
Dr Alana Mann teaches Australian media studies, public opinion and international relations in the BA(MECO), and Public Opinion, Policy and the Public Sphere in Masters of Strategic Public Relations. Her research focuses on political communication, specifically the engagement of non-state actors in international politics, applying an interdisciplinary approach with a strong focus on democracy, social justice and citizenship. She is currently working on institutions and civil society actors in the field of food politics.

Dr Fiona Martin
fiona.martin@sydney.edu.au
Dr Fiona Martin researches the uses, politics and regulation of online media (internet, web, mobile devices and IPTV) and the implications of these technologies for media industry change. She is co-author and editor of The Value of Public Service Media: RIFP@2013 (Nordicom, 2013) with Gregory Ferrell Lowe; and contributed to Ethics for Digital Journalists (Routledge, 2014). A Companion to Australian Media (Australian Scholarly Press, 2014) and to Histories of Public Service Broadcasting Online (Peter Lang, 2012). Fiona is a former community and ABC radio broadcaster and a cross-media journalist. She is researching the political economics of online news sharing and innovation in news commenting governance.

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

Dr Penny O’Donnell
penny.odonnell@sydney.edu.au
Penny joined the Department of Media and Communications as Senior Lecturer in International Media and Journalism. In 2009, she was the lead Chief Investigator on a successful ARC Linkage Grant researching on the future of Australian newspapers, resulting in the industry report, Journalism at the Speed of Bytes (2012). The monograph arising from the project, entitled Journalism after newspapers, is in production. Penny teaches International Media Practice, and Media Landscapes.

John Tonkin
john.tonkin@sydney.edu.au
John Tonkin is an artist, lecturer and interactive designer and programmer. He exhibits artworks both nationally and internationally. In 1999-2000 he received a fellowship from the Australia Council’s New Media Arts Board. John is currently working on a number of projects that use real-time 3d animation, visualisation and data-mapping technologies. These include “Strange Weather”, a visualisation tool for making sense of life, and “time and motion study”. John teaches in the Digital Cultures program.

Dr Olof Werder
olaf.werder@sydney.edu.au
A graduate in marketing/management from the Universität Dortmund, Germany, in advertising from the University of Illinois, and in Mass Communication from the University of Florida, Olof Werder holds a lectureship in Strategic and Health Communication, after having held positions at the University of Florida and the University of New Mexico. Prior to his academic appointment, he worked in the communication industry on the media and agency side in two countries for about ten years. Olof is the Degree Director of the Master of Health Communication and teaches Organisational Communication and Health Communication.
Academic Coordinators for 2016

**Chair of Department:**
Dr. Fiona Giles

**Director of Research:**
Professor Gerard Goggin

**Undergraduate Coordinator:**
Dr Megan le Masurier

**Honours Coordinator:**
Dr Grant Bollmer

**Postgraduate Coursework Coordinator:**
Dr Alana Mann

**Postgraduate Research Coordinator:**
Dr Joyce Nip

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### Degree Directors

**BA (MECO):**
Dr Fiona Giles

**Digital Cultures Major:**
Dr Grant Bollmer

**Master of Digital Communication and Culture:**
Dr Chris Chesher

**Master of Health Communication:**
Dr Olaf Werder

**Master of Media Practice:**
Associate Professor Timothy Dwyer

**Master of Publishing:**
Dr Megan Le Masurier

**Master of Strategic Public Relations:**
Dr Alana Mann

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### Key dates for 2016

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Info Day</strong></td>
<td>Lectures Begin</td>
</tr>
<tr>
<td>5 Jan</td>
<td>25 July</td>
</tr>
<tr>
<td><strong>Lectures begin</strong></td>
<td>Census date</td>
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<tr>
<td>29 Feb</td>
<td>31 Aug</td>
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<tr>
<td><strong>Census date</strong></td>
<td>Open Day</td>
</tr>
<tr>
<td>31 Mar</td>
<td>29 Aug</td>
</tr>
<tr>
<td><strong>Semester Break</strong></td>
<td>Semester Break</td>
</tr>
<tr>
<td>28 Mar - 1 Apr</td>
<td>26 - 30 Sept</td>
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<tr>
<td><strong>Last day of lectures</strong></td>
<td>Last day of lectures</td>
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<tr>
<td>3 Jun</td>
<td>28 Oct</td>
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<tr>
<td><strong>Stuvac</strong></td>
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<tr>
<td>6-10 Jun</td>
<td>31 Oct - 4 Nov</td>
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<tr>
<td><strong>Exam period</strong></td>
<td>Exam Period</td>
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<tr>
<td>13-25 Jun</td>
<td>7 - 19 Nov</td>
</tr>
<tr>
<td><strong>Semester ends</strong></td>
<td>Semester ends</td>
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<tr>
<td>25 Jun</td>
<td>19 Nov</td>
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### Prizes, Scholarships & Financial Assistance

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

### Policies

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

### Summer & Winter Schools

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