### Bachelor of Communication - Media (3yr)

**Program Map**

<table>
<thead>
<tr>
<th>Yr.Sem</th>
<th>Media Professional Strand</th>
<th>Contextual Strand</th>
<th>Elective Strand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2</td>
<td>COMM2625 Media 2 / Studio*</td>
<td>Contextual Studies</td>
<td>School Elective</td>
</tr>
<tr>
<td>2.1</td>
<td>COMM2626 Media 3 / Studio*</td>
<td>Contextual Studies</td>
<td>School Elective</td>
</tr>
<tr>
<td>2.2</td>
<td>COMM2627 Media 4 / Studio*</td>
<td>Contextual Studies</td>
<td>University Elective</td>
</tr>
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<td>3.1</td>
<td>COMM2628 Media 5 / Studio*</td>
<td>Contextual Studies</td>
<td>University Elective</td>
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<td>3.2</td>
<td>COMM2629 Media 6</td>
<td>School Elective</td>
<td>School Elective</td>
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</tbody>
</table>

*Studios offered each semester - students select via online preference/program ballot - see [www.mediafactory.org.au/studios](http://www.mediafactory.org.au/studios)*
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**Studios  Media 2-5**

In Media 3, Media 4 and Media 5, students enrol in generic media courses but are allocated a specific studio for that course and work within that studio for the remainder of the semester.

A online ballot will be conducted prior to each semester and will be given the opportunity to vote for your studio preferences (in order from 1-3) for that semester. We can not guarantee your first preference and reserve the right to decide an appropriate balance of different types of studios for students. We will keep records of allocations and try to ensure equity in allocation where possible.

The studio balloting process will normally take place at the end of the preceding semester (usually Week 14). A list of studios with descriptive outlines and provisional class times will be provided, as well as a presentation session, in order to assist you in advising your preferences. Information and reminders will be communicated via your student email address only and will be posted at this website: [www.mediafactory.org.au/studios](http://www.mediafactory.org.au/studios)

Features of a Media studio are:

- an emphasis on learning through making (assessment tasks will be organised in terms of project briefs)
- will emphasise innovation, experimentation and responses to question-driven ‘problems’ (e.g. current issues in media)
- each student will have a central theme or prompt (some may focus on a particular media form such as film-video or radio while others may give you the option of require you to produce different kinds of media objects).
- an emphasis on reflective practice activities (i.e. being able to critique your own and others work and to respond to critique in terms of your practice)
- integration of (media) theory and practice
- strong emphasis on collaboration
- development of communication skills (diverse formats, diverse audiences)
- 5 hours face-to-face p/wk - usually 3+2 on different days of the week
- students from mixed year-levels
- studios will sometimes work in conjunction with an industry/community partner

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Contextual Studies - choose **one** strand

<table>
<thead>
<tr>
<th>Year</th>
<th>Approaches to Popular Culture</th>
<th>Asian Media and Culture</th>
<th>Literary Studies</th>
<th>Politics, Economics and Communication</th>
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</thead>
<tbody>
<tr>
<td>Yr1</td>
<td><em>(choose 2)</em></td>
<td><em>Modern Asia (sem 1)</em></td>
<td><em>Textual Crossings: Literary Adaptation (sem 1)</em></td>
<td><em>Rhetorics and Politics of the Contemporary World (sem 1)</em></td>
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<td>Pop Culture in Everyday Life (sem 1)</td>
<td><em>Mass Media in Asia (sem 2)</em></td>
<td>Reading Space &amp; Place (sem 2)</td>
<td>Politics Communicated (sem 2)</td>
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<td></td>
<td>Television Cultures (sem 2)</td>
<td><em>New Media, New Asia (sem 1)</em></td>
<td><em>Literary Realism to Post-Modernism (sem 1)</em></td>
<td>Economies Communicated (sem 1)</td>
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<tr>
<td></td>
<td>Popular Cinema (sem 2)</td>
<td>Asian Cinemas (sem 2)</td>
<td>Narrating the Self (sem 2)</td>
<td>Screening Politics &amp; Economies (sem 2)</td>
</tr>
<tr>
<td>Yr2</td>
<td><em>(choose 2)</em></td>
<td><em>Exploring Asian Popular Cultures (sem 2)</em></td>
<td>Reading Sex &amp; Race (sem 2)</td>
<td>Global Political Economy (sem 2)</td>
</tr>
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<td></td>
<td>Music in Popular Culture (sem 1)</td>
<td><em>Screening Politics &amp; Economies (sem 2)</em></td>
<td></td>
<td><em>Social Applications of Communication: A Political Economy of the Workplace (sem 1)</em></td>
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<tr>
<td></td>
<td>Exploring Asian Popular Cultures (sem 2)</td>
<td><em>Exploring Asian Popular Culture (sem 2)</em></td>
<td></td>
<td><em>All final year majors' courses have a prerequisite of having completed at least three other courses in that same major.</em></td>
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<tr>
<td></td>
<td>Screening Politics &amp; Economies (sem 2)</td>
<td><em>Sex, Politics &amp; Social Change in Asia (sem 1)</em></td>
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<td></td>
<td><em>New Perspectives in Contemporary Popular Cultures (sem 1)</em></td>
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<tr>
<td>Yr3</td>
<td></td>
<td><em>Asian Cinemas (sem 2)</em></td>
<td><em>Literature’s Ethics (sem 1)</em></td>
<td><em>All final year majors’ courses have a prerequisite of having completed at least three other courses in that same major.</em></td>
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<td></td>
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<td><em>Exploring Asian Popular Culture (sem 2)</em></td>
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<td><em>Screening Politics &amp; Economies (sem 2)</em></td>
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## Bachelor of Communication - Media (3yr)

### Electives

#### School Electives

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<thead>
<tr>
<th>School Electives</th>
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<tbody>
<tr>
<td>Alternative Animation</td>
<td>Features &amp; Storytelling</td>
<td>Textual Crossings: Literary Adaptation</td>
</tr>
<tr>
<td>Engaging the Mobile Environment</td>
<td>Photography 101</td>
<td>Rhetorics &amp; Politics of the Contemporary World</td>
</tr>
<tr>
<td>Introduction to Graphic Design</td>
<td>Language of Colour</td>
<td>Introduction to Recent Philosophy: Modernism/Postmodernism Philosophy and Happiness</td>
</tr>
<tr>
<td>Typography in Design</td>
<td>Alternative Photographic Processes</td>
<td>Mass Media In Asia</td>
</tr>
<tr>
<td>Contemporary Australian Writing</td>
<td>Foundations of Public Relations</td>
<td>Exploring Asian Popular Culture</td>
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<tr>
<td>Short Story Writing</td>
<td>Issues, Risk &amp; Crisis Communication</td>
<td>Popular Cinema</td>
</tr>
<tr>
<td>Media and Communication Internship</td>
<td>Communicating Brand Narrative</td>
<td>Asian Cinemas</td>
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<tr>
<td>Media and Communication Major Internship</td>
<td>Managing a Communication Business</td>
<td>Australian Cinema</td>
</tr>
<tr>
<td>Writing Angles: Popular and Professional</td>
<td>Game Studies</td>
<td>Reading Space &amp; Place</td>
</tr>
<tr>
<td>Advertising Media</td>
<td>The Play Society</td>
<td>Narrating the Self</td>
</tr>
<tr>
<td>Creative Advertising</td>
<td>Writing for Videogames</td>
<td>Reading Sex &amp; Race</td>
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<tr>
<td>Sound Design</td>
<td>Independent Videogames</td>
<td>Politics Communicated</td>
</tr>
<tr>
<td>DJs, Digital Rhythms and Dance Cultures</td>
<td>Art After Videogames</td>
<td>Economies Communicated</td>
</tr>
<tr>
<td>The Spectacle of Music Video: From MTV to YouTube</td>
<td>Pop Culture in Everyday Life</td>
<td>Screening Politics &amp; Economies</td>
</tr>
<tr>
<td>Broadcast Media</td>
<td>Music in Popular Culture</td>
<td>Understanding Philosophy: Themes from Popular Culture</td>
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<tr>
<td>Networked Media</td>
<td>Modern Asia</td>
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<tr>
<td>Interdisciplinary Communication Project</td>
<td>New Media, New Asia</td>
<td>Media Ethics</td>
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<tr>
<td>Photojournalism</td>
<td>Introduction to Cinema Studies</td>
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<td>Trues Lies: Documentary Studies</td>
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Note: Electives are, for the most part, usually only offered in one semester per year. Not all electives may be offered in any given year.

#### University Electives