

Handbook 2020

Coursecode

B1342

BACHELOR OF COMMUNICATION

Murdoch University

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

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| Group | Course | Offerings |
|--|--|-----------------------------|
| Communication and Media Studies | Global Media and Communication (BCommun) | • Murdoch campus (internal) |

COMMUNICATION AND MEDIA STUDIES

GLOBAL MEDIA AND COMMUNICATION (BCOMMUN)

Recommended Minors:

International Aid and Development; Sustainable Development

Employment Prospects:

Graduates will have research, communication and professional skills and can expect to find careers in the media or as freelance writers and producers in a wide range of fields, from the creative industries (new media, public relations, advertising, journalism, radio, television, music and print) to management, administration, government, public policy, media research, academia and teaching.

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This major provides students with skills and expertise for work in contemporary communication, media and cultural industries characterised by rapid change, digitalisation and technological innovation. Students are equipped with the knowledge base and skills for analysing and producing both traditional and new media texts, as well as understanding communication and cultural processes in the emerging creative industries. As the units in this major cover a wide range of critical communication issues, cultural theory and media concepts, students completing this course are well placed to embark on a research career in the industry or enrol for further studies at Honours and/or graduate level.

Humanities

In the Bachelor of Communication you will learn how modern communication works across the globe and be able to apply that knowledge to seek employment in this field. You will be introduced to key concepts and practices in communication, and will develop digital media skills and critical thinking skills that you can apply as a professional communicator. You will be able to write and present professionally, take a global perspective on issues, argue effectively, act ethically and work cooperatively. Students can choose to concentrate on majors in Global Media and Communication, Strategic Communication or Journalism (or a combination). These fields offer you the opportunity to create media productions, deal with clients, tackle communication issues and work with industry.

Availability:

- Murdoch campus (internal)

Recommended Double Majors:

Journalism; Law

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Duration: 3 years full-time or part-time equivalent

Bachelor of Communication (BCommun) in Global Media and Communication

Main Research Areas:

Communication, Media, Creative Industries, Communication Policy, Media Audiences, Global Media, social Media

Excluded Minors:

Social Justice in Contemporary Culture

Course Structure - 72 credit points

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

MSP100 Career Learning: Managing Your Career - 3 points
MURDOCH: S1-external, S2-external

Course Core Units - 9 credit points

The following four units are required to be completed by all students. At least one of these units will be specified in your

major. You must complete the remaining units from the list below to satisfy the Course requirements. Where you choose to do two majors of the Bachelor of Communication, you will be required to choose the remaining units from the list below.

COM100 Thinking Communication - 3 points
MURDOCH: S1-internal, S1-external

COM101 Social Media - 3 points
MURDOCH: S2-internal

COM105 Critical Web Literacy - 3 points
MURDOCH: S1-internal

COM109 Introduction to Digital Media Skills - 3 points
MURDOCH: S1-internal, S2-internal

Major Core Units - 6 credit points

COM103 Foundations of Communication - 3 points
MURDOCH: S2-internal, S2-external

COM105 Critical Web Literacy - 3 points
MURDOCH: S1-internal

General Electives or Second Major - 6 credit points

Select from any 100-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP200 Building Enterprise Skills - 3 points
MURDOCH: S1-external, S2-external

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

COM203 Consulting and Freelancing - 3 points
MURDOCH: S1-internal, S2-internal

Course Core Unit - 3 credit points

COM200 Communication Research - 3 points
MURDOCH: S1-internal, S1-external

Major Core Units - 9 credit points

COM201 Social, Games and Mobile Media - 3 points
MURDOCH: S1-internal

COM205 Media Governance and Globalisation - 3 points
MURDOCH: S2-internal

COM204 Global Media and Culture - 3 points
MURDOCH: S2-internal, S2-external

General Electives or Second Major - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 3 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

COM306 Specialist Communication - 3 points
Not available this year

COM313 Campus Radio - 3 points
MURDOCH: S1-internal

COM308 Professional Internship - 3 points
MURDOCH: S1-placement, S2-placement, SUM-placement,
W-placement

Course Core Unit - 3 credit points

COM300 Communication Project - 3 points
MURDOCH: S2-internal

Major Core Units - 9 credit points

COM302 Web Analytics - 3 points
MURDOCH: S1-internal

COM304 Communicating Global Issues - 3 points
MURDOCH: S1-internal, S1-external

COM303 Media Audiences - 3 points
MURDOCH: S2-internal, S2-external

General Electives or Second Major - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

PREREQUISITES

Building Enterprise Skills (MSP200)

Nil.

Campus Radio (COM313)

RAD105 Introduction to Radio or RAD301 Creative Radio or EGL122 Writing and Creativity and enrolment in Bachelor of Communications, Bachelor of Creative Media, Bachelor of Arts (B1316) or with the approval of the coordinator.

Career Learning: Managing Your Career (MSP100)

Nil.

Communicating Global Issues (COM304)

Nil. This unit is best studied in your third year, as it requires established theoretical knowledge, critical research and writing skills.

Communication Project (COM300)

Enrolment in the Bachelor of Communication AND BAR200 Developing Research Skills and Methods (or another research methods unit, subject to the approval of the unit coordinator); OR enrolment in Radio Minor. []

Communication Research (COM200)

Nil.

Consulting and Freelancing (COM203)

Nil.

Critical Web Literacy (COM105)

Nil.

Foundations of Communication (COM103)

Nil.

Global Media and Culture (COM204)

Nil.

Introduction to Digital Media Skills (COM109)

Nil.

Media Audiences (COM303)

Nil.

Media Governance and Globalisation (COM205)

Completion of 24 credit points of study.

Professional Internship (COM308)

Permission of the Academic Chair []

Real World Learning (MSP201)

Normally completed an equivalent of 24 credit points

Social Media (COM101)

Nil.

Social, Games and Mobile Media (COM201)

Nil.

Specialist Communication (COM306)

Nil.

Thinking Communication (COM100)

Nil.

Web Analytics (COM302)

Nil.

Personal Study Plan

Unit Sets:

| Year | Semester 1 | Semester 2 |
|------|------------|------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |