College of Design and Social Context

School of Media and Communication

Program Information Guide for Students
2010

Title: Bachelor of Communication
(Professional Communication)
Program code: BP222
Program plan code: BP222

Web reference:
http://www.rmit.edu.au/mediacommunication/professionalcommunication
http://www.rmit.edu.au/mediacommunication/programinfoguides
PLEASE READ THIS IMPORTANT INFORMATION ABOUT YOUR COURSE STRUCTURE

Welcome to Professional Communication

Professional Communication is a degree that will give you great hands-on skills in media production, journalism and public relations combined with a strong scholarly understanding of communication theories and practices, and critical thinking skills in the humanities. It is an excellent, multi-faceted degree. So congratulations for making it into the program.

There is a lot to pack into one degree so it is important that you familiarise yourself with the order in which you must take courses. It is all explained in this guide.

Your degree is made up of three groups of courses, which we call ‘strands’: the communication strand, the professional strand and the contextual studies strand. In each strand, and at different points in your degree, there are courses you must take and courses you can choose.

In your first year, the courses in the communication strand and the professional strand are chosen for you. In the professional strand, you will complete courses in journalism and public relations, and in the communication strand, you will complete two of the three compulsory communication theory courses. The thing you can choose in first year is your Major in the contextual studies strand. Your Major consists of five courses completed during your whole degree in one of four areas: Cinema Studies; Asian Media and Culture; Literature and Philosophy; and Politics, Economies and Communication.

In second year, your courses in the professional strand and the communication strand are again, mostly chosen for you. In the professional strand, you will complete courses in media production and in the communication strand; you will complete the third compulsory communication theory course. In the contextual studies strand you will complete two more courses toward your Major. In the second semester of second year you get to choose one course from a range of university wide Student Electives. By second year, you will begin to get an idea of which professional area – journalism, media production or public relations (or maybe two of these) – you would like to specialise in during your final year. It is important to think about this during second year, as you may need to use your Student Elective to do a pre-requisite course for your third year professional specialisation.

In third year, as your skills and interests have become more evident, you get to choose your Professional Specialisation from one or two of the following areas in the professional strand: Print Journalism, Broadcast Journalism, Public Relations, Radio Production, Television Production, or Integrated Media. In the contextual studies strand you will complete the final course in your major. In the communication strand, you will choose a course from a range of communication electives. You may also have the option of doing one or two more Student Electives.

There is a program map on page three of this guide that visually outlines the above information.

You are always welcome to contact myself bruce.berryman@rmit.edu.au or Academic Adviser, Lucinda Strahan lucinda.strahan@rmit.edu.au if you have any questions.

Bruce Berryman
Program Director
Professional Communication
bruce.berryman@rmit.edu.au
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### 1. PROGRAM INFORMATION – BCOMM (PROFESSIONAL COMMUNICATION)

#### BP222 PROGRAM MAP

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<th>Communication Strand</th>
<th>Professional Strand</th>
<th>Contextual Studies Strand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>COMM2411 Communication and Social Relations</td>
<td>COMM1161 Intro to Public Relations, COMM2147 Professional Writing</td>
<td>Contextual Studies Major course</td>
</tr>
<tr>
<td>2</td>
<td>COMM2413 Communication Histories and technologies</td>
<td>COMM2148 General News Reporting, COMM2143 Strategic PR Planning</td>
<td>Contextual Studies Major course</td>
</tr>
<tr>
<td>3</td>
<td>COMM2403 Communication Debates and Approaches</td>
<td>COMM2107 Writing Media Texts, COMM2108 Editing Media Texts</td>
<td>Contextual Studies Major course</td>
</tr>
<tr>
<td>4</td>
<td>Choose two from</td>
<td></td>
<td>Contextual Studies Major course</td>
</tr>
<tr>
<td></td>
<td>COMM2219 Networked Media, COMM2220 Broadcast Media, COMM2410 Journalism Ethics and Regulations</td>
<td></td>
<td>Student Elective 1</td>
</tr>
<tr>
<td>5</td>
<td>Prof Comm Specialisation 1A, Prof Comm Specialisation 2A</td>
<td></td>
<td>Contextual Studies Major course</td>
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<td></td>
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<td></td>
<td>Student Elective 2</td>
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<tr>
<td>6</td>
<td>Communication Strand course</td>
<td>Prof Comm Specialisation 1B, Prof Comm Specialisation 2B</td>
<td>Either</td>
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<td></td>
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<td>Contextual Studies Major course*</td>
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<td>Or</td>
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<td>Communication Strand Course</td>
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<td>Student Elective 3#</td>
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</tbody>
</table>

*Students intending to specialise in Radio or TV must enrol in Broadcast Media*

*Students intending to specialise in Integrated Media must enrol in Networked Media*

*Students intending to specialise in Journalism must enrol in Journalism Ethics and Regulations*

*Students intending to specialise in PR should enrol in Networked Media and Broadcast Media*

In your final year you must complete two professional specialisations. This is a pair of courses taken over two consecutive semesters. You must match each of your courses with its pair in the following semester:


*Students must complete a minimum of 5 x 12 credit point courses from one Major Discipline area to satisfy the Contextual Studies Major requirements (see page 12 for Major choices and progression rules). Students not electing to do the 6 x 12 credit point course Major option can choose to do a course from another Major here if they wish.**

**COMM1049 Online Journalism: Theory & Practice, can be taken as an elective in the Broadcast Journalism specialization.**

#Students are only permitted to complete a maximum of 4x12 credit point courses outside the School of Media and Communication.
2. COURSE DETAILS
PROFESSIONAL STRAND COURSES – Professional Communication

Year One

In your first year of study, you complete four compulsory Professional Strand courses – two Journalism courses and two Public Relations courses.

Semester One

COMM1161 Introduction to Public Relations
Pre-requisites: NIL
This introductory course covers the history, principles and practice of public relations. It also examines the various contexts – social, cultural, intellectual and technological, in which practitioners must work, and relates them to the ethical standards of the individual, the profession and society. The course begins by examining the definition of public relations and how it has evolved. It then examines the major principles of PR practice and how they can be applied. It also examines the fields of practice in which PR practitioners work.

COMM2147 Professional Writing
Pre-requisites: NIL
Professional Writing is a core course in the Professional Communication program designed to encompass the various techniques of print media writing and editing. It is a pre-requisite for General News Reporting. Lectures will cover content, style and tone of the various types of print media writing. Tutorials will provide students with the opportunity to produce their own writing pieces.

Semester Two

COMM2148 General News Reporting
Pre-requisites: COMM2147
This course analyses, teaches how newspaper journalists write hard news stories, and introduces students to basic soft news writing techniques. It builds on the skills introduced to students in COMM2147 Professional Writing and provides a strong grounding for those students who wish to continue with second year journalism courses.

COMM2143 Strategic PR Planning
Pre-requisites: COMM1161, COMM2147
Co-requisite COMM2148
The course will build on the knowledge and skills you have obtained in COMM1161 Introduction to PR. Strategic PR Planning will introduce you to public relations strategic planning practices, and give you insight into how PR planning sits within broader organisational planning, such as more broadly-based organisational planning and marketing strategy. You will learn about a variety of frameworks and concepts used in strategic planning, including situation analysis techniques and critical path planning. You will also consider the role of vision and mission statements in strategic planning. Students will be required to complete a range of assessments tasks requiring them to analyse scenarios.
Year Two

In your second year of study, you complete four Professional Strand courses: COMM2107 Writing Media Texts and COMM2108 Editing Media Texts in first semester. You also complete two courses from a choice of COMM2219 Networked Media, COMM2220 Broadcast Media and COMM2410 Journalism Ethics and Regulations. Students may use their student elective to do the third course.

- Students intending to specialise in Radio or TV must enrol in Broadcast Media
- Students intending to specialise in Integrated Media must enrol in Networked Media
- Students intending to specialise in Journalism must enrol in Journalism Ethics and Regulations

Semester One

COMM2108 Editing Media Texts
Pre-requisites: NIL
Co-requisites: COMM2107
Editing Media Texts is a required course for all Professional Communication students. It introduces a series of questions, problems and skills around the concept of ‘editing’ and how ‘editing’ manifests itself in different media.

COMM2107 Writing Media Texts
Pre-requisites: NIL
Co-requisites: COMM2108
This course is designed to provide students with a foundation of knowledge for expression across a range of media forms, broadly divided into the areas of sound, image, moving image and text. Students will begin to become familiar with the particular nature and syntax of each of these media forms. Students will also explore the nature of writing, how it differs across forms as well as across the same text, as each text sees the intersection of a number of influences and ideas. The study and discussion of creativity is central to this course, as students will be asked to explore their own creative and learning practice. This will be achieved through class discussion as well as a number of creativity exercises.

Semester Two

COMM2220 Broadcast Media
Pre-requisites: COMM2108, COMM2107
Broadcast Media is a required course for Professional Communication students wishing to specialise in either TV or Radio production. Broadcast Media is designed to provide students with a foundation of knowledge in the basic theoretical, production, and regulatory concerns when creating content for radio and television broadcast. We will be exploring such ideas as audience, program formatting, research and development and industry practice. Students will develop their understanding of the Broadcast Media through the mix of theory and practice spending equal time focusing on each of the media, radio and television. Students will develop their skills in the creation of content through all the production phases, that is, form pre-production through to post-production. By the completion of the course the students should have developed an understanding of various aspects associated with radio and television broadcast.

COMM2410 Journalism Ethics and Regulations
Pre-requisites: COMM2148
This course examines the theoretical, ethical and regulatory concepts which underpin journalistic practice and introduces you to the basic theories which govern journalistic practice and help define the role of journalism and journalists in society. It will also introduce you to the laws and regulations which govern journalists and media organisations.

COMM2219 Networked Media
Pre-requisites: COMM2108, COMM2107
Networked Media is a required course for all first year Media students. It concentrates on the authoring and publishing of online media.
Year Three

Professional Specialisations

In your final year, you must complete two professional specialisations. This is a pair of courses taken over two consecutive semesters. You must match each of your courses with its pair in the following semester.

- Print Journalism
- Broadcast Journalism
- Television Production
- Radio Production
- Integrated Media
- Public Relations

Professional Communication Specialisations (2 x 2 courses or 1 x 4 courses)

<table>
<thead>
<tr>
<th></th>
<th>Semester One</th>
<th>Semester Two</th>
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<tbody>
<tr>
<td>Journalism (Print)</td>
<td>COMM1049 Online Journalism</td>
<td>COMM1046 Advanced Print Reporting</td>
</tr>
<tr>
<td>Journalism (Broadcast)</td>
<td>COMM1049 Online Journalism*</td>
<td>COMM1045 Television Journalism</td>
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<tr>
<td></td>
<td>COMM1044 Radio Journalism*</td>
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<tr>
<td>Media (Television)</td>
<td>COMM2248 TV1</td>
<td>COMM2249 TV2</td>
</tr>
<tr>
<td>Media (Radio)</td>
<td>COMM2250 Radio 1</td>
<td>COMM2252 Radio 2</td>
</tr>
<tr>
<td>Media (Integrated)</td>
<td>COMM2251 Integrated Media 1</td>
<td>COMM2243 Integrated Media 2</td>
</tr>
<tr>
<td>Public Relations</td>
<td>COMM2361 Specialist PR</td>
<td>COMM2137 Client Relationships</td>
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<td>COMM2357 Internal Communication &amp; Change Management</td>
<td>COMM2258 Complementary Skills</td>
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<td></td>
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<td>COMM2358 Media Relations</td>
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<td></td>
<td></td>
<td>**COMM2257 PR Research</td>
</tr>
</tbody>
</table>

** COMM2257 PR Research is restricted to those Prof Comm students doing a double specialisation in PR

* Students intending to specialise in Broadcast Journalism must take COMM1044 Radio Journalism as a pre-requisite for TV Journalism. COMM1049 Online journalism can be taken as an elective.

Those doing PR Research must also take COMM2137 Client Relationships concurrently.
JOURNALISM – PRINT

COMM1046 Advanced Print Reporting
Pre-requisites: COMM2148, COMM2410
The aim of the course is to introduce you to the ways media outlets organise their coverage of society in rounds, and to consider the implications of this practice. You will also gain an insight into reporting various rounds such as police, courts, government, industrial affairs, health, education, environment and sport.

COMM1049 Online Journalism: Theory & Practice
Pre-requisites: COMM2148, COMM2410
This course will give you an understanding of online journalism, including the formats and skills for writing journalism for online publications, as well a basic understanding of multimedia journalism. It examines the major theoretical debates around online news delivery and gives you the practical skills to produce specialist online reports.

JOURNALISM – BROADCAST

COMM1049 Online Journalism: Theory & Practice
see above JOURNALISM – PRINT

COMM1044 Radio Journalism
Pre-requisites: COMM2148, COMM2410
This is a second year course in the Bachelor of Communication (Journalism). The aim of the course is to provide you with a theoretical and practical grounding in the basic concepts and skills of radio journalism.

COMM1045 Television Journalism
Pre-requisites: COMM1044, COMM2410
This course will introduce you to the skills necessary for television reporting. You will further develop the practical skills obtained in COMM1044 (Radio Journalism), and you will go on to learn additional skills such as television story planning, writing to vision, interviewing and use of digital camera and editing programs. In doing so, you will develop an understanding and appreciation of the television industry and the skills required for successful television journalism.

MEDIA PRODUCTION – TV

COMM2248 TV1
Pre-requisites: COMM2220
TV1 is an introduction to key aspects of professional film and television production, with a specific focus on fiction: drama and comedy; their forms, structures and conventions. It is designed to enable students to begin to position themselves as critical practitioners within the field through a learning process combining theory and practice, debate, experimentation and reflection. Students work individually and in collaborative teams upon script and production projects. They develop an understanding of the inter-dependent creative, organisational, theoretical and technical elements of film and television drama production processes, and attain and apply skills in constructing and communicating a story using sound and vision. Alongside the development of these basic professional competencies, students learn to analyse and critique their own and each other’s practice within wider socio-cultural and theoretical contexts, challenging assumptions and fostering innovation and creative risk-taking.

COMM2249 TV2
Pre-requisites: COMM2248
TV2 progresses on from TV1 in the development of key aspects of professional television production, with a specific focus on documentary program formats. It is structured to provide a practical introduction to the ethical, creative, organisational, technical and theoretical elements of the documentary production process. The course aims to further develop students’ film and television production skills in areas such as directing, producing, documentary writing and research, camera operation, sound recording and lighting, as well as
vision and sound post-production. Alongside these skills, it aims to provide students with the ability to critically analyse documentary programs in terms of relevant production styles and techniques; the ability to understand and adapt to changing technology within the film and television industries; and the ability to work effectively as part of a creative production team. Designed to complement and further develop the skills and knowledge gained in TV1.

MEDIA PRODUCTION – RADIO

COMM2250 Radio 1
Pre-requisites: COMM2220
This course develops basic skills in radio production techniques, writing and presentation. It involves students in all aspects of planning and presenting magazine programs through the RMIT Media Studies program ‘Room With A View’ on 3RRRfm. The course extends skills in interviewing and the development of larger scale features production.

COMM2252 Radio 2
Pre-requisites: COMM2250
The course is designed to consolidate skills in the planning, production and presentation of live to air radio programs. It also aims to extend the range of skills associated with radio production in the contemporary media environment. Together with Radio1, this course is designed to provide students with:
1. Radio production skills in areas such as research, recording, interviewing, editing, and writing for radio.
2. The ability to analyse radio programs in all formats and styles in terms of their production style and techniques.
3. The ability to understand and adapt to changing technology within the radio industry.
4. The ability to work effectively and productively as a part of a creative team.

MEDIA PRODUCTION – INTEGRATED MEDIA

COMM2251 Integrated Media 1
Pre-requisites: COMM2219
Integrated Media One is a required course for all second year Media students. The course develops competencies introduced in Networked Media and examines the social nature of contemporary information networks.

COMM2243 Integrated Media 2
Pre-requisites: COMM2251
Integrated Media Two employs a range of experimental networked media environments to explore issues concerning networked and collaborative media production environments. Media products will be produced for a variety of networked environments, including the mobile phone. An experimental, explorative and collaborative approach to media production will be reinforced through group assignments. Students are expected to develop more sophisticated ideas about the nexus between content and medium by meeting the challenges that new mediums provide. In this way, the course embeds competencies necessary for advanced media projects undertaken in third year.

PUBLIC RELATIONS

COMM2137 Client Relationships
Pre-requisites: NIL
This is an introductory course concerned with services marketing, relationship management and integrated communication. Students of this course might find themselves in the role of service provider or client during their career, and this course is intended to assist you to understand important concepts and current issues related to managing commercial/professional relationships and maximising the benefits that flow from such relationships to both client and service provider.
The course examines the ideas behind services marketing, and focuses on its implications for creative communication professionals in how they market and deliver their services – how commercial relationships work and how to manage them effectively and successfully.

The course addresses issues as they relate to creative communication practitioners in fields such as public relations, design and advertising. In looking at relationship marketing for creative communication practitioners, the course explores key concepts in marketing and communication, relationship management, organisational behaviour and commercial or business practice.

**COMM2258 Complementary Skills for PR Practitioners**

**Pre-requisites:** COMM2147, COMM2148, COMM2143, COMM1161

This course will provide intensive module-based training in a range of skills for students intending to work in the PR industry. These skills will complement the knowledge obtained in other PR studies. Each module addresses a specific skill-based area. The modules have been structured to reflect PR industry demand for skills; to reflect developments in skill-based areas of practice; to build on previous PR skills training; and to add a skills-related perspective to previous theoretical studies.

The course gives students deeper exposure to the expertise of experienced industry practitioners, and insight into professional practice in a range of skills-based areas.

**COMM2357 Internal Communication and Change Management**

**Pre-requisites:** COMM1161, COMM2147, COMM2148, COMM2143

The course aims to provide an understanding of the theory and practice behind planned internal communication activities in contemporary organisations. This includes communication directed toward employees, membership networks and other groups, in which both the disseminators and recipients of communication can be seen as part of a shared interest group. The course gives particular emphasis to internal communication activities directed toward addressing processes of organisational, technological, industrial, ownership or other types of major change.

**COMM2358 Media Relations**

**Pre-requisites:** COMM1161, COMM2147, COMM2148, COMM2143

This course aims to give students an understanding of the operations of all kinds of modern news media, in the context of developing professional media relations skills to work effectively with journalists and others in professional media roles. This course focuses on both knowledge and skills outcomes, and students are expected to demonstrate an interest in the media and current affairs.

**COMM2257 PR Research**

**Pre-requisites:** COMM2143, COMM1161, COMM2361

PR Research is restricted to those B COMM (Prof Comm) students doing a double specialisation in PR. Those doing PR Research must take COMM2137 Client Relationships concurrently.

In this course, you will work in groups on a public relations research project for a not-for-profit client. You will work in teams to research, plan, execute, evaluate and present your research, with the supervision and support of your course co-ordinator.

**COMM2361 Specialist PR**

**Pre-requisites:** COMM1161, COMM2147, COMM2148, COMM2143

The course has a dual focus. Firstly, it builds on the concepts developed in COMM1161 Introduction to Public Relations, discussing with students a range of specialist areas in public relations practice and demonstrating how PR tactics can work together when strategically driven. Secondly, this course further develops your PR writing skills.
COMMUNICATION STRAND COURSES

All Bachelor of Communication students undertake 4-5 courses in the Communication Strand of their degree. The first three courses in the sequence are universal to all programs. In your third year, you will undertake a fourth Communication Strand course of your choosing.

<table>
<thead>
<tr>
<th>Communication Strand Courses</th>
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<tbody>
<tr>
<td>The following courses should be undertaken in sequence as listed below:</td>
</tr>
<tr>
<td>COMM2411 Communication and Social Relations</td>
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<tr>
<td>COMM2413 Communication Histories and Technologies</td>
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<tr>
<td>COMM2403 Communication Debates and Approaches</td>
</tr>
<tr>
<td>Approved Communication Strand Elective</td>
</tr>
</tbody>
</table>

Year One

COMM2411 Communication and Social Relations
Pre-requisites: Nil
In this course you will discover how “communication” and “society” are integral to and mutually formative of each other. You will learn that to study “communication” and “society” is to research communicative practices, networks and social relations. Your learning will strongly focus on the collection and examination of a range of contemporary texts (written, visual, audio-visual, embodied) that present or infer different kinds of “communities”. You will develop skills in describing and analysing these texts using techniques and concepts developed within the field of communication studies. You will also develop an introductory understanding of some of the ways in which communication studies has conceptualised differences between diverse communicative contexts (for example, “mass media”, “face-to-face communication”, “imagined communities” and so on). The course will focus on a specific ‘case study’ over the semester in order to concretely explore these concepts.

COMM2413 Communication Histories and Technologies
Pre-requisites: COMM2411, or COMM2072, or COMM2112
In this course you will investigate the uses and applications of communication technologies in terms of their cultural, economic and political significance. You will focus on three technologies: the printing press; photography and digital technologies. You will analyse these technologies through a framework that disrupts cause-and-effect explanations of the technologies’ applications. By building on your skills and knowledge from Communication and Social Relations, you will explore the ways in which social relations and communication technologies are formative of each other.
Guiding questions of the course include: in what ways are technologies always social; what are and have been the practices associated with the technology; how does this technology interweave with other technologies; how have the older technologies adapted to more recent historical conditions and innovations; how do newer technologies incorporate traditional practices; how do communication technologies expose a discontinuous rather than a linear view of history; among others. Textual forms relevant to the communication technology will be used for analysis.

Year Two

COMM2403 Communication Debates and Approaches
Pre-requisites: COMM2413
In this course you will engage with the field of communication studies to examine some of its key debates through a variety of approaches for analysing and evaluating those debates. You will focus on a few topics that are central to communication:
• audiences
• publics
• discourses of globalisation
You will examine the debates through approaches that include: audience research, cultural studies, ideology and a governmental approach. Building on your skills and knowledge from “Communication and
Social Relations” and “Communication Histories and Technologies,” emphasis will be given to assessing their limitations and possibilities in relation to the debates. By examining these central areas of communication, you will recognize its interdisciplinary nature, and some of the political assumptions and consequences of the various approaches to intellectual inquiry.

Year Three

Approved Communication Course:

Students must take one communication strand course of their own choosing in their final semester.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Semester Two</th>
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<tbody>
<tr>
<td>GRAP2175 Introduction to Graphic Design</td>
<td>COMM2324 Interdisciplinary Communication Project (Pre-requisite: Successful completion of two years of any BComm program)</td>
</tr>
<tr>
<td>PHIL1002 Philosophy and Happiness</td>
<td>MKTG1208 Introduction to Advertising</td>
</tr>
<tr>
<td>COMM1081 Popular Music and Society</td>
<td>GRAP2175 Introduction to Graphic Design</td>
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<td>COMM1079 Media Ethics</td>
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<td>COMM1073 Television Cultures</td>
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<td>COMM2325 Understanding Sports Media</td>
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</tbody>
</table>

Semester One

GRAP2175 Introduction to Graphic Design

Pre-requisites: Nil

This course is an introduction to Graphic Design, and takes students through the design process ranging from brainstorming and idea development, through to digital artwork and printing processes. Emphasis is placed upon the real “design process”, with each class focusing on a different aspect weekly. Several projects are undertaken throughout the semester that stress important values and methodologies within Graphic Design, one of which is an Identity project, in which students create and apply their own logo.

Important note: This is a creative orientated course that involves a lot of thinking and communication of information, both from the perspective of lecturer to student, and student to lecturer. Students wishing to enrol must be prepared to commit to the course and apply themselves at the expected level. Classes are run as studio workshops. Student participation is expected, required encouraged and emphasised.

It is important that students bring ideas, questions, observations and problems to all forms of learning experience.

PHIL1002 Philosophy and Happiness

Pre-requisites: Nil

This course starts off from the best-selling popular book (and TV series) by Alain de Botton called “The Consolations of Philosophy” (Penguin Books, 2001). The book, and the course, introduce philosophy and presupposes no prior knowledge of the field. It focuses on the more practical aspects of philosophy, i.e. how philosophical thinking may be used to help people deal more wisely with the general difficulties of life, such as, frustration, anger, injustice, loss, impermanence, bereavement, death, poverty, uncertainty, anxiety, lack of meaning, etc. Philosophy, in this area, seeks a reasoned approach to inner wellbeing or happiness and so has a self-determined and informally therapeutic potential, especially if combined with some form of meditation practice. The course may, therefore, be of particular interest to students studying psychology, counselling, social work, communication, or any vocation involving management, guidance, or helping people, as well as any student at RMIT who may be interested in a general way in philosophy and
happiness, including such perennial issues as the meaning of life and death. The book, “The Consolations Of Philosophy”, by Alain de Botton, is used as an initial primary text for the course and as good background reading, although additional sources will also be used. (The TV series is available in the AV section of the Swanston library).

COMM1081 Popular Music and Society
Pre-requisites: Nil
This is a course which examines popular music as a pervasive contemporary cultural form with attention to the political economy of the music industry, the social contexts of audience use, and the aesthetic-affective aspects of popular music genres. It also aims to introduce students to ways of thinking about the forms and functions of popular music derived from the field of popular music scholarship and encourages research into selected topics.

Semester Two

COMM2324 Interdisciplinary Communication Project
Pre-requisites: It is expected that students will have the pre-requisite discipline-specific capabilities of a person in the final semester of the BComm or BDesign programs.

The professional environment for people working in the communication industries is increasingly focused on collaborative project work, where specialists in a range of disciplines come together as a creative team to realise a specific short-term project. This course is a final year elective within the Bachelor of Communication that is designed for advertising, communication design, journalism, media, public relations and professional communication students to explore the interdisciplinary environment of the contemporary communications professional. This exploration will involve both a reflective and a practical component. A series of seminars and guest speakers will develop students’ understanding of both shared and discipline-specific issues in relation to interdisciplinary project work in the communications field. Students will also have the opportunity to explore these issues through the practical experience of working on an interdisciplinary project.

MKTG1208 Introduction to Advertising
Pre-requisites: Nil
The purpose of this course is to introduce concepts used in advertising and within other forms of marketing communications. The analysis and discussion of award winning advertising campaigns will allow the exemplification of advertising industry practises and processes. These processes include: market and audience research, strategic thinking, creative thinking, ideas testing and production. It will also help identify professional roles in the industry, and relationships between advertisers and advertising agencies. Through understanding, advertising concepts this course will help identify common problems in the generation of effective marketing and creative solutions. This course will provide opportunities for critically discussing the impact of these solutions on audiences and on advertising professional teams.

GRAP2175 Introduction to Graphic Design
Pre-requisites: Nil
See description on Page 11

COMM1079 Media Ethics
Pre-requisites: Nil
This elective course is designed to encourage students to think about the ethical implications of professional practice in their chosen vocational area. The course introduces such questions as, what is ethics? What is it to behave well or badly? What foundational principles are commonly used to justify our ethical intuitions and solutions to moral dilemmas? It also introduces students to how some major Moral Philosophers have tried to answer these and other related questions. It also examines the most important theories in ethics (or Moral Philosophy), the theories that are still influential today. In the latter part of the semester, a number of moral dilemmas and case studies will be introduced and considered, and an attempt will be made to apply ethical theories, codes and rules to such issues, thereby
linking theory to practice. (Students from different discipline areas may consider ethics in relation to the dilemmas that may arise in their particular chosen vocations).

There are no prerequisites for this course and it is not assumed that students have done any prior reading or study of philosophy or ethics.

**COMM1073 Television Cultures**

**Pre-requisites:** Nil

This course provides students with an introduction to and selective overview of the different ways in which television can be discussed critically, with reference to the medium’s historical development, its aesthetic and stylistic qualities, and its relationship with social practices. Within this context, its primary focus is on televisual content as text.

Television Cultures begins by briefly relating the history of television as a cultural form, and goes on to explore various theoretical approaches to the medium. It moves on to examine televisual content in depth in this context - examining elements such as taste and quality, genre, representation, the phenomenology of viewing, and so on. In class discussion as well as formal assignments, students are required to move well beyond the simple expression of their individual televisual likes and dislikes, and/or superficial discussion of events and identities/characters on TV programs.

In encouraging students to examine their responses and tastes and to question their assumptions concerning television, the course aims to develop their capacity for a sophisticated, contextualised analysis. It does offer many opportunities for discussion of students’ own television viewing but as distinct from casual analysis, the key to critical discourse within Television Cultures lies in students applying contextual knowledge and concept to their viewing experiences.

**COMM2325 Understanding Sports Media**

**Pre-requisites:** Nil

Students will be introduced to the variety of sports media and to the issues and experiences within this important sector of the communications industry. Students will develop an understanding of the importance of the media’s role and responsibility in modern sport and of the professional practices associated with sports journalism, marketing and PR.
A Major is a recognised sequence of a minimum of five courses that provides for in-depth study of a particular area in a structured way. In addition to the intellectual and critical competencies gained, undertaking a Major also gives students the additional recognition for having completed a secondary specialisation within their degree.

The Majors offered cover a range of areas and approaches that complement the Professional and Communication strands, but also give students the opportunity to study areas that move beyond the parameters of their core degree and provide a broader context for thinking about particular ideas and concepts. Thus, students should base their choice of Major on a range of criteria including their interest in a particular area. This is the one area of study in which student choice is not dictated by the professional requirements of the various degrees, so students should think very carefully and perhaps even laterally about the Major they would like to undertake.

While a minimum of five courses is specified, students who wish to benefit from a deeper study of an area, or who are planning to do further advanced study (e.g. at a post-graduate level), should consider taking a sixth course.

The School offers students a choice of four Majors:

- Asian Media and Culture
- Cinema Studies
- Literature and Philosophy
- Politics, Economies and Communication

Details of each of these Majors are outlined in the following sections. Please note that course offerings may change from year to year as the Majors continue to develop and respond to emerging issues.

Courses in other Majors may also be taken as electives, using your student elective choices – see the Electives page for information about elective courses in the School of Media and Communication.

Note: Students may take a maximum of four courses outside the School across the duration of their program.

Course details are also available online by entering the course code into the internal search engine at: www.rmit.edu.au/programs/courses
ASIAN MEDIA AND CULTURE MAJOR

Students taking the Major in Asian Media and Culture will embark on an intellectual adventure which takes in such diverse areas as: Asian popular culture, Asian cinema, Queer Asia, Asian feminism, politics and current affairs, civil rights, Asian cybercultures, the politics of identity, issues of gender and race, terrorism, the rise of religious fundamentalisms, political dissidence, the changing face of Asian communism, and democratic reforms, amongst other issues.

Many graduates of the Bachelor of Communication program will live and work in the Asian region. Singapore is moving towards becoming a media and film hub, and will be a key player in the development of regional media systems. Working in the Asian media will require a familiarity with cultural and political trends, as well as professional expertise. Working in the field of communication in Australia will increasingly require knowledge of our neighbourhood.

This Major offers a cross-disciplinary selection of exciting and challenging courses. Students will develop extensive knowledge of the diverse cultures of the region, and the skills required for working in the media and communications industries in Australia and the Asia-Pacific: critical thinking, writing, analysis, research, self-reflection and cultural sensitivity and awareness.

A Major in Asian Media and Culture comprises five courses, one is the foundation course COMM2138 Modern Asia and one must be an advanced level course. The recommended Major sequence is listed below. Students interested in specialising or doing advanced study in this area are encouraged to take a sixth course in the area.

Coordinator of the Asian Media and Culture Major: Dr Chengju Huang (chengju.huang@rmit.edu.au; tel: 9925 9718)

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<thead>
<tr>
<th>Year &amp; Semester</th>
<th>Course</th>
<th>Contact Hours per Week</th>
<th>Credit Points</th>
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<tr>
<td>1 – Sem 1</td>
<td>COMM2138 Modern Asia</td>
<td>3</td>
<td>12</td>
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<td>1 – Sem 2</td>
<td>COMM1086 Mass Media in Asia</td>
<td>3</td>
<td>12</td>
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<tr>
<td>2 – Sem 1</td>
<td>COMM2336 Asian Cybercultures</td>
<td>3</td>
<td>12</td>
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<tr>
<td>2 – Sem 2</td>
<td>COMM2253 Sex and Gender in Asia</td>
<td>3</td>
<td>12</td>
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<tr>
<td>3 – Sem 1</td>
<td>COMM2345 Adventures in Asian Popular Culture</td>
<td>3</td>
<td>12</td>
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<tr>
<td>3 – Sem 2</td>
<td>COMM2342 Research in Contextual Studies OR COMM1035 Asian Cinemas</td>
<td>3</td>
<td>12</td>
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Courses are listed alphabetically by semester.

**Semester One**

COMM2345 Adventures in Asian Popular Culture

**Pre-requisites:** Any three (3) of: COMM2138, COMM1086, COMM2336, COMM2253

This course introduces a range of critical approaches within media and cultural studies frameworks to examine contemporary Asian popular culture. It will consider how popular cultures are constructed, marketed and then consumed by their audiences. Attention will also be focused on the intersecting local, national and transnational contexts in which forms of contemporary popular culture circulate. The course looks at the everyday practices for culture using lived experiences and considers, with reference to historical perspective, changing meanings and cultural significance of particular popular cultural forms. The course explores forms of popular culture in public discourses and through examples and close readings of specific popular cultural texts and practices. As such, the course will offer
insights into broader cultural forms such as cinema, television, music and the internet. By the conclusion of the course, students will have gained knowledge of significant debates in the academic study of popular culture as well as the critical skills necessary for them to carry out their own small-scale studies of examples.

COMM2336 Asian Cybercultures
Pre-requisites: NIL
The primary objective of this course is to provide you with conceptual, pragmatic and practical understanding of digital communication technologies and your relationship with it. This course will introduce you to a series of ideas relating to the impact of digital technology on your relationship to and understanding of ‘the media’ in the broadest sense. You will examine the ways in which traditional media are changing due to the impact of new technologies, in particular the new cultural/media spaces and practices that are forming. You will also learn to function within the digital media context both as a consumer and producer. Finally, the course will teach you to efficiently use the various technologies of internet for research and knowledge management. All this will be done through use of case studies and assessments. The course will link the new cultural/media spaces and practices to the economic and political systems of several Asian societies. You will examine the uptake and use of new communications technologies within an Asian context. This course will provide you with an understanding of the historical development of digital communication technologies in Asia.

COMM2138 Modern Asia
Pre-requisites: NIL
This course forms the foundation for the major in Asian media and Culture. It offers a critique of the supposedly universal values of Western modernity, while considering a range of questions around the cultural, political, economic and media development of Asia in the twenty-first century. The questions this course asks are: What is modernity? Is there an Asian variety with an identity of its own? How are race, gender and class in Asia modernised?

The course will encourage you to appreciate the diversity of Asian cultures and help to equip you with the knowledge and skills to enable you to engage more fully with Asia at a professional level. It will encourage you to examine further the social and cultural aspects of the Asian societies, particularly as they relate to issues of communication.

**Semester Two**

COMM1035 Asian Cinemas
Pre-requisites: NIL
This course will introduce students to the exciting and significant cinemas of the Asian region. The course covers a broad spectrum of Asian cinemas – with a particular focus on Japanese and Chinese cinemas – in order to reflect various aspects of film culture in Asia. The course focuses on film history, genre and authorship studies, to contrast styles and themes found within and between different Asian cinemas. It considers the mutual influences and cultural confluences that bind the Asian cinemas together (for example, humanitarianism, family values, polemics over the city-countryside divide, tradition and modernity, Westernisation, the indigenisation of non-Asian cultural forms).

Amongst other things, this course will discuss theoretical questions which reflect on contemporary Asian cinemas: the questions of Orientalism, postcolonialism, postmodernism, national identity, or whether or not we adopt perspectives of cultural relativism or poststructural formations to look at Asian films. Cultural diversity within the scope of specific national cinemas will also be examined (for example, in some cases, the relationship of dialects to ‘national’ languages).

The course will also be informed throughout by themes of globalisation and cross-fertilisation (particularly in relation to film genres, national cultural forms, narrative styles and aesthetic practices) with a specific focus upon the effects of these processes on more fixed notions of national and cultural identity, as well as the hegemonic role played by Hollywood in global culture. This will partly be addressed through the analysis of the work of particular directors, genres and films that cross cultural/national boundaries and borders (e.g. Crouching Tiger, Hidden Dragon, The Man from Hong Kong, The Flowers of Shanghai).

The course will also address the following questions, amongst others: What, if anything, constitutes a national or regional cinema? What is a local film? Is the cultural imperialism thesis as applied to cinema still valid in the context of global culture? What happens to local, national and regional cinemas under the conditions of globalisation and internationalisation? Is there something distinctive that defines Asian cinema? How do Asian cinemas respond to the aesthetics and economics of ‘Hollywood’ cinema?
COMM1086 Mass Media in Asia  
Pre-requisites: NIL  
The course examines the mass media systems and industries in neighbouring Asian countries, focusing on both Asian tradition and Western influence. In particular, the course will deal with the social, cultural, economic and political challenges that face the Asian media. The course also includes several case studies that would help students have a better understanding of key concepts and issues in relation to Asian media studies.

COMM2253 Sex and Gender in Asia  
Pre-requisites: NIL  
This course introduces students to analytical approaches to gender and sexuality in the context of a range of Asian societies. It will examine the theoretical assumptions underlying the idea that the body is a primary site of cultural practice. Its central themes will include representations of gender, gender and power, sexuality and gender identity, the racialisation of the body, gender and religion, and the intersection of race and gender. These will be considered within the framework of localised political and cultural factors, as well as globalizing forces. Topics to be covered will include: prostitution; sex tourism; the crisis of masculinity; emerging homosexual identities in Asia; transvestism and transgender/gender liminal categories; the family, marriage and parenthood; gender and religion.

COMM2342 Research in Contextual Studies  
Pre-requisites: COMM2345  
Research in Contextual Studies provides opportunity for students who have completed one of the majors in the Contextual Studies area to extend their major study by an advanced-level independent research project building from their previous studies within their Contextual Studies Major area. Students will identify a topic or issue of interest in their major area, outline a framework and process of investigation, and submit their research in a textual form.

The course will further students’ knowledge of a particular area and develop their critical thinking capacities, enhance students’ research capabilities and their skills in defining, undertaking and completing a self-directed research project. Writing the report of the research will further students’ skills in analytical writing and/or techniques of textual production.
CINEMA STUDIES MAJOR

Want to be a filmmaker, film critic, film festival director, Cinema Studies academic or just be able to think in an informed manner about cinema? RMIT Graduates with a Major in Cinema Studies now work across the media industries, and have been able to combine their work with their desire to enjoy and express a love of cinema.

Through a program of regular screenings and intensive classes, students will be immersed in audio-visual film analysis. The films studied cast a wide net over film history and cover varied stylistic traits, national cinemas (including America, China, Japan, France and Australia) and production systems (e.g. Hollywood, alternative, state-financed).

Students also have the opportunity to delve into documentary, the work of a particular director (such as Scorsese, Kiarostami, Malick, Lubitsch, Wong Kar-Wai or Campion), films within a particular genre (such as road movies, musicals or films-on-film), the wide range of Asian cinemas, and the history of film theory. The scope of the courses ranges from early examples of the film medium to contemporary cinema, from ‘classics’ of the discipline to works seldom analysed, from Classical Hollywood narrative to avant-garde cinema, from short to feature film-making. Cinema Studies will broaden students’ notion of cinema, aims to expand their notions of what film might be, and develops their knowledge of the medium.

Students studying Cinema Studies can take a variety of courses throughout their degree, which offer a range of learning experiences and assessment tasks (e.g. close analysis, online research-based, student-centred). Students will hear guest lecturers from the Australian film industry and international experts on a variety of film topics. A variety of undergraduate employment and research opportunities also mean that studying cinema at RMIT can lead to employment in one of the many areas of the local and international film industries. The recommended Major sequence is listed below. Students interested in specialising or doing advanced study in this area are encouraged to take a sixth course in the Major.

Acting Coordinator of the Cinema Studies Major: Dr Lisa French (lisa.french@rmit.edu.au; tel: 9925-3026)

<table>
<thead>
<tr>
<th>Year &amp; Semester</th>
<th>Course</th>
<th>Contact Hours per Week</th>
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<tr>
<td>1 – Sem 1</td>
<td>COMM1031 Introduction to Cinema Studies</td>
<td>3</td>
<td>12</td>
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<tr>
<td>1 – Sem 2</td>
<td>COMM1032 Authorship and Narrative in the Cinema</td>
<td>3</td>
<td>12</td>
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<td>2 – Sem 1</td>
<td>COMM1034 True Lies: Documentary Studies</td>
<td>3</td>
<td>12</td>
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<td>2 – Sem 2</td>
<td>COMM1033 Australian Cinema OR COMM1035 Asian Cinemas</td>
<td>3</td>
<td>12</td>
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<td>3 – Sem 1</td>
<td>COMM1036 Histories of Film Theory</td>
<td>3</td>
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<td>COMM2342 Research in Contextual Studies OR COMM1033 Australian Cinema OR COMM1035 Asian Cinemas</td>
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**NOTE:** VART1578 Screen Narrative does not under any circumstances count towards a major in Cinema Studies.

The following courses are listed alphabetically by semester.

**Semester One**

**COMM1031 Introduction to Cinema Studies**
*Pre-requisites: NIL*
COMM1031 is an introductory course in the Cinema Studies stream/major. Through a program of weekly screenings, readings and seminars students will be introduced to the skills of audio-visual film analysis and the basic analytical terminology of Cinema Studies.

The films to be studied cast a wide net over film history, and cover varied stylistic traits, national cinemas (for example, the United States, Hong Kong, France, Germany, Iran, Poland and Australia) and production systems (from large studio-based productions to personal, ‘hand-made’ cinema). The scope of the course ranges from early examples of the film medium to ‘contemporary’ cinema, from established ‘classics’ to works seldom analysed, from Classical Hollywood narrative to formalist experimental cinema, from documentary to fiction, from analogue to digital forms. Thus, the course introduces students to a broad notion of cinema, and aims to expand their notions of what film might be and to develop their knowledge of the medium; as well as to discuss the expectations we bring to the viewing of films and examine what we might like or not like about specific films. The course also provides an introduction to many of the concepts, fields of knowledge and subjects that will be examined in more detail in other Cinema Studies courses within the School: narrative, authorship, film theory, experimentation, sexuality and gender, national, global and regional cinema, realism, documentary.

**COMM1036 Histories of Film Theory**
*Pre-requisites: Any three (3) of: COMM1031, COMM1032, COMM1033, COMM1034, COMM1035*
This course is intended to complement other Cinema Studies courses through a sustained engagement with film theory. Students will be provided with a survey of key theoretical strategies for analysing, assessing, and interpreting film as text, as cultural document, and as aesthetic experience.

The unit will consider the changing role and nature of film theory throughout the twentieth and into the twenty-first century, examining its implications for how we understand particular films, filmmakers, theoretical paradigms, and artistic/cinematic trends, schools and movements.

Film theory has been used to examine many aspects of cinema: its formal dynamics, production, authorship, critical reception, spectatorship, and so on. Cine-theorists have drawn from a range of disciplines such as philosophy, psychology, political history, psychoanalysis, sociology, economics, art history, music and literature. There are also very strong historical links between film theory, film history and filmmaking practice. Since film theory is such a large and diverse field, the course will introduce students to selected theoretical fields, contexts, modes of analysis, and dialectical points of view. Many of the films we will study can be read as examples of theory, or attempts to explicate particular theoretical approaches and questions. Many of the theorists we will discuss are both filmmakers and film critics, and thus a key focus of the course is an examination of the close bond between applied theory and practice.

The course will focus on a number of core areas that reflect film theory’s diversity and complexity. It will examine particular case studies within film theory, while giving students a sense of the overarching
shape of both this field and film history. The course will focus on some of the following areas: French Impressionism and Photogenie; Russian Montage; Surrealism; Neo-Realism; The French New Wave; Psychoanalysis and Feminism; Post-Modernism; Deconstruction; Queer Theory; The Avant-Garde; Cinephilia; The Ontology of the Moving Image; Contemporary Directions in Film Theory; discourses around The Death of Cinema. It will also examine the work of some of the following theorists and filmmakers: Eisenstein, Godard, Bazin, Deleuze, Sontag, Mulvey, Epstein, Rossellini, Marker, Denis, Brakhage. In the process, a variety of texts, both on screen and page, will be studied to help address and inform our overview of this expansive area. In so doing, we will often return to the fundamental question that drives much of this analysis - “What is Cinema?”

COMM1034 True Lies: Documentary Studies
Pre-requisites: NIL

This course offers a critical overview of the historical development of the documentary form and its varieties, and the critical and theoretical discourse surrounding them. This course will survey a variety of documentary forms across a range of historical periods and national cinemas.

Topic areas include: approaches to the study of documentary genres, e.g. ethnographic, observational, reflexive, propaganda, etc; theories of realism, authenticity and ethics; the relationship of documentary to political agency, and the current conditions for documentary funding and production.
**Semester Two**

**COMM1035 Asian Cinemas**  
Pre-requisites: NIL  
This course will introduce students to the exciting and significant cinemas of the Asian region. The course covers a broad spectrum of Asian cinemas – with a particular focus on Japanese and Chinese cinemas – in order to reflect various aspects of film culture in Asia. The course focuses on film history, genre and authorship studies, to contrast styles and themes found within and between different Asian cinemas. It considers the mutual influences and cultural confluences that bind the Asian cinemas together (for example, humanitarianism, family values, polemics over the city-countryside divide, tradition and modernity, Westernisation, the indigenisation of non-Asian cultural forms).

Amongst other things, this course will discuss theoretical questions which reflect on contemporary Asian cinemas: the questions of Orientalism, postcolonialism, postmodernism, national identity, or whether or not we adopt perspectives of cultural relativism or poststructural formations to look at Asian films. Cultural diversity within the scope of specific national cinemas will also be examined (for example, in some cases, the relationship of dialects to ‘national’ languages).

The course will also be informed throughout by themes of globalisation and cross-fertilisation (particularly in relation to film genres, national cultural forms, narrative styles and aesthetic practices) with a specific focus upon the effects of these processes on more fixed notions of national and cultural identity, as well as the hegemonic role played by Hollywood in global culture. This will partly be addressed through the analysis of the work of particular directors, genres and films that cross cultural/national boundaries and borders (e.g. Crouching Tiger, Hidden Dragon, The Man from Hong Kong, The Flowers of Shanghai).

The course will also address the following questions, amongst others: What, if anything, constitutes a national or regional cinema? What is a local film? Is the cultural imperialism thesis as applied to cinema still valid in the context of global culture? What happens to local, national and regional cinemas under the conditions of globalisation and internationalisation? Is there something distinctive that defines Asian cinema? How do Asian cinemas respond to the aesthetics and economics of ‘Hollywood’ cinema?

**COMM1033 Australian Cinema**  
Pre-requisites: NIL  
This course focuses on issues relating to Australian cinema and concentrates upon the close readings of set films in relation to broader questions of national cinemas and identities. It is also designed to complement others in the Cinema Studies stream and continues work on film form, style, craft, mise-en-scene, thematic content, authorship and genre developed elsewhere in the major. The course tracks a rough chronological course through Australian cinema with a specific focus upon several pertinent issues and periods, including: neglected periods of film production and screen culture in this country (such as the 1950s and 1960s); the reconfiguring of identity in ‘recent’ Australian cinema (feminist, multicultural, indigenous, queer, etc.); and the representation of location in Australian cinema. In the process, some account will be made of foreign filmmaking in Australia, and other international influences upon Australian cinema and the questions that this brings to light-such as what, if anything, can constitute a national cinema? There will also be a focus upon broader questions of film culture, an under-analysed aspect of Australian cinema. Other issues to be covered in this course include: authorship (often omitted in studies of Australian cinema); aesthetics (also excluded in many accounts); film policy; broader questions of film history; genre; gender; landscape and space; the city and the bush; and the fortune of our own graduates who work within this cinema.

**COMM1032 Authorship and Narrative in the Cinema**  
Pre-requisites: NIL  
The main focus of COMM1032 are issues relating to narrative, genre and authorship (or auteurism) in the cinema. The course examines how these ‘broad’ concepts operate as ways of understanding, categorising, reading, marketing, historicising and contextualising specific films. Within this context the course will introduce students to specific theoretical concepts and a broad program of reading and viewing within the field of Cinema Studies.

The specific focus of this course is an analysis of authorship in relation to the cinema of a specific director (for example, Ernst Lubitsch, Blake Edwards, Robert Altman, Steven Spielberg, Martin Scorsese, Jean-Luc Godard). This director’s cinema will be used as launching-pad to discuss and analyse a range of other films and such topics as: the place of the author within cinema; the significance of particular styles of narration at specific points in film history; the possibilities offered and difficulties faced by directors in different production conditions; issues of multiple authorship; the
relevance of film history and criticism to authorship; the importance of an understanding of film history to particular filmmaking practices; intertextuality; the development of specific genres (such as the gangster movie, the Western, the filmusical, the romantic comedy) over time; the explicit relation between specific films and traditions over time.

A key aspect of the course will be an analysis of films by such significant filmmakers as: Ernst Lubitsch, Blake Edwards, Robert Altman, Jean-Luc Godard, John Ford, Michelangelo Antonioni, Howard Hawks, Steven Spielberg, and Paul Thomas Anderson. The choice of a particular ‘auteur’ as our point of focus will also allow us to analyse films from different countries, systems of production, and filmmaking practices (both canonical and non-canonical, classical, non-classical and post-classical films), and across the history of cinema. Thus, the course looks at short and feature film practice in the United States (its specific and core focus), France, and Italy, as well as other countries.

**COMM2342 Research in Contextual Studies**

**Pre-requisites: COMM1036**

Research in Contextual Studies provides opportunity for students who have completed one of the majors in the Contextual Studies area to extend their major study by an advanced-level independent research project building from their previous studies within their Contextual Studies Major area. Students will identify a topic or issue of interest in their major area, outline a framework and process of investigation, and submit their research in a textual form.

The course will further students’ knowledge of a particular area and develop their critical thinking capacities, enhance students’ research capabilities and their skills in defining, undertaking and completing a self-directed research project. Writing the report of the research will further students skills in analytical writing and/or techniques of textual production.
LITERATURE AND PHILOSOPHY MAJOR

The Literature and Philosophy Major addresses both the meaning of human existence and the ways in which our human existence can be expressed and textualised. It introduces students to key texts and theories in the mainly but not exclusively, Western literary and philosophical traditions via an alternating sequence of Philosophy and Literature courses. Students undertaking the Major will encounter some of the major debates in Philosophy, such as puzzles of time and space, mind-body interaction, personal identity, free will and determinism, idealism and materialism, knowledge and belief, the nature of truth, modernism and postmodernism. Students will also be introduced to romanticism, feminism, Marxism, existentialism, modernism, psychoanalysis, and postcolonialism via compelling literary texts and theory. Productive connections and illuminating differences between the disciplines of literature and philosophy will inform the courses, as will the practical application of these ideas. In the fifth semester of the Major, students will pursue these relations in an advanced interdisciplinary seminar.

By the end of the Major students will have:

a) enhanced their ability to think, speak, and write, in a critical and informed way, about influential authors, texts, and topical issues in the fields of philosophy and literature
b) deepened and broadened their awareness of how meanings and knowledge claims are constructed in texts and the merits and limits of this construction of meaning
c) developed a capacity to apply literary and philosophical knowledge to the broader communications field

The recommended Major sequence is listed below. A Major in Literature and Philosophy comprises five courses, which must include at least one of the third year courses listed below. Students interested in doing advanced study in this area should complete both advanced level courses listed below.

Coordinator of the Literature and Philosophy Major: Dr Robert Miller (robert.miller@rmit.edu.au; tel: 9925 3037)

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<td>1 – Sem 1</td>
<td>PHIL1087 Introduction to Recent Philosophy: Modernism to Postmodernism</td>
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<td>1 – Sem 2</td>
<td>COMM2140 Introduction to Literary Studies</td>
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<td>2 – Sem 1</td>
<td>LANG1006 Literary Realism to Postmodernism</td>
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<td>2 – Sem 2</td>
<td>PHIL1003 Understanding Philosophy: Themes from Popular Culture</td>
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<tr>
<td>3 – Sem 1</td>
<td>COMM2343 Communicating the Self</td>
<td>12</td>
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<tr>
<td>3 – Sem 2</td>
<td>COMM2342 Research in Contextual Studies</td>
<td>12</td>
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NOTE: COMM2390 World Myths and Narratives and COMM2392 Contemporary Australian Writing do not under any circumstances count towards a major in Literature and Philosophy. However, students may take COMM2392 Contemporary Australian Writing as a student elective.

The following course descriptions are listed alphabetically by semester.
**Semester One**

**COMM2343 Communicating the Self**  
**Pre-requisites:** Any three (3) of: PHIL1097, COMM2140, LANG1006, PHIL1003  
The course is anchored in a central theme: how we understand ourselves today. This theme raises questions like: what does it mean to speak of the self? What are the assumptions behind and the implications of making statements in the first person? How does our identity relate to our proper name? For example, when we read a biography or an autobiography, how much can we really know about that life history? Does a biographer present a more objective account of a life than one can of oneself? What can be successfully or truthfully thought or communicated about the self and one’s experience of reality?

We will investigate these questions through a selection of texts that explore the:

1. nature of selfhood  
2. relation of the self to reality  
3. self’s formation through communication  

The course will survey the evolution of the concept of the self through texts that blur the boundary between literature and philosophy. We will consider why some philosophers, particularly existentialist writers, find it necessary or desirable to express their themes through conventionally literary forms. We will also consider what might come after postmodernism for the ways in which we understand, narrate, perform and express what we call our self.

**PHIL1087 Introduction to Recent Philosophy: Modernism/Postmodernism**  
**Pre-requisites:** NIL  
By studying what some key philosophers have argued (eg, Descartes, Nietzsche, Baudrillard, etc) with the help of illustrations of philosophical themes from popular movies, students will learn about modernism and postmodernism. The former believes “the truth is out there” (a saying popularised by TV’s The X Files) and is discovered objectively by reasoned inquiry. The latter doubts this, arguing that truth is relative: beliefs about reality, morality, etc, vary from one cultural language to another. Some say this leads to nihilism – questioning everything – and is dangerous. Others reply that it generates a tolerant and creative approach to life, making philosophy more like art or literature.

By learning about the background philosophical ideas that have shaped our current culture and the disciplines studied at RMIT, students will be better equipped to understand the foreground: their own specific discipline areas.

**LANG1006 Literary Realism to Post-Modernism**  
**Pre-requisites:** NIL  
The course explores the features of realist, modernist and postmodernist literary styles as they relate to the novel form. It aims to provide an understanding of the relation between the novel’s changing form and these literary styles through a selection of exemplary novels from the late nineteenth century to the present. Students have an opportunity to demonstrate their understanding of this relation through their own critical and creative writing.

**Semester Two**

**COMM2140 Introduction to Literary Studies**  
**Pre-requisites:** NIL  
This course introduces students to the reading of literary texts through the genres of poetry, drama and fiction. The course is structured around explorations of language and storytelling and addresses key questions such as how language can evoke a shared world and also divide and liberate; how stories narrate the self and the world, and can also resist being told. These issues will be explored through a sample of representative texts across the genres and literary periods from the Renaissance to the present.

**COMM2342 Research in Contextual Studies**  
**Pre-requisites:** COMM2343  
Research in Contextual Studies provides opportunity for students who have completed one of the majors in the Contextual Studies area to extend their major study by an advanced-level independent research project building from their previous studies within their Contextual Studies Major area. Students will identify a topic or issue of interest in their major area, outline a framework and process of investigation, and submit their research in a textual form.
The course will further students’ knowledge of a particular area and develop their critical thinking capacities, enhance students’ research capabilities and their skills in defining, undertaking and completing a self-directed research project. Writing the report of the research will further students skills in analytical writing and/or techniques of textual production.

**PHIL1003 Understanding Philosophy: Themes from Popular Culture**

**Pre-requisites:** NIL

Starting with philosophical themes in popular movies (eg, *Solaris, The Matrix, Total Recall, Sliding Doors, Run Lola Run*, etc), from popular TV serials (eg, *The Simpsons*, etc), from popular art, music and literature (eg, *The Hitchhiker’s Guide To The Galaxy, Lord Of The Rings*, etc), links will be made to the arguments and riddles of existence that have exercised the minds of some ‘big names’ in philosophy - eg, Plato, Descartes, Kant, Eckhart, Camus, Baudrillard, etc. The course will examine some major philosophies, eg, Kantianism, Mysticism, Existentialism, Postmodernism, Zen, etc, in grappling with these themes and riddles, you will thereby come to a better understanding of what the discipline of philosophy is all about. The course will also show how some of the central issues of philosophy can be found in popular culture and in everyone’s everyday experiences and thoughts.

The course is very loosely based on Christopher Falzon, "Philosophy Goes To The Movies", Routledge, London, 2002, which can serve as one of the main texts for the course.

One student describes this course as “the philosophical equivalent of an LSD trip".
POLITICS ECONOMIES COMMUNICATION MAJOR

The Politics Economies Communication Major is designed to give communication students the intellectual tools for describing, analysing and working in twenty-first century environments. These environments are increasingly formed by business and other economic actors such as governments and non-government organisations, and communication technologies and practices are not only embedded in these environments but also provide integral ways of working in them. Courses are tailored to steadily build communication students’ understanding of current political concerns, organisations and frameworks, as well as basic economic concepts and current aspects of western and non-western economies. Throughout the major, students learn how politics, economies and communication are intimately connected as material social practices and why these connections matter. The focus of the major is on analysis and, at third year especially, learning how to adapt the knowledge and capacities developed throughout the major into strategic resources for the workplace.

Coordinator of the Politics Economies Communication Major: Cathy Greenfield (cathy.greenfield@rmit.edu.au; tel: 9925-5038)

Important Note: This major replaces the existing Communication, Business, Politics Major. There is no direct overlap between the old and new majors either in content or structure. Students completing the Communication Business Politics Major are advised to contact Cathy Greenfield for advice regarding enrolment.

<table>
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<tr>
<th>Year &amp; Semester</th>
<th>Course</th>
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<tr>
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<td>COMM2402 Politics Economies Businesses: Rhetorics &amp; Connections</td>
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<td>COMM2409 Politics Communicated</td>
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<td>COMM2408 Economies Communicated</td>
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<td>COMM2407 Organisations Politics, Economies: Social Applications of Communication</td>
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<tr>
<td>3 – Sem 2</td>
<td>COMM2342 Research in Contextual Studies</td>
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The following courses are listed alphabetically by semester.

**Semester One**

**COMM2408 Economies Communicated**

Pre-requisites: COMM2402

This is a second year course in the Politics, Economies, Communication Major and builds on initial work in ‘Politics, Economies, Businesses: Rhetorics & Connections’. In this course you will develop a working political-economic literacy by exploring an accessible history of economic frameworks, focussing on the persuasive communication and circulation of particular ways of seeing local, national, regional and global economic activities. This will provide familiarity with varieties of economic practices, relations and policies; and with conceptions of ‘the economy’, markets, production, labour-value, consumption, interests, share holder value and the ways in which these are represented. A focus on communicative practices and their uses will assist you in assembling non-determinist
accounts of a range of current aspects of western and non-western economies and the integral role of communication in these aspects and developments of economies, appropriate to the piecemeal and contingent character of economic practices and relations.

COMM2407 Organisations, Politics, Economies: Social Applications of Communication
Pre-requisites: COMM2408, COMM2409
This is a third year course in the Politics, Economies, Communication Major. In this course, you will bring together the developed considerations, knowledge and analytical skills of ‘Politics Communicated’ and ‘Economies Communicated’ and practice these in a range of social applications. The course is organised in two parts. The first part provides a consolidating revision and review of key arguments, connections and techniques from earlier courses. The second part will present you with a number of workplace scenarios and associated materials. Each scenario will encompass a specific organisational site involving a particular set of communicative activities and relations, and requiring political and economic literacy to optimally negotiate. For each scenario, you will workshop the (foreseeable) conditions, pressures, limits and opportunities it entails, and define your own professional and citizenly objectives in this scenario. You will then write detailed strategy reports, informed by relevant literature, of how you would operate in the field to achieve your defined objectives. The primary aim of this course is not to provide you with new content. However, it will entail your location and reading of scholarly and other accounts of organisational and professional routines and politics, political-economic considerations, and communication practices and relations.

COMM2402 Politics Economies Communication: Rhetorics and Connections
Pre-requisites: Nil
This course is the first in the Politics Economies Communication Major. In it you will learn how politics, economies and communication are intimately connected and why these connections matter. Taking an interdisciplinary approach, the course provides a thorough grounding for further study of politics, economies and the central role that communication plays in both of these aspects of social life. The course focuses on establishing working understandings of the two areas of politics and economies, and also of businesses as an increasingly dominant element of contemporary economies. Attention is paid throughout the course to communication as something that is always applied, as practices and technologies, as well as to the political, economic and business locations and aspects of these applications.

Semester Two

COMM2409 Politics Communicated
Pre-requisites: COMM2402
This is a second level course in the Politics Economies Communication Major. In it you will learn how politics and power of all kinds is communicated and how communication is part of governing all kinds of populations. You will develop an understanding of conceptions of power, major political frameworks, the significance of policy, and arrangements of government. As you consider particular political issues and regimes, you will explore discursive framings and rhetorics and how these are utilised in journalism, opinion polling, public relations and advertising, ‘mass’ media and networked media. Key topics investigated will include: the politics of sustainability, what is democracy, what is populism, contemporary ‘neoliberal’ regimes of government.

COMM2342 Research in Contextual Studies
Pre-requisites: COMM2407
Research in Contextual Studies provides opportunity for students who have completed one of the majors in the Contextual Studies area to extend their major study by an advanced-level independent research project building from their previous studies within their Contextual Studies Major area. Students will identify a topic or issue of interest in their major area, outline a framework and process of investigation, and submit their research in a textual form. The course will further students’ knowledge of a particular area and develop their critical thinking capacities, enhance students’ research capabilities and their skills in defining, undertaking and completing a self-directed research project. Writing the report of the research will further students skills in analytical writing and/or techniques of textual production.
List of approved electives for the Politics, Economies, Communication Major

Semester 1:
COMM2336 Asian Cybercultures
SOCU2112 International Political Economy: Business, Resources and Politics in the Global Era
COMM1081 Popular Music and Society
ENVI1153 Sustainability: Society and Environment

Semester 2:
POLI1068 International Human Rights & Law
SOCU2112 International Political Economy: Business, Resources and Politics in the Global Era
COMM1086 Mass Media in Asia
ELECTIVES

Professional Communication students can enrol in two Student Elective choices as part their B Communication degree. These courses can be chosen from a university wide offering or may be chosen from within the School of Media and Communication.

Students in the Bachelor of Communication may choose their electives from the student electives website: http://www.rmit.edu.au/students/studentelectives

OR

From the Communication Strand or Contextual Studies Strand within the School of Media and Communication see page 8 or page 15 of this guide. (Please note that some of these courses have pre-reqs)

Note: A maximum of four courses may be taken from outside the School during the course of your degree.
4. TIMETABLES

For the latest versions of the School of Media and Communication timetables, please see:

http://www.rmit.edu.au/mediacommunication/timetables

Please note that timetables are subject to change
5. ONLINE CLASS BOOKING

- Bookings for preferred classes and tutorials for face to face courses in the School of Media and Communication are made on the internet using the Student Timetabling System (STS), prior to the commencement of each semester.

- If you want to book into classes that are offered by another School, (assuming that your program allows this, e.g. Social Science, Psychology, Business, Marketing etc), you can also book into classes and tutorials online using the Student Timetabling System prior to the commencement of each semester.

- Look out for notices on campus, as well as letters or emails for details regarding the dates and the web address – information is usually released approximately two weeks before classes start.

- The School of Media and Communication online class booking system is generally available to students in the week prior to the commencement of classes.

- You can access the online class booking system (usually one week prior to the commencement of classes) at: [http://www.rmit.edu.au/mediacommunication/timetables](http://www.rmit.edu.au/mediacommunication/timetables)

Administrative Queries/Problems:  
profcomm@rmit.edu.au

Technical queries:  
helpdesk@ems.rmit.edu.au

Class booking queries:  
Tim Moore tim.moore@rmit.edu.au
6. ENROLMENT ADVICE

Students are required to enrol as specified in the University’s letter of offer.

Course Substitution (Bulk/Individual)
Exemptions/RPL: If you think you should get exemption/RPL for previous study or life experience, make sure you see your program/stream coordinator before enrolling.

The credit points system
The credit points system is used to represent the total student workload in a program in Higher Education and is the basis for calculating all fees.
Credit points reflect the course workload. They reflect Teacher Guided Hours plus Learner Directed Hours per week, for each semester.
Generally undergraduate programs comprise 96 credit points per year with these allocated in approximately equal numbers per semester, totalling 288 credit points for the program.

| Per course | 12 credit points |
| Per semester | 48 credit points |
| Per year | 96 credit points |
| Per degree | 288 credit points |

Study Loads

Full-time loads (local students)
You will not be permitted to enrol in more than a standard full-time load for the year of the program in which you are enrolling, unless under exceptional circumstances.
A full time load is 96 credit points per year (48 credit points per semester)

Part-time loads (local students)
Part-time students are required to enrol in a minimum of two courses per semester, unless only one course is required to complete the program.

Study loads (International students)
The Australian Commonwealth Government has placed a number of conditions and restrictions on students who are studying at Australian Universities on student visas.

Underload
Choosing to underload (i.e. enrol in less than the standard credit point load for your attendance mode) may mean that you will be out of step with the program’s offerings. There can be no guarantee that courses will be available when required for your progression or you will have the requisites for progression.

Overload
It is not expected that you should overload (i.e. enrol in more credit points that the standard semester load). If you wish to overload (i.e. only in exceptional circumstances), you should see your program coordinator. Overloads will only be permitted where an agreement has been reached with the Program Manager.

Attendance requirements
International students are required by the Australian government to be enrolled in a full time load. The University itself has no attendance requirements for Under Graduate and Post Graduate programs, however, you must remember that you are bound by the conditions of your student visa. If you fail to meet the conditions of your visa you may be deported.
If you are away for more than five consecutive days, you must contact your Program/Course Coordinator immediately. You may be required to provide documentary evidence such as a medical certificate. Approval must be obtained from your Program/Course Coordinator for any absences exceeding five consecutive days.

Pre-requisites and co-requisites
It is your responsibility to ensure you have met pre-requisite and co-requisite requirements when selecting your courses of study.
Enrolment in courses outside program

Enrolment in courses outside your program, excluding Student Electives, will not contribute to your degree requirement.

Student Electives – Undergraduate students only

Any 12 credit point course without pre-requisite and advertised on the university’s student elective website can be considered a Student Elective

Rules, Policies and Procedures

- For more information about RMIT University’s rules, policies and procedures refer to the Student Diary and the RMIT University website at: [http://www.rmit.edu.au/students/policies](http://www.rmit.edu.au/students/policies)
- For general information about the School of Media and Communication and your program, refer to the School’s website at: [http://www.rmit.edu.au/mediacommunication](http://www.rmit.edu.au/mediacommunication)

Student Administration Forms

Student Administration forms, eg. Application for Single Credit/Block Credit/RPL etc, are available to students online at URL: [http://www.rmit.edu.au/students/forms](http://www.rmit.edu.au/students/forms)

Enrolled students wanting to take a period of leave must complete a Leave of Absence Information form. This form is only available from The Hub (student service centre) in building 12 or from your School reception office in building 9, level 4.

Student Essentials Website

Need to get help with administration, access student services or find out what’s around on campus? See the list of information available which is accessed via [http://www.rmit.edu.au/students](http://www.rmit.edu.au/students) and visit The Hub student service centre to help you get the most from your student life. This site and its links will provide information concerning:

- Need to Know
- Computers and IT
- Manage your password
- Course and program information
- Enrolment
- Exams, results and assessment
- Fees and charges
- Graduation
- Study and work abroad
- Rights and responsibilities
- Services for students
- Student Charter
- Student life
- Study resources
- The Hub

As part of your student responsibilities, you must check your RMIT student email account at least once a week. RMIT sends updates about your enrolment, program, invoices, key dates and messages from your lecturers.

Disclaimer

This publication was prepared in October 2009. It is an information document for enrolling and re-enrolling students of RMIT University. Every reasonable effort was made to ensure that the information was correct at the time of printing. RMIT reserves the right to alter any program, course, admission requirement, staffing or other arrangement without prior notice. Readers are advised to confirm any possible changes with the School of Media and Communication.

PROGRAM INFORMATION GUIDE 2010: B COMM PROFESSIONAL COMMUNICATION
## 7. BLANK TIMETABLES

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8. CAMPUS MAP