College of Design and Social Context

School of Media and Communication

Program Information Guide for
3rd year Students
2010

Title: Bachelor of Communication
(Public Relations)
Program code: BP223
Program plan code: BP223

Web reference:
http://www.rmit.edu.au/mediacommunication/publicrelations
http://www.rmit.edu.au/mediacommunication/programinfoguides
WELCOME TO THE BACHELOR OF COMMUNICATION (PUBLIC RELATIONS)

You have gained entry to this program because you demonstrated potential to perform well as a public relations practitioner.

Our graduates work in the corporate and not-for-profit sectors, government and consultancies - in Australia and overseas - and our goal is for you to be industry leaders, with the ability to progress from entry-level facilitation roles to senior advisory positions.

We want you to be successful in your career and therefore we expect you to be committed to your studies and make them your first priority. We realise students have competing priorities, but your studies should take precedence over paid work or extra-curricular activities.

We are committed to providing you with excellent learning opportunities, and our program staff have had significant industry experience and academic expertise to share with you.

As is the case within the PR industry, the following values are important for everybody who participates in our program:
• respect
• integrity
• transparency
• responsibility
• professionalism

We wish you all the best for your studies.

You will need to read your enrolment information carefully, particularly the information regarding your major studies (refer to page 13) before coming to enrolment.

Classes begin on Monday 1 March 2009

PR Academic Staff

Philippa Brear – Program Director

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PROGRAM MAP (for students who commenced in 2008)

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<th>Year and Semester</th>
<th>Communication Strand Courses</th>
<th>Professional Strand Courses</th>
<th>Contextual Studies Strand Courses</th>
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<tbody>
<tr>
<td></td>
<td>Foundation courses that provide a groundwork of understanding of communication and media culture, processes, industries and issues.</td>
<td>Reflective practice courses that build skills and understandings specific to the professional practices and outcomes of your chosen stream.</td>
<td>Interdisciplinary courses (majors and/or electives) that build conceptual development and critical thinking.</td>
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<tr>
<td><strong>Year 1</strong></td>
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<tr>
<td>1</td>
<td>COMM2112 Theories of Communication &amp; Persuasion</td>
<td>COMM1161 Introduction to PR</td>
<td>Contextual Major Studies Course</td>
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<td>COMM2360 PR Writing for the Media</td>
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<td>2</td>
<td>COMM2146 Communication Law &amp; Regulation</td>
<td>COMM2143 Strategic PR Planning</td>
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<td>COMM2358 Media Relations</td>
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<td><strong>Year 2</strong></td>
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<tr>
<td>1</td>
<td>COMM2411 Communication and Social Relations</td>
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<td>Contextual Major Studies Course</td>
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<td>Or Communication Strand Course</td>
<td>COMM2361 Specialist PR</td>
<td>Contextual Major Studies Course</td>
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<td>2</td>
<td>COMM2137 Client Relationships</td>
<td>COMM2137 PR Research Project</td>
<td>Contextual Major Studies Course</td>
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<td>COMM2257 PR Research Project</td>
<td>COMM2258 Complementary Skills for Communicators</td>
<td>Contextual Major Studies Course</td>
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<td><strong>Year 3</strong></td>
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<tr>
<td>1</td>
<td>COMM2089 PR Campaigns</td>
<td>COMM1173 Internship</td>
<td>Contextual Major Studies Course</td>
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<td>COMM1173 Internship</td>
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<td>Student Elective 1</td>
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<td>2</td>
<td>Communication Strand Course</td>
<td>COMM2359 Public Relations in Society</td>
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<td>And Contextual Major Studies Course</td>
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<td>Or Communication strand course</td>
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<td>Or Student Elective 3</td>
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PROGRAM INFORMATION GUIDE 2008: BCOMM (PUBLIC RELATIONS)
## PROGRAM MAP (for students who commenced in 2007)

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<td>COMM2112 Theories of</td>
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<td>Contextual Major Studies Course</td>
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<td>Communication &amp; Persuasion</td>
<td>COMM2142 PR Practice and</td>
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<td>COMM2146 Communication Law &amp;</td>
<td>COMM2143 Strategic PR Planning</td>
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<td>Regulation</td>
<td>COMM2111 Values Ethics and PR</td>
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<td>COMM2145 Communication</td>
<td>COMM2357 Internal</td>
<td>Contextual Major Studies Course</td>
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<td>Research &amp; Evaluation</td>
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<td>Communication Strand Course</td>
<td>COMM2359 Public Relations in</td>
<td>Student Elective 2</td>
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<td>Student Elective 3</td>
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**PROGRAM INFORMATION GUIDE 2008: BCOMM (PUBLIC RELATIONS)**
2. COURSE DETAILS

PROFESSIONAL STRAND COURSES – Public Relations

Note the courses are listed by semester and year.

Year One

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.

COMM2360 PR Writing for the Media
Co-requisite: COMM1161
This course is an introduction to public relations writing, with an emphasis on the reasons for, and approaches to, preparing written PR materials for print, electronic and online journalists. You will learn about the basics of professional writing, including technical issues such as punctuation, grammar and editing. You will learn about common PR writing styles and types of media relations “documents”. The course will focus on the importance of accuracy, style/presentation, content/relevance and timeliness.

Semester Two

COMM2358 Media Relations
Pre-requisites: COMM1161 and COMM2360
This course aims to give students an understanding of the operations of modern news media of all kinds, 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.

COMM2143 Strategic PR Planning
Pre-requisites: COMM1161
Co-requisite: COMM2360
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 fits within broader organisational planning. You will learn about a variety of frameworks and concepts used in strategic planning. Students will be required to complete a range of assessments tasks requiring them to analyse scenarios and respond to realistic briefs.

Year Two

Semester One

COMM2357 Internal Communication and Change Management
Pre-requisites: 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.
COMM2361 Specialist PR
Pre-requisites: COMM1161, COMM2360 (COMM2142)
It is strongly recommended that you have completed COMM2358
The course has a dual focus. First, 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 PR writing skills that are the subject of COMM2360.

Semester Two

COMM2137 Client Relationships
Pre-requisites: Nil
This course is concerned with relationship management and integrated communication. Students 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.

COMM2258 Complementary Skills for Communicators
Pre-requisites: COMM2360 (COMM2142), COMM2143
This course will provide short-course-style training in a range of skills for students intending to work in the PR industry. 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.

COMM2257 PR Research
Pre-requisites: COMM2143, COMM2361
Those doing PR Research must take COMM2137 concurrently
In this course you will learn about research theory and methodology that applies in the practice of PR. You will work in groups on a real public relations research project. You will research, plan, execute, evaluate and present your research, with the supervision and support of the Course Co-ordinator.

Year Three

Semester One

COMM2089 PR Campaigns
Pre-requisites: COMM2257, COMM2361
Co-requisite: COMM1173
This course is designed to help you develop and refine the public relations skills and theory, and to build on your client and team interaction skills. The course focuses on applying these skills and knowledge to the research, planning, implementation and evaluation of public relations campaigns. There is a strong emphasis on being able to work in a team and interact with clients. In addition to on-campus classes, you will attend meetings with your clients’ off campus, usually at the client’s office. You will work in a team and have regular contact with your fellow team members, in tutorials/workshops plus in the separate meetings your team organises for itself to manage its campaign. There are group and individual assessment tasks.

COMM1173 Internship
Pre-requisites: COMM2257, COMM2361
Co-requisite: COMM2089
This is a core course for final year students in the Bachelor of Communication (Public Relations) program. It provides final year students with practical experience as a public relations practitioner, with students completing a practical placement. Most placements are completed during semester break in June/July, although flexibility with timing is possible. Students may find their own placement, but it MUST be approved by the course coordinator. Placements should be completed in an environment where a supervisor with suitable experience and
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expertise can assess your performance, for example a public relations consultancy or a communication department.
Seminars help to prepare you for your practical placement; review your performance; and ready you for the professional workplace after graduation.

Semester Two

COMM2359 Public Relations in Society
Pre-requisites: COMM2089, COMM1173
This course integrates, summarises and give more depth to the skills and knowledge of applied communication gained throughout the program; provides appropriate and challenging professional experience with a mini-thesis; and creates a foundation for critically analysing that experience. Students will develop critical thinking skills and capability to integrate the knowledge and skills they have previously gained from their public relations studies. Upon successful completion of the course, students will be considered ready to enter the workforce as well-rounded, highly skilled and reflective public relations graduates.
All Bachelor of Communication students undertake 4 courses in the Communication Strand of their degree. The first three courses (please note the differences for students who commenced in 2007 and 2008) should be undertaken in the following sequence. In your third year you will undertake a fourth Communication Strand course of you choosing.

<table>
<thead>
<tr>
<th>Communication Strand Courses</th>
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<tr>
<td>The following courses should be undertaken in sequence as listed below:</td>
</tr>
<tr>
<td>COMM2112 Theories of Communication and Persuasion (now archived)</td>
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<tr>
<td>COMM2146 Communication Law and Regulation (now archived)</td>
</tr>
<tr>
<td>(students who commenced in 2007) Comm2145 Communication Research and Evaluation (now archived)</td>
</tr>
<tr>
<td>(students who commenced in 2008) Comm2411 Communication and Social Relations</td>
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<td>Or</td>
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<tr>
<td>Communication Strand Course</td>
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<tr>
<td>Approved Communication Strand Elective</td>
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**Year One**

**COMM2112 Theories of Communication and Persuasion**

Pre-requisites: Nil

This course offers students an introduction to a network of theories and concepts required for a critical understanding of communication and media. Students will develop an understanding of different theoretical approaches to conceptualising and studying communication and will be given some experience in analysing how these approaches influence the practice of communication in its social contexts.

**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 2

COMM2403 Communication Debates and Approaches  
Pre-requisite: 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 recognise its interdisciplinary nature, and some of the political assumptions and consequences of the various approaches to intellectual inquiry.

Year 3

Communication Courses

Choose one of these Communication Strand Courses in addition to the above mentioned compulsory Communication courses in the Public Relations program map.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Semester Two</th>
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<tbody>
<tr>
<td>COMM2413 Communication Histories and Technology (Pre-requisite: Successful completion of COMM2411, or COMM2072, or COMM2112.)</td>
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<tr>
<td>PHIL1002 Philosophy and Happiness</td>
<td>COMM2324 Interdisciplinary Communication Project (Pre-requisite: Successful completion of two years of any BComm program)</td>
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<tr>
<td>COMM2411 Communication and Social Relations</td>
<td>COMM2411 Communication and Social Relations</td>
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<tr>
<td>COM1081 Popular Music and Society</td>
<td>COM1079 Media Ethics</td>
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<td>GRAP2175 Introduction to Graphic Design</td>
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<td>COMM2325 Understanding Sports Media</td>
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<td>MKTG1208 Introduction to Advertising</td>
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<td>COM1073 Television Cultures</td>
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COMM2413 Communication Histories and Technology
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.

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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.

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 presuppose 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 approached 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 & 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**

**GRAP2175 Introduction to Graphic Design**
Pre-requisites: Nil
See description on Page10

**COMM2413 Communication Histories and Technology**
Pre-requisites: COMM2411, or COMM2072, or COMM2112
See description on Page10

**COMM2411 Communication and Social Relations**
Pre-requisites: Nil
See description on Page10

**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.
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 concepts 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.
3. CONTEXTUAL STUDIES MAJORS

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 (eg. 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
- Politics, Economies and Communication
- Literature and Philosophy

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 Applied Communication.

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

Please consult the relevant School for further information about courses and timetables:

School of Global Studies, Social Science and Planning: http://www.rmit.edu.au/gssp

Course details are also available online by entering the course code into the internal search engine at: http://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: Terry Johal (sharanjeev.johal@rmit.edu.au; 9925-3273)

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

Note that the following courses are listed alphabetically by semester.

Semester One

COMM2345 Adventures in Asian Popular Culture

Pre-requisites: 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 offers 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 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?
Updated 30 October

COMM1086 Mass Media in Asia
Pre-requisites: NIL
The course will examine the mass media systems and industries in neighbouring Asian countries. This examination will begin with study of the development and operation of the Asian media systems, focusing on both Asian tradition and Western influence. In particular, the course will deal with the social, cultural, economic and political challenges faced by Asian media. Contemporary Asian media systems in the era of globalisation and digitalisation will also be examined, focusing on inter-Asia and global cultural flows via media and its products. The course will also include several case studies through which the students will have a closer look at the changes and challenges that face the Asian media.

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 globalising 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: Either COMM1036, COMM2345, COMM2343, COMM2337, COMM2407
Research in Contextual Studies provides opportunity for students who have completed five courses in one Contextual Studies area to extend their major study by an advanced-level independent research project building from their previous studies. 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.

Coordinator of the Cinema Studies Major: Dr Adrian Danks (adrian.danks@rmit.edu.au; 9925-3841)

<table>
<thead>
<tr>
<th>Year &amp; Semester</th>
<th>Course</th>
<th>Contact Hours per Week</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>1 – Sem 1</td>
<td>COMM1031 Introduction to Cinema Studies</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>1 – Sem 2</td>
<td>COMM1032 Authorship and Narrative in the Cinema</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>2 – Sem 1</td>
<td>COMM1034 True Lies: Documentary Studies</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>2 – Sem 2</td>
<td>COMM1033 Australian Cinema OR COMM1035 Asian Cinemas</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>3 – Sem 1</td>
<td>COMM1036 Histories of Film Theory</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>3 – Sem 2</td>
<td>COMM2342 Research in Contextual Studies OR COMM1033 Australian Cinema OR COMM1035 Asian Cinemas</td>
<td>3</td>
<td>12</td>
</tr>
</tbody>
</table>

NOTE: VART1578 Screen Narrative and COMM2198 Movie Milestones do not under any circumstances count towards a major in Cinema Studies. Furthermore, students doing Cinema Studies as a major may not enrol in COMM2198 Movie Milestones as a Student Elective.
**Semester One**

**COMM1031 Introduction to Cinema Studies**

*Pre-requisites: NIL*

COMM1031 is an introductory course and forms the basis for studying the Cinema Studies major. Through a program of weekly screenings 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: narrative, authorship, film theory, experimentation, sexuality, gender, national cinema, realism and documentary.

**COMM1036 Histories of Film Theory**

*Pre-requisites: Successful completion of any three of the following: COMM1031, COMM1032, COMM1033, COMM1034, COMM1035*

This course is intended to complement and further 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 course 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 some of the work of the following theorists and filmmakers: Eisenstein, Godard, Bazin, Deleuze, Bellour, Mulvey, Epstein, Rosellini, 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 convergences 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 Contextual Studies Major 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 is 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, historiciising 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 (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 topics such 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: Either COMM1036, COMM2345, COMM2343, COMM2337, 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.
COMMUNICATION, BUSINESS AND POLITICS MAJOR

This Major aims to give communication students a framework and specific knowledge for an informed and critical understanding of the broad social, political, business and economic structures within which communication, communication industries and communication professionals operate. Students in this Major will have the opportunity to build on foundational courses by adding from a range of courses from within this school or other schools in the university that explore specific issues or practices in political, social, organisational, international or business communication.

A Major in Communication, Business and Politics comprises five courses, at least one of which must be a third year course. The recommended Major sequence is listed below. Students interested in specialising or doing advanced study in this area are encouraged to complete one of the other advanced level courses listed below.

Coordinator of the Communication, Business and Politics Major: Grant Roff (grant.roff@rmit.edu.au; 9925-3129)

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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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<tbody>
<tr>
<td>Year 1 Semester 1</td>
<td>COMM1174 The Business &amp; Economic Environment</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Year 1 Semester 2</td>
<td>An approved Communication, Business &amp; Politics elective</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td>An approved Communication, Business &amp; Politics elective</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td>COMM2344 Communications &amp; Public Policy Development</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td>COMM2337 Managing a Communication Business</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td>COMM2342 Research in Contextual Studies OR An approved Communication, Business &amp; Politics elective OR Student Elective</td>
<td>3</td>
<td>12</td>
</tr>
</tbody>
</table>

Note: Students commencing this Major must complete three (3) core courses to satisfy the Major’s requirements, along with a minimum of two ‘Approved Courses’ (i.e. Communication, Business & Politics Major Electives). Core courses include: COMM2139 Newsmakers in Australian Society (no longer offered but recognised as a core course for students commencing prior to 2007), COMM1174 The Business & Economic Environment; COMM2344 Communication and Public Policy Development, and COMM2337 Managing a Communication Business.

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

COMM1174 The Business & Economic Environment
Pre-requisites: Nil
This course introduces concepts of economic structures and business practices to students with an arts/communications agenda. It contextualizes communications practice inside the dominant global economic model of capitalism. It examines the relationships between economic power, cultural hegemony, globalisation and the narratives that accompany them. Topic areas include historical developments of economic models, contemporary business practices (how the stock market works, business structures, industry sectors including the finance sector); the role of government; the role of communication and its applications; globalisation and the implications of the commercialization of mass media. Theories and modes of international business practice are examined through selected contemporary case studies.

COMM2337 Managing a Communication Business
Pre-requisites: The course is open to B.Comm students who have successfully completed two years of their degree.
This course provides a theoretical and practical framework for students to engage with the establishment and management of a small communications business, such as an advertising or media agency, a freelance journalism business or a public relations consultancy. It contextualizes media practices in the current business and economic environment and presents a cultural analysis which will assist in understanding future movements in the communication industries. It outlines and examines the process of establishment from the point of initial research through the legal requirements to practical issues including financial management, employing staff, marketing and strategic planning.

COMM2138 Modern Asia
Pre-requisites: Nil
Refer to course description on page 15.

COMM1081 Popular Music and Society
Pre-requisites: Nil
Refer to course description on page 11.

COMM1034 True Lies: Documentary Studies
Pre-requisites: Nil
Refer to course description on page 18.

Semester Two

COMM2344 Communication and Public Policy Development
Pre-requisites: COMM1174
Not offered in 2010

MKTG1208 Introduction to Advertising
Pre-requisites: Nil
Refer to course description on page 11.

COMM1086 Mass Media in Asia
Pre-requisites: Nil
Refer to course description on page 16.

COMM1079 Media Ethics
Pre-requisites: Nil
Refer to course description on page 12.

COMM2342 Research in Contextual Studies
Pre-requisites: COMM1036, COMM2345, COMM1036, COMM2337, or COMM2343
Refer to course description on page 16.
List of approved electives for the Communication, Business and Politics Major

Approved School courses

Semester One:
COMM2138 Modern Asia
COMM1081 Popular Music & Society
COMM1034 True Lies: Documentary Studies
ENVI1153 Sustainability: Society and Environment

Semester Two:
MKTG1208 Introduction to Advertising
COMM1086 Mass Media in Asia
COMM1079 Media Ethics

Approved courses from other Schools (subject to change)

Semester One:
POLI1019 Advanced Australian Politics
HUSO1182 Race, Ethnicity & Racism
HUSO1176 Sex, Gender & Family

Semester Two:
POLI1021 Crises of Power in Australian Political Development

OR

Students may choose an alternative course (other than those listed above), subject to approval by the Communication, Business and Politics major coordinator, Grant Roff – grant.roff@rmit.edu.au

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

Students should consult with their Academic Adviser/Year Coordinator and consult the timetables for these courses prior to enrolment/ re-enrolment. Course descriptions and timetables are available at:

POLI, HUSO, HWSS, SOCU – see http://www.rmit.edu.au/gsssp
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 Linda Daley (linda.daley@rmit.edu.au; 9925-2824)

<table>
<thead>
<tr>
<th>Year &amp; Semester</th>
<th>Course</th>
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<th>Credit Points</th>
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<tbody>
<tr>
<td>1 – Sem 1</td>
<td>PHIL1087 Introduction to Recent Philosophy: Modernism to Postmodernism</td>
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<td>12</td>
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<td>1 – Sem 2</td>
<td>COMM2140 Introduction to Literary Studies</td>
<td>3</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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<td>12</td>
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<td>3 – Sem 1</td>
<td>COMM2343 Communicating the Self</td>
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<td>12</td>
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<tr>
<td>3 – Sem 2</td>
<td>COMM2342 Research in Contextual Studies</td>
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<td>12</td>
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</table>

The following course descriptions are listed by semester.

**Semester One**

**PHIL1087 Intro 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: COMM2140 or permission of Literature Coordinator, Dr Linda Daley*

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.

**COMM2343 Communicating the Self**

*Pre-requisites: This is an advanced course for students who have completed first and second year level Literature and Philosophy courses.*

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 being narrated
4. deafness and blindness to the Other that can ensue from the presumptions of selfhood.

The course will survey the evolution of the concept of the self and its communication within modernity 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.

**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.

**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."
COMM2342 Research in Contextual Studies
Pre-requisites: Either COMM1036, COMM2345, COMM2343, COMM2337, 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.
4. TIMETABLES

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

http://www.rmit.edu.au/mediacommunication/students/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 Applied 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/students/timetables](http://www.rmit.edu.au/mediacommunication/students/timetables)

**Queries/Problems:**

Carey Walden, Senior Academic Services Officer  
Phone: 9925 3130  
Email: carey.walden@rmit.edu.au

Simon Lovell, Academic Administrative Officer  
Phone: 9925 2987  
Email: simon.lovell@rmit.edu.au

**Technical queries:**  
helpdesk@ems.rmit.edu.au  
Phone: 9925 8888

**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/Stream Coordinator immediately. You may be required to provide documentary evidence such as a medical certificate.
Approval must be obtained from your Program/Stream 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 web site at: 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

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
- 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 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

PROGRAM INFORMATION GUIDE 2008: BCOMM (PUBLIC RELATIONS)
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.
Updated 5 October 2009

**BLANK TIMETABLES**

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