Master of Communication by Coursework
Program Code MC080
Duration: One and a half years full-time, or three years part-time - with day and evening classes.
Location: RMIT University's Melbourne city campus

Information for prospective students
Updated September 2009

For more than a decade the Master of Communication program at RMIT University in Melbourne has uniquely combined theoretical communication studies, professional education, and research while emphasising the practical application of communication to social life and industry.

The program is offered full-time and part-time to Australian and New Zealand residents and full-time to those from other countries. Courses within the program are largely offered both during the day and in the evening, and the flexible nature of the program allows students to customise their study schedule according to their needs and interests. The program offers courses in the areas of communication theory and practice, cinema, journalism, public relations, editing, cultural studies and new media.

In addition to three compulsory research courses, students can choose from a diverse range of elective courses. The program’s flexibility, commitment to relevance and focus on inclusiveness make it stand out from communication programs offered by other universities. The program offers students various modes of study while giving them up-to-date knowledge in communication research and professional practice. Key to the program’s strength is the range and experience of students in the classroom, which enriches the teaching and learning experience.

WHY CHOOSE RMIT TO STUDY FOR A MASTER OF COMMUNICATION?

RMIT’s Master of Communication program is relevant for professionals wishing to consolidate a theoretical framework around their practice, to professionals wishing to change career direction, as well as to recent graduates who want an orientation to a range of communication professions.

The program is suitable for both local and international students, with recent graduates having come to Melbourne from Singapore, Bulgaria, Columbia, Malaysia, Thailand, Norway, Canada, Denmark, Kenya, Germany, USA and England. The program is consistently sought after by those who have just finished their undergraduate degree, mature-age students and international students alike. It particularly appeals to practitioners returning to part-time study.

Through a strong association with industry and community groups, students can be confident they’ll receive the right balance between practical skills and a solid academic foundation. Local and international graduates of the program typically find employment in corporate communications, new media and technology, telecommunications, broadcasting, film production, media organisations and public relations consultancies. Some have also decided to pursue postgraduate research and teaching.

The Master of Communication degree accelerated my communications career. The course provided the right mix of theory and practice, and offered valuable networking opportunities. I particularly enjoyed the research component as it enabled me to hone my research and analytical skills, and I have often found myself applying these skills in the workplace.

I now manage the public relations for a premier Victorian specialist health service. My role involves providing strategic communications advice to executive management, developing and implementing communications campaigns, including an annual media strategy, driving the organisation’s internal communications program and issues management. It’s a demanding and diverse role, but the Master of Communication degree has given me the skills and knowledge to excel in my chosen career field.

Sonia Aplin, Internal Communications Manager, Ericsson Australia and New Zealand, Graduate

School of Media and Communication
The Master of Communication program draws on the resources of experienced academic staff from all corners of the communications industry, including journalism, media studies, public relations, editing and commercial book publishing, and professional communication (refer page 5 of this document). Each has postgraduate qualifications and senior level practical experience in industry, and many combine teaching with their ongoing industry careers.

PROGRAM STRUCTURE

The Master of Communication program at RMIT University is a 144 credit point undertaking offered over 1.5 years full-time or 3 years part-time. Semesters run for 12 weeks with classes held during the day and in the evening. To successfully complete the program, students must complete two core research courses, a number of electives and a major or minor research project.

The core courses are:
- *Introduction to Communication Research* (12 credit points),
- *Research Strategies* (12 credit points),
  -- and then one of either
  - *Minor Project* (24 credit points) OR *Major Project* (48 credit points)

Students choosing the *Minor Project* option must complete *Introduction to Communication Research*, *Research Strategies*, the *Minor Project* and an additional eight 12 credit point courses from the list of approved electives. Students choosing the *Major Project* option must complete *Introduction to Communication Research* and *Research Strategies*, and six additional 12 credit point courses from the list of approved electives.

*Introduction to Communication Research* must be undertaken in the first semester of study while *Research Strategies* is usually undertaken in the semester prior to undertaking the minor or major project as it focuses on project development.

Semester 1, 2010 runs from 2 March - 29 May; semester 2 from 20 July - 16 October. International students are encouraged to be on campus for orientation at least one week before the start of semester.

PROGRAM MAP

Full-time students - which include all international students - generally take the following path through the program:
- semester 1: *Introduction to Communication Research* plus three electives
- semester 2: *Research Strategies* plus three electives
- semester 3: *Major Project, or Minor Project* plus two electives

Part-time students generally take the following path:
- semester 1: *Introduction to Communication Research* plus one elective
- semester 2: two electives
- semester 3: two electives
- semester 4: *Research Strategies* plus one elective
- semester 5: *Major Project A, or Minor Project A* plus one elective
- semester 6: *Major Project B, or Minor Project B* plus one elective

While international students must study full-time to meet visa requirements, local students can move from part-time to full-time, or full-time to part-time and may vary their study to meet their work or personal circumstances.

Approved electives to be offered in first and second semesters 2010 are listed on page 8 of this document. As electives rotate from year to year, it should not be assumed the same list will apply in future years. Any
changes to 2010 electives will be advised at the October 2009 Information Session or before first semester commences.

Students may also, with permission of the Program Director, choose to take two relevant 12 credit point electives from other programs in the university.

Each course incorporates assessment of student work, and may include essays/reports, oral class presentations, group projects, research projects and/or practical assignments. Credit points are awarded for satisfactory completion of the assessment activities in a course.

AUSTRALIAN/NEW ZEALAND APPLICANTS

Permanent Australian or New Zealand residents applying for admission to RMIT’s Master of Communication program should have an undergraduate degree with results of a high standard and the recommendation of an academic supervisor or professional referee.

In the absence of an undergraduate degree, significant professional practice (demonstrated by way of a résumé) in one or more of the communications industries may be considered as the basis for application. Applications for admission should be received by 10 November (for commencement in semester 1 of the following year), and 31 May (for semester 2/midyear entry), although late entries will be considered if places are available.


2009 fees for local students are $1860 per 12 credit point course (equivalent to $155 per credit point). Fees for 2010 will be advised in October 2009.

Students offered a Fee Paying Place may be eligible for the FEE-HELP (FEE-Higher Education Loan Program) scheme, which enables students to obtain an interest-free loan from the Commonwealth Government to pay all or part of their tuition fees. Further information is available from [www.rmit.edu.au/programs/fees/highered](http://www.rmit.edu.au/programs/fees/highered). Commonwealth Supported Places (SCP) are not available in this program.

Recognition of Prior Learning (RPL) and credit transfer are available for those applying to enter the Master of Communication program. Credit transfer is normally limited to two 12 credit point courses and is subject to approval by the Program Director.

INTERNATIONAL APPLICANTS

International applicants (non-Australian/New Zealand residents) wishing to apply for admission to the Master of Communication program (Cricos Code 019471B) should refer to the English language requirements, latest fee information, application procedures and other useful information available from RMIT International [http://www.rmit.edu.au/browse;ID=aexc4mvaajelf1](http://www.rmit.edu.au/browse;ID=aexc4mvaajelf1), tel 03 9925 5156, email [isu@rmit.edu.au](mailto:isu@rmit.edu.au). International applicants wishing more details of the program’s content should contact the Program Director, Michael Webster, email [michael.webster@rmit.edu.au](mailto:michael.webster@rmit.edu.au).

SUPPLEMENTARY INFORMATION

The application form includes a request for a personal statement from applicants. This should include details of relevant industry experience, research interests, as well as motivation for wishing to undertake the Master of Communication program. The statement should not exceed 500 words. If provided on a separate sheet of paper it should be stapled to the application form.
INFORMATION SESSIONS

An information session for those considering applying for 2010 entry into the Master of Communication program will be held on Thursday **22 October 2009** at the State Library of Victoria theatrette. A separate session for those considering mid year entry in 2010 will be held in May 2010.

If you would like to be advised about these sessions once they've been confirmed, or if you would like further information about the Master of Communication program, please contact Michael Webster, Program Director, email [michael.webster@rmit.edu.au](mailto:michael.webster@rmit.edu.au).

INDUSTRY SPECIFIC MASTER OF COMMUNICATION

Students who have successfully completed one of the School of Media and Communication’s 96 credit point graduate diploma programs in Journalism, Public Relations or Editing and Publishing may articulate to the Master of Communication program.

On successful completion of an additional 48 credit points they can graduate with a ‘general’ Master of Communication, or a specialist, industry-based, ‘tagged’ Master of Communication (Book Publishing), Master of Communication (Public Relations), or Master of Communication (Journalism).

The ‘tagged’ Master of Communication programs are focused on adding research skills to the professional abilities developed in the graduate diplomas. The additional courses build self-directed research skill and expertise in areas specific to the relevant industry.

Although the ‘tagged’ Master of Communication programs are intended primarily for those who have successfully completed the university’s graduate diplomas, applicants who have successfully completed similar graduate diploma programs at other universities, or those with at least 10 years relevant industry experience, may be considered for advanced entry into the program at the discretion of the Program Director.
Master of Communication
- Teaching staff 2009

Brigid Magner
Brigid Magner’s research interests include: new directions in publishing; criminality and literature; the history of the book; hoaxes, impostures and authorial misrepresentation; trans-Tasman expatriation; autobiographical narratives; the convergence of print and new media forms; mobile media; and popular music. As well as coordinating all research projects within the Master of Communication program, Dr Magner also supervises MA and PhDs by research and project, and teaches a number of courses, including ‘Introduction to Communication Research’; ‘International Communication and Culture’; ‘Literary Realism to Postmodernism’; and ‘Introduction to Literary Studies’ in the university’s Melbourne and Singapore campuses. As well as a PhD, Brigid Magner has an MA and a BA, both from the University of Auckland, New Zealand.

Jonathan Smith
Jonathan Smith lectures in philosophy, research methodologies, and communication studies, including courses in media ethics and epistemology. His background in journalism, including time in Northern Ireland (1981-1983), Lebanon (1983), Uganda (1987), Ethiopia (1988) and Sudan (1991), provides a useful grounding for his academic work. A member of The Australian Society for Continental Philosophy, he is interested in all areas of philosophy, especially as they relate to communication studies and its research methodologies. Dr Smith also has a particular interest in ethics, epistemology and metaphysics, with a focus on the work of Jean Baudrillard as it relates to communication, media, and cultural studies. In addition to his doctorate, Jonathan Smith has a BA from the Australian National University and a BA (Journalism) from RMIT.

Marianne Sison
Marianne Sison’s research interests include global and multicultural public relations, corporate social responsibility and social change, organisational communication, diversity, and public relations education, areas she teaches at postgraduate level within the university. She received her PhD from RMIT, her MA (Public Relations) from the University of Florida, USA, and her BA (Broadcast Communication) from the University of the Philippines. Dr Sison is a member of several professional and academic associations, including the Public Relations Institute of Australia (PRIA), the Australia and New Zealand Communication Association (ANZCA), the International Association of Business Communicators (IABC) and the International Communication Association (ICA).

Judy Burnside-Lawry
A full-time lecturer in applied communication at RMIT University, Judy Burnside-Lawry is currently undertaking a PhD on organisational listening competency. Her research and teaching interests include organisational communication, participatory communication, Habermas’ communicative action, listening, public relations, service quality, corporate social responsibility, as well as international and cross cultural communication. She has an MBA and Diploma of Arts from Griffith University, and a BEd and Graduate Diploma in Health Promotion from Queensland University of Technology.

Chengju Huang
Chengju Huang currently teaches ‘Mass Media in Asia’, ‘Approaches to Communication Research’, ‘Asian Media’, ‘Global Communication’ (undergraduate) and ‘Asian Media Systems’ (postgraduate). Dr Huang’s major research interests include Asian media studies - particularly Chinese media studies, international communication, comparative media systems, and global media transition. He has a BA and a Postgraduate Diploma in Journalism from Fudan University, China, and received his PhD from the University of Queensland.

Catherine Gomes
Catherine Gomes’ research and teaching are focused on cross-cultural reception of media products such as Asian cinema; memory of settler societies in the Asia-Pacific such as Singapore, Malaysia, Hong Kong, China and Australia; race and ethnicity in the media; culture, identity and gender in Asia, and where Asian diaspora have settled. Dr Gomes’ research interest is the complex role race plays in Singapore’s cultural memory of colonial domestic service.

Michael Webster
Michael Webster is Program Director for the Master of Communication program at RMIT, as well as the Graduate Diploma in Editing and Publishing and the discipline specific Master of Communication (Book Publishing). With more than 35 years publishing experience in general and educational publishing, his particular area of interest, research and supervision is tracking and measuring Australian retail book sales, particularly through the Nielsen BookScan system. As well as being chair of the Melbourne Writers Festival, he serves on various book industry boards and committees, including the editorial board of *Meanjin* and the board of RMIT Training, a business of the university. He has been a member of the Literature Board of the Australia Council, board member and Chair of Copyright Agency Limited and director of the Australian Publisher Association. In 2008 he was awarded the George Robinson Award for services to the Australian publishing industry.
Peter Williams
Peter Williams is a Senior Associate (Research) with RMIT University’s School of Media and Communication whose research is concerned with the relations between culture and power, especially in Australia since the 1930s. Dr Williams’ teaching and research spans the areas of communication and politics, finance culture, communication and sport, literature and society. Australian communication histories - particularly radio, histories of communication technologies (in both government and other organisations), cultures of work, enterprise and business. He teaches ‘New Media Technology’ in the Master of Communication program.

Glen Donnar
Glen Donnar is a sessional lecturer and tutor in the Bachelor of Communication and Master of Communication programs at RMIT. Currently completing a PhD investigating character agency in post-9/11 British and American narrative cinema, his other research interests include trauma studies, and media coverage and representation of terrorism. He has coordinated and/or taught courses, including ‘Communication and Social Relations’, ‘Local, National and Global Cinemas’, ‘International Communication and Culture’, ‘Media and Meaning’ and ‘Introduction to Literary Studies’. Mr Donnar has an MA (Communications) and a GradDip (Education - Primary) from RMIT and a BA from Monash University.

Liz Burke
Liz Burke teaches ‘Film and TV Industries’ in the Master of Communication program. She is an award winning producer/ director/writer who specialises in developing and producing documentaries for both cinema and TV. Her recently completed documentary, ‘The First Wave’ - which looks at the effects of climate change on a group of Pacific islands - is being shown at the 2009 climate change conference in Copenhagen. She is a current recipient of a Creative Fellowship from the State Library of Victoria to research a documentary about Australian cultural identity. She has a BA in Media Studies from RMIT University and Honours in Cinema Studies from LaTrobe University.

Tony Jaques
Tony Jaques is an issue and crisis management specialist with extensive international corporate experience, particularly in Asia Pacific as Issues Manager for 25 years with Dow Chemical. Widely published in leading journals in both Australia and overseas, his professional practice, research and teaching interests cover crisis response, crisis prevention and crisis preparedness, issue analysis, strategy development, issue systems audits and trends analysis. Dr Jaques teaches ‘Risk Communication’ in the Master of Communication program at RMIT.

Kent Middleton
Kent Middleton teaches ‘Political Communication’ in the Master of Communication program. As well as particular research interest in media representations of social conflict and the development of the public relations state, he has extensive experience teaching sociology, politics, media and communication at a number of Australian universities. Mr Middleton has an MA from LaTrobe University.

Kevin Childs
Kevin Childs is a former newspaper and television journalist, with substantial experience in major metropolitan newsrooms and particular research and teaching expertise in newsroom operations, management and ethics. The author of eight books, Mr Childs takes various courses in the undergraduate journalism program and teaches ‘Literary Journalism’ in the Master of Communication program.

Jennifer Bladon
Jennifer Bladon teaches Communications Law & Regulation in the Graduate Diploma of Public Relations program, a course which is open and recommended to Master of Communication students. She is an experienced corporate communications practitioner, with a particular interest in legal and regulatory issues facing communication industries.
She has held senior communications positions with McKinsey & Company, Price Waterhouse and several PR consultancies, is currently responsible for strategic internal communications at Pacific Brands, and also trains executives in writing and presentation skills. Jennifer Bladon holds degrees in Law and Commerce from the University of Melbourne.

David Schloeffel
David Schloeffel is a marketing communications professional whose client list includes HP, Apple Computer, Telstra, BHP, Nestlé, Holden, BMW, BP, the Victorian Department of Premier and Cabinet, Tourism Victoria, etc. He is considered something of an 'e' pioneer, having established one of the web’s earliest email marketing solutions, which was also one of Australia’s first e-commerce enabled site. Actively involved with industry groups (eg. Victorian Councillor - Public Relations Institute of Australia; Vice President ADMA Vic; ADMA eMarketing Council), he has lectured extensively at vocational postgraduate level at RMIT and elsewhere, and is a regular speaker at industry conferences, forums and seminars. David Schloeffel teaches ‘Electronic Publishing’ in the Master of Communication program.

Mark Poole
Mark Poole has taught Cinema Industry and Culture, Australian Cinema and New Communications Technologies for RMIT University over the past few years. As well as writing for the industry online journal Screen Hub, Metro magazine, the Australian Writers’ Guild’s journal Storyline and the Age about the Australian film industry, he is also a filmmaker. Mr Poole holds two degrees from the University of Melbourne.

Garrie Hutchinson
A seasoned journalist, for over 35 years Garrie Hutchinson has written for most of Australia’s broadsheets, co-founded a number of theatre companies and magazines, published more than 30 books of poetry, children’s lit, travel, military history, Australian sport and general cultural matters. He has also had half a dozen plays and one opera produced, been theatre critic for the Australian, a member of the Theatre Board of the Australia Council and the Australian Commission to UNESCO, as well as being speech writer to Prime Minister Bob Hawke and others, and offered a good deal of advice on public affairs and media to state and federal governments. Garrie Hutchinson brings this expertise and experience to RMIT where he teaches ‘Writing for the Media’ in the Master of Communication program.
Master of Communication: Information on core courses and electives – Spring 2009 and semesters 1 and 2, 2010

1. CORE (COMPULSORY) COURSES
Core courses run in both first and second semester

COMM1096 Introduction to Communication Research
This course MUST be undertaken in the first semester of study
Tuesday 5.30-8.20pm
This course introduces postgraduate students to the exciting field of communication studies and research. It provides an overview of some of the key debates in the field (past and present), the typical research questions asked, and styles of research employed. Communication studies is extremely broad in its scope and the main emphasis is on the 'sub-fields' covered in the MComm program (eg, Public Relations, Media and Cultural Studies, Journalism, Organisational Communication, and Asian Media and Culture). At a practical level, the course will focus on the multiple considerations required to construct good research questions, generating a preliminary question for the minor/major research project, the choice and selection of appropriate theoretical/analytical frameworks, and the skills required to conduct basic preliminary research in the form of a literature review.

HUSO2079 Research Strategies
Tuesday 5.30-7.20pm
Pre-requisite: COMM1096 Introduction to Communication Research
Research Strategies is designed primarily to assist students to begin a focused preparation for writing successful text-based theses in disciplines such as social science, education, planning, social work, communication, environmental studies or international development. The course also caters for those who need to acquire advanced skills in analysing and commissioning research, but do not wish to undertake a thesis at this time. Since different students will come into the course with a different mix of skills and will want to embark on a wide range of research projects, the course is designed to identify individual capacities relevant to conducting research, provide focused specialist input, offer a collective forum for debating research approaches, and provide assistance with locating other necessary skills which fall outside the scope of this course.

Minor Project or Major Project
Pre-requisites: COMM1096 Introduction to Communication Research and HUSO2079 Research Strategies
To complete the Master of Communication program, students are required to submit a Minor Project (10,000 words) or a Major Project (16,000 words). Research projects must involve original research and offer an opportunity for students to define and implement independent research in an area of communication of their own interest or of relevance to their own future direction. Definition of the research is undertaken during the Research Strategies course (HUSO2079) and a proposal submitted to the Research Committee. When the proposal has been approved, students will be allocated a project supervisor (usually from within the School of Media and Communication) who then meets with the student four times to advise and provide guidance during the research project. In addition to the individual supervision, two Project Seminar sessions will be offered to students undertaking their research to provide support and discussion of common problems, in addition to guidance provided by their supervisors.

2. PROGRAM ELECTIVES
The following 12 credit point elective courses are listed under the semester in which they are generally offered, and correspond in the same order as they appear on the timetables. Where a pre-requisite is required it is indicated. Any of these offerings might be cancelled if enrolment numbers within each course do not meet the minimum quota. Students should check the MComm timetable to confirm if these courses are being offered. The courses listed are for first and second semester 2010.

SPRING INTENSIVE COURSE 2009
The following course will be offered in November 2009 as a Spring intensive. In 2010 it will likely be offered as a second semester course.

COMM1130 Electronic Publishing
COMM1130 introduces students to electronic publishing, with specific focus on content, design, usability, communication, current developments, technology, business consideration, eMarketing and the practical issues faced by those engaged in the publication and delivery of online material. It provides a broad overview of key aspects of electronic publishing in a communication and business context, including the language and concepts of electronic publishing, its place in the communication mix and as a business tool. Students will also gain a basic capability in the web creation software, Dreamweaver.

SEMESTER 1, 2010

COMM1096 Introduction to Communication Research
This course MUST be undertaken in the first semester of study
Tuesday 5.30-8.20pm
Refer Core (Compulsory) Courses for details

HUSO2079 Research Strategies
Tuesday 5.30-7.20pm
Pre-requisite: COMM1096 Introduction to Communication Research
Refer Core (Compulsory) Courses for details

COMM1115 Film and TV Industries: Professional Practice
Thursday, 5.30-8.20pm
COMM1115 is designed to enhance students’ ability to build careers in the film and television production industry.

The following course will be offered in November 2009 as a Spring intensive. In 2010 it will likely be offered as a second semester course.

COMM1130 Electronic Publishing
COMM1130 introduces students to electronic publishing, with specific focus on content, design, usability, communication, current developments, technology, business consideration, eMarketing and the practical issues faced by those engaged in the publication and delivery of online material. It provides a broad overview of key aspects of electronic publishing in a communication and business context, including the language and concepts of electronic publishing, its place in the communication mix and as a business tool. Students will also gain a basic capability in the web creation software, Dreamweaver.
by providing them with an understanding of legal, business, marketing and careers issues specific to the media production industry. Students will learn about the structure of the film and TV industries, common career paths and industry employment practices. Professional research skills will be developed in a short individual industry research project. They will also learn how to market themselves as freelancers and potential employees, through the production of a career plan.

COMM1120 News and Communication Theory
Wednesday, 5.30-8.20pm
News & Communication Theory examines the phenomenon of news, in particular the functions of news in society, how news is gathered, and how news is processed and communicated. The course will examine selected aspects of the media from three perspectives: the journalistic processes which lead to the selection and presentation of news by journalists and editors; the role of news media in the lives of individuals and communities; and the Australian news media as an industry, including issues such as patterns of ownership, government regulatory debates and the changing nature of media publishing brought about by new technologies and the growth of the electronic media.

COMM1123 Public Relations Theory and Practice
Wednesday 1.30-4.20pm/5.30-8.20pm
This course introduces students to the theories and the professional practice of public relations and communication. It covers the history and development of public relations, the ‘four-step’ process and the major areas of public relations practice. It also discusses current perspectives and debate in public relations scholarship.

COMM1132 Writing for the Media
Thursday 1.30-4.20pm
Writing for the Media aims to equip students with writing skills integral to professional writing practice for different media, including the internet. Students will learn the principles of writing clearly and concisely, and writing for specific audiences, at a professional level. This includes consideration of the elements of style, particularly the elimination of corporate-speak, jargon and gobbledygook. The course is a pre-requisite for COMM2199 Literary Journalism and there will be a strong focus on feature writing. The essentials of public relations writing will also be covered.

COMM2055 Magazine Publishing: Context, Theory and Practice
Thursday 5.30-8.20pm
COMM2055 examines the history of magazines in western culture with specific reference to Australia. Part of this analysis is an examination of the relationship between government culture and policy and its influence on magazine content. This includes an analysis of magazine production in Singapore and Malaysia. Strands of theory are drawn from this base and the course then focuses on ‘how to’ production issues, including the influence of new communication technology.

COMM2223 Asian Media Systems
Monday 1.30-8.20pm
Asian Media Systems offers critical and comparative analysis of news media systems in Asia. The purpose of the course is to strengthen and expand students’ knowledge of Asian media systems and to develop their critical ability in analysing Asian media systems by applying different theories from various media and social sciences disciplines. The course will discuss the historical development of Asian media philosophies and systems, the structure and function of media systems in various Asian societies, media’s roles in Asian politics and socio-economic transformation, patterns of media ownership and control in the Asian region, journalistic practices in Asia, and Asia’s accommodation of, and resistance to, the globalisation of Western communication ideas and technologies.

COMM2317 Terrorism, Media and Morality
Monday 5.30-8.20pm
Terrorism, Media and Morality is a critical response to mediated terrorism in the 21st century. Drawing extensively on scholarly literature, yet offering a fresh approach, Terrorism, Media and Morality studies the Theatre of Terror from an audience or media-user perspective, seeking answers to three main questions: How is terrorism ‘framed’ in its mediation and during our use of that news? What truths can be discerned in journalism on terrorism? What should media-users do with news about terrorism and related phenomena?

COMM2054 Organisational Communication Theory and Research
Tuesday 1.30-4.20pm
This course aims to develop an understanding of the role of communication in organisational culture and behaviour, in the management and development of organisations, and their internal and external relationships. It also enables students to learn about evaluating and implementing organisational communication policies and methods, to introduce a range of organisational communication theory and research, and to draw attention to such topics as organisational ethics, power, politics, conflict, diversity, globalisation and rhetoric.

COMM2328 Transient Spaces: Participatory Media
Wednesday 1.30-4.20pm
Students who have previously completed COMM2056 New Media Networks should not enrol in this course. Transient Spaces will introduce students to theoretical and practical issues surrounding networked media, specifically the Internet and media for mobile phones. The practical component of the course will involve students learning to use blogs and create html pages.

COMM1179 Law and Regulation
Thursday 5.30-8.20pm
This course will examine the key laws and regulations which affect the media, and how they affect people who work in communications, including journalists, broadcasters and public relations professionals. It aims to give students a good understanding of the legal and self regulatory structures which influence mass communication. There will
be a focus on defamation and contempt of court laws, and their implications for communications professionals. Other areas of importance include privacy law, ethics, broadcasting law and intellectual property.

**SEMMER 2, 2010**

**COMM1096 Introduction to Communication Research**  
This course MUST be undertaken in the first semester of study  
*Tuesday 5.30-8.20pm*  
Refer 1: Core (Compulsory) Courses for details

**HUSO2079 Research Strategies**  
*Tuesday 5.30-7.20pm*  
Pre-requisite: COMM1096 Introduction to Communication Research  
Refer 1: Core (Compulsory) Courses for details

**COMM1104 Communication and New Technology**  
*Monday 5.30-8.20pm*  
At a time of rapid technological change and considerable turbulence in media and information industries, *Communication & New Technology* provides an overview of some of the key debates. It asks how we define technology. What is the role of technology in shaping and organising the social landscape and its inhabitants? Are emergent media and communication technologies inaugurating a new epoch in human history and how can we critically assess and analyse the assumptions, claims and theories about them?

**COMM1109 Communication Theory and Practice**  
*Thursday 5.30-8.20pm*  
This course will provide a survey of three major approaches to theorising the production of meaning within the field of communication studies through audience, political economy, and text. The course surveys these approaches as a means of complementing the transmission model of communication as it relates to developing change communication programs for internal stakeholders and for cultural and land rights in Australia.

**COMM2316 Change Communication Management**  
Pre-requisite: COMM1125 Strategic Planning and Communication Management, or COMM2054 Organisational Communication and Research, or COMM1123 PR Theory and Practice  
*Tuesday 1.30-4.20pm*  
This course covers general issues about organisational change; the principles and practices of communication within changing organisations; and communication strategies for supporting effective change. It builds on previous studies in public relations and organisational communication as it relates to developing change communication programs for internal stakeholders and presents a variety of theories and case studies that focus on how organisational change can be managed.

**COMM1107 International Communication and Culture**  
*Monday 5.30-8.20pm*  
COMM1107 examines intercultural communication flows, with attention both to general theoretical arguments (regarding ‘post colonialism’, ‘globalisation’, ‘nationalism’, ‘cultural imperialism’ etc) and a variety of empirical case studies. The course poses a series of questions, including, for example, what happens when cultural forms migrate from one context to another? What contemporary phenomena are referred to by the term ‘globalisation’, and how may these be understood historically? How may formations of power which characterise international relations be understood, and how have these impacted on particular social groups and contexts? The course approaches these areas through a series of relevant case studies of contemporary cultural forms and issues: the identity politics of dub music; ‘Orientalist’ representations; the politics of national identity in Singapore and Australia; cultural phenomena such as ‘world music’; the political and cultural economy of international media industries, and their impact upon contemporary media representations; and contemporary issues such as protests about the nature and impact of economic globalisation, the politics of race, and indigenous struggles for cultural and land rights in Australia.

**COMM1114 Cinema Industry and Culture**  
*Monday 5.30-8.20pm*  
What do you need to know to work in it? This course is designed to examine the conditions of production, exhibition, distribution and screen culture within the contemporary film (and television) industry. Via two methodologies, students explore these conditions, firstly by way of a view through various film texts (across genres, and historical periods) and through case studies illustrated by these texts, and secondly through examining the interrelationships of the different sectors, and the influence of government policy interventions (past and present) on the screen industries and culture in Australia. Cultural, economic and political aspects of the growth and development of the Australian national cinema will be examined as will the impact of globalisation and cultural and technological convergence.

**COMM1123 Public Relations Theory and Practice**  
*Wednesday 1.30-4.20pm/5.30-8.20pm*  
This course introduces students to the theories and the professional practice of public relations and communication. It covers the history and development of public relations, the ‘four-step’ process and the major areas of public relations practice. It also discusses current perspectives and debate in public relations scholarship.

**COMM1126 Editing Principles and Practice**  
*Wednesday 5.30-8.20pm*  
*Editing Principles and Practice* introduces students to various aspects of the text editor’s role, with a particular focus on book production. The course encompasses the principles and practices involved in editing, from commissioning through to structural editing, copyediting and proofreading. Students are expected to complete in-class exercises and take-home assignments, and to participate in class discussions. There will be some in-class and out-of-class reading. Each student will give one short class presentation at the end of semester. No prior knowledge of editing or proofreading is assumed, although students are expected to have excellent language skills.
COMM2057 Ethics, Philosophy, and Professional Communication
Thursday 1.30-4.20pm
This course is designed to help students think in an informed way about the philosophical and ethical underpinnings and implications of professional communication practices. The course assumes that moral theories can help us analyse ethical issues faced by media workers and, conversely, that those issues can help us test the strengths and weaknesses of the theories. Consequentially, during the semester, lectures on ‘modern’ and ‘postmodern’ moral theories (and their related epistemologies) will be interspersed with lectures and seminars on some common ethical issues that confront journalists and other professional communicators. This approach ensures that our theoretical study is grounded in practice and tested against actual cases, examples and analysed themes.

COMM2058 Political Communication
Tuesday 1.30-4.20pm
Around the globe, politicians, government departments, non-government organisations (NGOs) and corporations are increasingly embracing professionalised, modernised and Americanised political communication strategies. Why, and to what effect? This course introduces students to the field of political communication. It examines the role of globalisation and new technologies, and questions how these dramatic changes affect civic engagement, political participation and voter turnout. It considers the effects of political communication, including concrete evidence regarding persuasion, political beliefs and behaviour. It addresses national and international political communication, and comparative perspectives from a number of different socio-political systems.

COMM2199 Literary Journalism – The Art and Craft of Telling True Stories
Wednesday 5.30-8.20pm
Pre-requisite: COMM1132 Writing for the Media or relevant industry experience.

*Literary Journalism* is an extension of feature writing; another name for it might be advanced feature writing. Compared to straight news reporting, with its adherence to the inverted pyramid format, feature articles vary in length, style and scope. Students will learn a method of reporting and writing that encompasses elementary and more sophisticated feature stories. Students will also examine the debates surrounding literary journalism (or advanced feature writing). Literary journalism is a field that in the past has been overlooked and undervalued within the disciplines of both literature and journalism. However a body of critical literature has now developed which has asserted that literary journalists offer some of the most vibrant and challenging texts available today. These texts provide fresh insights into major issues of the day and evoke powerful public and critical responses.

COMM2318 Risk Communication and Management
Thursday 5.30-8.20pm
Pre-requisite: COMM2054 Organisational Communication or COMM123 PR Theory and Practice.

Managing risk communication is only part of the risk communication process but an extremely important one. How risks are communicated can make the difference between a nation that panics and a nation that does nothing. It is crucial for communication practitioners to understand the context in which their role is involved. Risk communication will be explored from the perspectives of the producers and consumers of the messages. The concepts of trust, credibility and control will be discussed and recent case studies in Australia and overseas will be explored.

COMM2222 Asian Popular Culture
Monday 1.30-4.20pm
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. 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.

COMM1130 Electronic Publishing
Monday, time to be confirmed
COMM1130 introduces students to electronic publishing, with specific focus on content, design, usability, communication, current developments, technology, business consideration, eMarketing and the practical issues faced by those engaged in the publication and delivery of online material. It provides a broad overview of key aspects of electronic publishing in a communication and business context, including the language and concepts of electronic publishing, its place in the communication mix and as a business tool. Students will also gain a basic capability in Dreamweaver, the web creation software.

3. OTHER ELECTIVES

Approved External Electives
A maximum of two postgraduate-level, 12-credit point courses can be selected from other programs within RMIT. Any extra external electives completed will not count towards completion of the degree. Failure to meet the minimum program requirements as specified in the program map will prevent students from graduating. Students who wish to undertake electives offered outside of the Master of Communication program must seek permission to enrol via email from both the course coordinator in charge of the elective AND the MComm Program Director. Courses undertaken without permission will not be counted towards the completion of your program.