

2012 Specialisation – Communication Studies

WHY COMMUNICATION STUDIES?

Experts calculate that 40 percent of people working today are engaged in information related occupations, and this is growing. The past fifteen years have seen the rapid expansion of communication and information related occupations: journalists, information and public relations officers, librarians, social researchers, professional writers, community workers, primary and secondary teachers, market researchers, administrators, management consultants. All of these occupations have felt the impact of digital technology and the Internet – another factor affecting our communication environment.

In an 'information society', a detailed understanding of the dynamics of communication and the skills needed to communicate effectively is highly valued. The Communication Studies major introduces students to a wide range of approaches to the study of interpersonal, social and media-based communication. While focusing on ways to explore and explain the uses of spoken, written and visual languages in various contexts, the Communication Studies major also assists students to develop and apply effective communication techniques in socially relevant settings such as the workplace environment and community organisations.

Through choice of units, students can concentrate on a particular area of study - social communication or media communication, for example - and complement their work in other specialisation areas offered in the Faculty of Arts, Education and Human Development including Professional Writing, Literary Studies, Psychology, Sociology, Gender Studies and Multimedia. Because of the range of units available students can compose a major that focuses in some depth on a particular area of communication, or a major with considerable breadth across different areas.

Guidelines for students who commence their course from 2010 onwards

To complete this specialisation, students are required to complete SIX (6) units of study from the list below. Units **ACC1047** and **ACC1048** are **COMPULSORY** (listed in bold).

Guidelines for students who commenced their course prior to 2010

To complete this specialisation (formerly know as major), students are required to complete EIGHT (8) units of study from the list below. Units **ACC1047** and **ACC1048** are **COMPULSORY** (listed in bold).

Specialisation Coordinator: Mark Coté, Email: Mark.Cote@vu.edu.au Room 7.306 St Albans Campus, Tel: 9919 2890

| Year Level | Unit Code | Unit Title | Prerequisites | Campus *evening class also available | Unit Coordinator |
|---------------------------|----------------|---|------------------------------|---|--------------------|
| Semester 1 | | | | | |
| 1 | ACC1047 | Culture and Communication | Nil | F*, S | Mark Coté |
| 2/3 | ACC2012 | Media Storytelling | ACC1047/1048 | F, S | Jane Landman |
| 2/3 | ACC3041 | Language in Society | ACC1047/1048 | F, S | Caterina Cafarella |
| 2/3 | ACC3047 | Communication in Organisations | ACC1047/1048 | F, S* | Thea Bellou |
| 2/3 | ACC2013 | New Media | ACC1047/ACC1048 | F, S | Mark Coté |
| 2/3 | ACC3003 | Ethical and Legal Issues in Communication | ACC1047/ACC1048 | S | Andrew Funston |
| Semester 2 | | | | | |
| 1 | ACC1048 | Media, Culture and Society | Nil | F*, S | Mark Coté |
| 2/3 | ACC3004 | Social Media | ACC1047/1048 | F, S* | Mark Coté |
| 2/3 | ACC3052 | Communication and Cultural Diversity | ACC1047/1048 | F, S | Caterina Cafarella |
| 2/3 | ACC3006 | Media Audiences | ACC1047/1048 | S | Jane Landman |
| 2/3 | ACP2078 | Performance Writing | ACP1053/1054 or ACC1047/1048 | S, F | John Weldon |
| 2/3 | ACP3049 | Writing & Producing the Documentary | ACP1053/1054 or ACC3045 | S | Robert de Young |
| Not available 2012 | | | | | |
| | ACC2014 | International Communication Industries | ACC1047/ACC1048 | | |
| | ACC3056 | Advanced Media Production | ACC2010/ACC2011 | | |

** Need to check with unit Coordinator. Limited places for 3rd year students only.

Campus Codes: F = Footscray Park, S = St Albans,

All units are offered subject to sufficient numbers and may be cancelled if there are insufficient enrolments.

Last updated 30/11/2011