

COMMUNICATION STUDIES SPECIALISATION

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 specialisation 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 specialisation also assists students to develop and apply effective communication techniques in socially relevant settings such as the workplace environment and community organisations.

VOCATIONAL OPPORTUNITIES

Graduates may gain employment directly in the public or private sectors in a range of areas, including training and development, information and media services, public relations, journalism, community development, social work, marketing, teaching, administration, human resources management, media production, multimedia. Communication/media studies graduates also work in event management, or in the cultural industries. Some take up positions with non-government organizations, in local, national, especially international settings. In international humanitarian aid work communication and media roles are very significant. There are also opportunities to move on to postgraduate courses in Communication Studies.

HOW CAN I STUDY COMMUNICATION STUDIES?

You do not need prior knowledge to enrol in communication studies. The units can be taken as a three-year specialisation or a two-year sub-specialisation in Bachelor of Arts degrees, in combined Arts/Business degrees, or in other degrees in which the study of communication can be part of the course

structure: many students studying in the areas of psychology, professional writing, public relations, and multimedia also undertake communication studies. Students can also take these units as electives, which can be credited towards a degree in any discipline area. You can undertake honours in this field, and postgraduate study.

STRUCTURE OF THE COMMUNICATION SPECIALISATION

Core units

ACC1047 Culture and Communication
ACC1048 Media, Culture and Society

Other specialisation units

ACC2012 Media Storytelling
ACC2013 New Media*
ACC3004 Social Media
ACC2014 International Communication Industries*
ACC3041 Language in Society
ACC3047 Communicating in Organisations
ACC3052 Communication and Cultural Diversity
ACP2078 Performance Writing
ACC3003 Ethical and Legal Issues in Communication
ACP3049 Writing and Producing the Documentary
ACC3006 Media Audiences
ACC3056 Advanced Media Production*

*Not available 2012

Units offered may vary each year. List of offerings in each academic year is published on the Faculty Student Website: WWW.VU.EDU.AU/AEHD

Detailed unit outlines can be obtained from the Victoria University online handbook: WW.VU.EDU.AU/COURSES

FOR FURTHER INFORMATION CONTACT THE COORDINATOR:

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WWW.VU.EDU.AU/AEHD

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