

# MEDIA STUDIES SPECIALISATION

## WHY MEDIA STUDIES?

The media occupy a central place in our society and culture and make a significant contribution to the world around us. As new communication technologies have been introduced, and delivery costs of content decrease, some commentators predict that we are entering an entirely new era of media production and consumption.

A specialisation in Media Studies will enable students to undertake a sequence of units focusing on contemporary media forms and practices. Such a specialised area of study draws together a mix of units, some with an emphasis on analysis and research, and some with a large hands-on practical component.

Media Studies is a growing field of study at VCE level and whilst this specialisation allows students to continue in this field, VCE media studies is not required for entry into this specialisation.

## VOCATIONAL OPPORTUNITIES

As positions within many media industries are very competitive, students who want to be filmmakers or radio announcers need to build up a portfolio of productions in further work that builds on skills developed within media studies. Media graduates can also work in a variety of related fields, in communication in local or other government, or corporate sectors, and in research or policy areas. Graduates with media production skills work as training facilitators.

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.

As the employment opportunities for new teachers increase, the specialisation can be used by BA graduates as foundation for undertaking further teaching training (e.g. Graduate Diploma) in preparation to become media studies teachers. The specialisation also provides a broad theoretical and practical basis for students wishing to pursue a career in media and/or public relations areas.

## HOW CAN I STUDY MEDIA STUDIES?

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

the course structure. Many students studying in the areas of professional writing, public relations, and multimedia also undertake media 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 MEDIA STUDIES SPECIALISATION

This specialisation is taken as part of a three year sequence of study in a Bachelor of Arts degree. Units may also be taken as electives within other degree programs.

**Please note:** You cannot do specialisations in both Media Studies and Communication Studies.

## Core Units

ACC1047 Culture and Communication  
ACC1048 Media, Culture and Society

## Other specialisation units – students complete FOUR units

ACC2012 Media Storytelling  
ACC2013 New Media  
ACC3004 Social Media  
ACC3006 Media Audiences  
ACC2014 International Communication Industries\*  
ACC2010 Television Production  
ACC2011 Radio Production  
ACC3056 Advanced Media Production\*  
ACP2078 Performance Writing  
ACP3049 Writing & Producing the Documentary  
ACC3061 World Cinemas\*

\*Not offered 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](http://WWW.VU.EDU.AU/AEHD)

Detailed unit outlines can be obtained from the Victoria University online handbook: [WWW.VU.EDU.AU/COURSES](http://WWW.VU.EDU.AU/COURSES)

## FOR FURTHER INFORMATION ON MEDIA STUDIES, CONTACT THE COORDINATOR:

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