

PROFESSIONAL WRITING SPECIALISATION

WHY PROFESSIONAL WRITING?

The Professional Writing specialisation is designed for students who enjoy writing and who want to develop practical and analytical skills, combined with a sound theoretical understanding, in the area of professional writing for publication and performance. This includes both creative writing and writing that is associated with the media and public relations industries, as well as the related fields of editing and publishing. In first year, lectures and practical writing workshops give students a firm foundation in a range of writing genres, including fiction, scriptwriting, advertising, journalism and public relations. In second and third year students may choose from units focusing on creative writing, editing and publishing, web journalism, and performance and broadcast writing for radio, video, theatre and television. All units balance the practical development of expertise in writing, and analysis of the writing of others, within a broader social and cultural context.

VOCATIONAL OPPORTUNITIES

Graduates may gain employment in areas such as editing and publishing, broadcasting, web writing and publication, advertising, journalism, creative writing, media liaison, public relations, information services, and teaching. In some cases, additional postgraduate diploma or degree study may be required and/or may assist in gaining employment.

HOW CAN I STUDY PROFESSIONAL WRITING?

The Professional Writing specialisation offers a range of units in writing, editing, publishing and media production, from introductory to advanced levels. Professional Writing can be taken as a specialisation in the Bachelor of Arts, Bachelor of Communication and Bachelor of Creative Arts Industries degrees, or in any other degree in which the study of writing can be part of the course structure. Students can also take Professional Writing units as electives, which can be credited towards a degree in any discipline area. Those students who wish to study Professional Writing without necessarily enrolling in a degree course can also do the unit/s as "non-award students".

STRUCTURE OF THE PROFESSIONAL WRITING SPECIALISATION

This specialisation is taken as part of a three year sequence of study in either the Bachelor of Arts, Bachelor of Communication or Bachelor of Creative Arts Industries degrees. Units may also be taken as electives within other degree programs.

Core units

ACP1053	Introduction to Creative Writing
ACP1054	Introduction to Media Writing
ACP2070	Editing Principles and Practice

Other specialisation units – students complete FOUR units

ACP2020	Writing for Online Media
ACP2078	Performance Writing
ACP2079	Publishing Principles & Practice
ACP2080	Writing and Reading Place
ACP2085	Fiction Writing
ACL3014	Writing Selves
ACP3049	Writing & Producing the Documentary
ACP3051	Writing for Public Relations & Advertising
ACC2011	Radio Production
ACC3056	Advanced Media Production
ACA3001	Professional Writing for Sport
ACP2067	Gender and Genre in Short Fiction*
ACL2050	Children's Texts*

*not offered in 2012

Units offered may vary each year. A 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: WWW.VU.EDU.AU/COURSES

For further information on Professional Writing contact the Coordinator:

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