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.

VOCAUTIONAL 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 units 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.

THREE 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
ACP3049 Writing & Producing the Documentary
ACP3051 Writing for Public Relations & Advertising
ACC2011 Radio Production
ACC3056 Advanced Media Production
ACA3001 Professional Writing for Sport
ACL2050 Children’s Texts
ACP2067 Gender and Genre in Short Fiction
ACL3014 Writing Selves

The following units will not be offered in 2011
ACL3014 Writing Selves
ACP2080 Writing and Reading Place

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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