



UniSA

Communication and Media

- Arts
- Communication and Media Management
- Journalism
- Marketing and Communication
- Media Arts
- Media and Culture
- Public Relations
- Writing and Creative Communication
- Double Degrees

2012

Why study communication and media at UniSA?

- » UniSA Communication graduates are making a mark in the industry. Some of our success stories include television presenters, digital effects artists, filmmakers, editors, publishers and political advisors. To view more success stories visit unisa.edu.au/cil/powergrads;
- » The new television and radio practical learning facilities provide students with invaluable hands-on experience in journalism, radio news and program development;
- » Students will have firsthand experience in working in an industry standard radio studio. The new UniCast Radio Station is staffed by volunteers from UniSA's School of Communication, International Studies and Languages.

Contents

Experiential Learning	2	Double Degrees	
The South Australian Globalist	3	Bachelor of Journalism,	
Hawke Ambassador Program	3	Bachelor of Arts (International Studies)	24
Student Exchange	3	Bachelor of Journalism,	
		Bachelor of Arts (Writing and Creative Communication)	26
Bachelor of Arts (Communication and Media Management)	4		
Bachelor of Arts (Writing and Creative Communication)	6	Entry Requirements	28
Bachelor of Communication (Media and Culture)	8		
Bachelor of Journalism	10		
Bachelor of Marketing and Communication	12		
Bachelor of Media Arts	14		
Bachelor of Public Relations	20		
Bachelor of Arts	22		

The recent Excellence in Research Australia (ERA) awards recognised UniSA's **Division of Education, Arts and Social Sciences** with world-class rankings for leading research in the areas of Education Systems, Social Work, Studies in Creative Arts and Writing, Visual Arts and Crafts, Language, Communication and Culture, Cultural Studies, Linguistics and Historical Studies.

Welcome



The University of South Australia is a university of first choice for career-focused achievers. We provide the widest range of degree programs in South Australia and have a reputation for excellence in our four faculty divisions. At the University of South Australia, some of the world's

brightest minds teach and research in the areas of business, education, arts and social sciences, health sciences and information technology, engineering and the environment.

In the 2010 QS World University rankings, the University of South Australia recorded the biggest increase for an Australian university and we are now in the top 3 per cent of more than 10,000 universities in the world.

The quality of our teaching is regularly recognised by awards such as Citations for Outstanding Contributions to Student Learning, and two of our academics have won the nation's highest honour for university teachers, the Prime Minister's Award for University Teacher of the Year.

It's that quality teaching that helps our graduates in their careers; in 2010 almost 80 per cent of the University's domestic bachelor graduates secured full-time employment, which is above the national average.

Besides providing a high-quality teaching environment, the University of South Australia is a research leader. Our research institutes address research questions in a range of priority areas, including community sustainability, population health, defence and security, minerals science and business.

We have recently had proof that we are on the right track. The first Excellence in Research for Australia assessment – an official national evaluation of the quality of research – showed that 70 per cent of our assessed research is of world-class standard and in several areas we have built research that is performing well above world-class levels. The University's research informs our teaching and learning activities.

As a student at the University of South Australia you will have a world of opportunities open to you: you will be able to develop a capacity for critical and independent thinking; learn the value of research; develop the most up-to-the-minute knowledge of your chosen profession and learn the essential skills in communication and teamwork that will help you forge a successful career.

I wish you luck in all your academic endeavours.

Professor Peter Høj

Vice Chancellor and President

Communication and Media

Perhaps you have a flair for writing, a desire to be in front of the camera, or a creative and inquisitive mind. If so, a degree in Communication will support and develop these qualities.

The vibrant world of communications is constantly evolving, which has resulted in the creation of many new and interesting career opportunities. To cater for this dynamic and highly specialised field, UniSA has broadened its program structure to enable students to choose a path that meets their specific needs.

UniSA graduates will be prepared for employment within many facets of the communication industry, including journalism, online communications, advertising, public relations, editing and publishing, and information management.

Experiential Learning

UniSA offers students some of the best “new world” teaching and learning facilities in the state. The School of Communication, International Studies and Languages’ new Television and Radio studios provide opportunities for experiential learning, teaching and research-led experimentation. The studios, based at Magill campus, are used by students across all of our programs including Journalism, Communication and Media Management, Media and Culture, Public Relations and Media Arts.

Television Studio

The Television Studio is a multifunctional and flexible space, with three high definition cameras, a chroma-key green screen (which features virtual sets) and an extensive range of fluorescent and selecon lighting. The state of the art equipment enables students to:

- » record multi-camera productions

- » develop green-screen and motion-capture capabilities
- » mix and master sound from the Control Room
- » project video and surround audio
- » host special events such as screenings and industry nights
- » enable dedicated post-production for special projects



Radio Studio

The Radio Studio comprises state of the art radio broadcasting equipment and online broadcasting capabilities that mimic many of the commercial and community broadcasters across the globe.

Students will receive firsthand experience working in an industry standard radio studio and the opportunity to volunteer their time with UniSA's UniCast Radio Station.

UniCast provides a 24 hour internet streaming radio station, with content focused on music, news and education. Students also have the opportunity to develop content to be aired on the station.

The station can be accessed via unicast.com.au



The South Australian Globalist

Joining Yale and Oxford as part of the prestigious *Global21* network, UniSA presents *The South Australian Globalist* magazine, focusing on the future of global political, economic and social issues. Under the leadership of Editor-in-Chief Emma Altschwager, a UniSA Journalism and International Studies graduate, *The South Australia Globalist* is *Global21*'s 11th chapter.

Global21 is a student-run international affairs network that invites select universities to publish the best of students' work to create a global forum for the discussion of international issues.

The South Australian Globalist magazine provides students from the School of Communication, International Studies and Languages an opportunity to showcase their work on the world stage, exchange ideas and network with students, think-tanks and businesses world-wide.

David Casey

PhD Student, School of Communication, International Studies and Languages

"The chance to be part of this network and become a globally-aware and globally-recognised student offers an experience out of reach to most undergraduates. The opportunity to collaborate and exchange ideas with schools like Yale in a global team environment is hard to come by."



David Casey, PhD Student, School of Communication, International Studies and Languages

Hawke Ambassador Program

The Hawke Ambassador Program is an international volunteering placement and internship program available to students at UniSA.

The Program offers an opportunity for students to work in international and intercultural situations, and to volunteer their time and knowledge in the service of others. It will assist with academic achievement, broader global and societal understanding, and leadership capacity.

Students will be based within an international non-government organisation (NGO), usually in an overseas location and working as a volunteer, rather

than undertaking formal study at an overseas university. Students will have the option to work with one of a number of possible non-governmental agencies, including:

- » Antipodeans Abroad
- » Australian Red Cross
- » Australian Refugee Association
- » Gap Australia
- » Oxfam
- » Projects Abroad
- » Uniting International Mission
- » Volunteering SA
- » World Youth International
- » World Vision

For more information visit unisa.edu.au/cil/hawke



Student Exchange

Gain a competitive advantage by going on an overseas exchange. Develop an international perspective, cultural awareness and broaden your career opportunities. Scholarships are available.

For more information visit unisa.edu.au/exchange

Bachelor of Arts (Communication and Media Management)

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	444011
UniSA program code	MBAR
CRICOS code	
(international students only)	015032B
ATAR (February 2011 cut-off)	55.25
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees	
(international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

This program enables students to gain knowledge and practical skills in a range of areas in communication and media management, including public relations, writing and reporting for the media, publishing, digital media techniques, and advertising. With a capstone course in Communication and Organisations, it prepares students to progress to a career in communication management. Students gain an understanding of both the theoretical and practical dimensions of communication and media management and apply their skills to real-world situations as a communication general practitioner.

What will I study?

The program in Communication and Media Management combines compulsory and optional studies. Core courses in the professional major are Public Relations; Issues in Publication and Design; Introduction to Digital Media; Reporting for the Media; Advertising: Images, Industry and Audience; Creative and Feature Writing for the Media; and Communication and Organisations.

Students extend and complement their studies with sub-major and minor studies in specialist areas. In the first year of the program, students undertake foundation courses to gain a sound general knowledge of

communication, the media, global politics, computer use, and the principles of persuasion.

Students are encouraged to undertake a variety of practical projects based in the community, and to devise and develop individual projects to apply theoretical knowledge and build the confidence and practical skills required to enter the workplace as communication professionals.

What does it take?

Communication professionals work in a fast-paced, constantly changing environment. They need to be flexible, adaptable and able to think for themselves. Students should have an interest in communication and media, curiosity about current events and issues in society, a flair for language, and sound oral and written communication skills. They should also be keen to work as team members and liaise effectively with others.

The development of effective organisational skills is integral to this program. Communication professionals must be able to prioritise tasks and work under pressure to meet tight deadlines. Consequently, students are also encouraged to develop the capacity to work autonomously and to cultivate skills in logical reasoning and critical analysis.

Who will employ me?

The Bachelor of Arts (Communication and Media Management) provides a balance of theory and application that prepares graduates for a range of entry-level positions in communication based professions.

UniSA graduates develop successful careers in areas such as media, advertising, writing and editing, management, and organisational communication. Graduates may commence their careers in either generalist or specialist communication fields, where experience may lead to long-term employment opportunities in management.

Through this program, students are able to gain skills and experience which may take them in many different career directions in the management of communication and media activities in different sectors of society.

Honours

A separate one year Bachelor of Arts (Honours) program is available to students who complete this program with a credit or higher grade point average. Other selection criteria may apply.

Program requirements

FIRST YEAR

First Half

(Study Period 1, 2 or 3)

Communication:

Rhetoric and Reasoning L

Computers:

Communication and Society

Public Relations 1 CMM

Sub-major 1

Second Half

(Study Period 4, 5 or 6)

Global Societies

Media Literacies

Issues in Publication and Design

Free Elective

SECOND YEAR

First Half

(Study Period 1, 2 or 3)

Reporting for the Media

Sub-major 2

Sub-major 3

Minor 1

Second Half

(Study Period 4, 5 or 6)

Introduction to Digital Media

Sub-major 4

Minor 2

Communication, Culture
and Indigenous Australians

THIRD YEAR

First Half

(Study Period 1, 2 or 3)

Advertising: Images,
Industry and Audience

Sub-major 5

Sub-major 6

Minor 3

Second Half

(Study Period 4, 5 or 6)

Communication
and Organisations

Creative and Feature

Writing for the Media

Minor 4



Adele Hetzel

Graduated – Bachelor of Arts (Communication
and Media Management)

'I have always loved writing and wanted to develop these skills with a particular focus on communication and media.

I really liked the flexibility of this program to be able to choose our sub-major and minor. I chose Public Relations and French and thoroughly enjoyed these two elements throughout my studies.

I was lucky enough to take part in a study tour to France, which helped increase my French speaking skills and has given me a whole new perspective on life in general.

Students should consider this degree if they are looking for an area of study which is flexible, rewarding and offers the opportunity to gain employment among a plethora of communication and media based roles.'

Bachelor of Arts (Writing and Creative Communication)

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	444271
UniSA program code	MBWC
CRICOS code (international students only)	061153M
ATAR (February 2011 cut-off)	55.25
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

The Bachelor of Arts (Writing and Creative Communication) is the State's only comprehensive and dedicated undergraduate degree in writing, editing and text production. This program enables students to develop a solid basis in the theory and practice of professional, technical and creative writing, the construction of texts, rhetoric and communication, and an understanding of the way that cultures and contexts shape communication.

The program incorporates studies in professional communication including creative writing, technical writing, literary practice, editing and publishing. Its integrated

approach includes links with the community and the creative and professional industries.

Students of this program can also specialise by taking a submajor in literary practice, creative writing, editing and publishing or children's literature. Students specialising in literary practice learn to read and analyse, critique and create literary texts. Students in the program can tailor their degree by taking sub-majors in any one of dozens of other fields of study.

What will I study?

The program is devoted both to the practice of constructing texts and the theory and analysis behind how they are created and received. Dealing with a

wide range of creative, literary, professional and technical texts, the program covers their production and reception from the planning and drafting stages to editing, publication, distribution and consumption.

Studies also explore English around the world; communication in social and cultural contexts; literary practice; creative writing; and oral traditions and literacy, including the impact of changing technologies on communication.

Students extend and enhance their studies with a submajor in a relevant field. They also undertake electives and compulsory foundation courses designed to provide a sound general knowledge of all aspects of communication, the media, global politics, basic computing skills and the main principles of persuasion.

What does it take?

The ability to write effectively and use communication technologies for professional, creative and technical purposes is essential. In addition, a solid knowledge and understanding of grammar, spelling and other language conventions is important, as well as a sound appreciation of how language, in all its communicative forms, is used in different contexts and cultures. Logic, imagination, creativity and ability to work to deadlines are fostered through the wide range of professional skills graduates develop.

Who will employ me?

People with knowledge and skills in writing and creative communication are employed in a range of occupations and may find work as creative or technical writers,

editors, desktop publishers, publicists, proofreaders, teachers or publishers.

Given the wide variety of fields requiring the input of those with professional communication abilities, graduates may find work in either public or private sector fields such as document design, electronic publishing, marketing, media, administration, public relations, publishing, editing, research or technical writing. In some instances, graduates may also pursue self-employment and freelance writing opportunities.

Throughout this program students have the opportunity to showcase their creative abilities. Students may assist in the production of publications as part of their assessment, be involved in writing and editing the student news magazine, *Orriculum*, contribute towards the book series *Piping Shrike* and present their work at various readings throughout the year.

Honours

A separate one year Bachelor of Arts (Honours) program is available to students who complete this program with a credit or higher grade point average.

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**Professional and Creative
Communication 1Communication:
Rhetoric and Reasoning LComputers:
Communication and Society

Sub-major 1

Second Half**(Study Period 4, 5 or 6)**Professional and Technical
Writing: An Introduction

OR Language and Context

Global Societies

Media Literacies

Free Elective

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Writing and Text Workshop

Sub-major 2

Elective 1

OR Communication, Culture
and Indigenous Australians

Elective 2

Second Half**(Study Period 4, 5 or 6)**Professional and Creative
Communication 2

Sub-major 3

Sub-major 4

Elective 1

OR Communication, Culture
and Indigenous Australians**THIRD YEAR****First Half****(Study Period 1, 2 or 3)****Either one of the following**

Creative Writing Practice

Literary Texts and Practice

Or both of the following

Professional Major Option 1

Professional Major Option 2

Sub-major 5

Elective 3

Second Half**(Study Period 4, 5 or 6)****Either one of the following**

Advanced Editing and Publishing

Writing and Professional Practice

Or both of the following

Professional Major Option 1

Professional Major Option 2

Sub-major 6

Elective 4

Professional Major**Optional Courses**

Advanced Technical Writing

Children's Literature:

Writing for Young People

Desktop Publishing

for Publication

Digital Storytelling

Issues in Publication

and Design

Editing and Publishing

Creative Nonfiction

Language and Context

Professional and Technical

Writing: An Introduction

Scriptwriting for

Live Performance

Scriptwriting for Media

Sport Literature and the Media

Reworking the Canon

Spoken Texts

The English Language:

Past and Future

Writing and Reading Poetry

Writing and Reading

Short Fiction



Adam Jarvis

2nd year Bachelor of Arts (Writing & Creative Communication)

'This is an intensive, yet fun and rewarding way to gain a tertiary qualification which is recognised by potential employers in the media and communications field.

I want to specialise in writing, as I feel this is an undervalued discipline which is becoming more relevant to many professional fields, especially in the digital area.

I find lecturers and tutors extremely helpful and accessible and I enjoy the interactive and collaborative nature of some courses – this is very good preparation for the 'real world' workplace. The program and the courses are obviously designed to make graduates more industry savvy and therefore more employable.'

(08) 8302 2376 or 1300 UNINOW
study@unisa.edu.au

Bachelor of Communication (Media and Culture)

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	444261
UniSA program code	MBMC
CRICOS code (international students only)	061152A
ATAR (February 2011 cut-off)	56.10
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

The Bachelor of Communication (Media and Culture) provides students with a professional and vocational education in the dynamic and rapidly changing fields of media, popular culture and communications. Courses introducing television, radio, advertising, music culture and other everyday life cultures give students a critical understanding of the communications industry and the forms of creative production fostered there. These are supplemented by a third-year focus on organisational and public communications which enables students to apply their knowledge and undertake research in the work

environment, providing them with hands-on experience through a practicum or internship in the communications industry of their choice.

Practicum work placements allow students to develop effective workplace communication skills and provide networking opportunities and industry contacts. Internships are also offered to students on the basis of interest, aptitude and merit. This program offers students the flexibility to design a stimulating and vocationally useful program that can be tailored to personal and professional career goals.

What will I study?

Topics covered within the Professional Major include cinema, television, radio, music, cultural policy and the creative industries, advertising, new and emerging information technologies, organisational communication, popular and youth cultures as well as spoken and written language studies. In addition, all students in the School undertake compulsory foundation courses providing a sound general knowledge of all aspects of communication, the media, global politics, the main principles of persuasion and applied computing skills. A Foundation course in second year introduces students to the special professional responsibilities of communicating with Indigenous Australians.

Students are encouraged to supplement their professional major with studies from other programs offered by the school, including creative writing, media production, media management and multimedia studies.

What does it take?

Students need to have an interest in everyday culture and the relationship between culture, society and the media. The ability to analyse and interpret developing trends in communications together with advanced creative skills in communications technologies are also necessary if students want to successfully gain employment within this field. Strong verbal and written communications, organisational and teamwork skills, and the ability to prioritise to meet often tight deadlines are developed within the courses for this degree.

Who will employ me?

Graduates find employment in a range of communications related professions and sectors. The diverse skills and knowledge obtained are attractive to employers, who increasingly look for versatility and flexibility in job candidates. Communication (Media and Culture) graduates have developed successful careers in advertising, arts administration, cultural policy development, creative industries management, commerce, education, international affairs, journalism, marketing, social media and the internet, personnel, politics, public relations and the public service.

Honours

A separate one year Bachelor of Arts (Honours) program is available to students who complete this program with a credit or higher grade point average.

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**Introduction to Communication
and Cultural StudiesCommunication:
Rhetoric and Reasoning LComputers:
Communication and Society

Sub-major 1

Second Half**(Study Period 4, 5 or 6)**Screen Matters: Film,
Television and New Media

Global Societies

Media Literacies

Sub-major 2

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Culture, Place and Meaning

Professional Major Option 1

Sub-major 3

Communication, Culture
and Indigenous Australians**Second Half****(Study Period 4, 5 or 6)**

Creative Industries and Ethics

Sub-major 4

Free Elective

Elective 1 / Professional
Concentration 1**THIRD YEAR****First Half****(Study Period 1, 2 or 3)**

Communication Practicum 1

Sub-major 5

Elective 2 / Professional

Concentration 2

Elective 3 / Professional

Concentration 3

Second Half**(Study Period 4, 5 or 6)**

Communication Practicum 2

Professional Major Option 2

Sub-major 6

Elective 4 / Professional

Concentration 4

**Professional Major Optional
Courses/Professional
Concentration Courses**Advertising: Images,
Industry and Audience

From Mickey to Manga:

Understanding the
Animated ImageGames: Industry,
Culture and Aesthetics

Hot Bodies, Cool Flesh:

Sex, Race and the Visual Body

Internship in Communication,
Media and Culture

Italy Close-up: Cinematic

Identities and Cultures

Mapping Everyday Cultures

Music, Communities
and Fan Cultures

Radio and Society

Television and Society

Urban Cultures

**Rebecca Scheucher****3rd year Bachelor of Communication (Media and Culture)**

'Initially, I wanted the flexibility of a cultural studies focused program, with the option of more hands-on courses such as film and multimedia. This degree gave me the flexibility to change direction if I found that I liked some courses more than others, and I ended up focussing my Major on the humanities with creative and professional writing. It is a really good program for people who may not know what they want to do with their lives yet but know what they enjoy doing.'

The teaching staff are dedicated professionals in their field, who are incredibly supportive and excellent at pointing you in the right direction. Magill is a very learning-centred campus and the resources available to students are amazing – particularly the professional equipment for multimedia and film students.'

Bachelor of Journalism

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register,
 visit unisa.edu.au/infosessions

SATAC code	444061
UniSA program code	MBJO
CRICOS code (international students only)	024185K
ATAR (February 2011 cut-off)	85.15
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	No
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 20,300 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

Journalists play a vital role in society. They gather information from a diverse range of sources, and present this information in newspapers, on radio and television and online.

Journalism provides possibilities for experiences not encountered in other professions and offers many challenges. Journalists work in a variety of settings and contexts to provide information of relevance and importance to the public.

UniSA offers the only Journalism Program in South Australia. The program of study aims to provide practical knowledge and theoretical understanding of journalism in preparation for professional practice.

Students have the opportunity to develop skills in print, broadcast and online journalism and an understanding of major issues facing working journalists, and to prepare for work in the media. Key areas of focus include information gathering, writing techniques, presentation of news stories for print, broadcast and online media, print and broadcast production, law and ethics.

What will I study?

The program provides an opportunity for students to develop a broad range of essential journalistic skills and knowledge. This includes news and feature writing, broadcast presentation, media law and desktop publishing. In addition the program

focuses on key concepts of journalism, from journalism ethics to social, cultural and legal issues in Australian and international media.

All students are involved in producing stories for the Journalism students' regular online publication, *On The Record*, and have the opportunity to take a role in the editing and production process. In addition, the program's specialist radio and television courses give interested students the opportunity to gather, write and present broadcast bulletins to an industry standard.

Students will be able to develop skills such as shorthand and can undertake industry placements to further their understanding of professional practice.

What does it take?

Successful journalists need to have a good general knowledge of and a strong curiosity about the world around them. They need excellent interpersonal skills and a high degree of proficiency with the English language. The ability to write concisely and accurately is also important, and journalists must have an understanding of a range of ethical issues associated with the profession.

They require persistence and flexibility as well as the ability to work under pressure to meet tight deadlines.

Who will employ me?

Although in the past many people entered journalism without studying at tertiary level, this is becoming increasingly rare. Most of those entering Australian journalism are university graduates, and in South Australia most are graduates of the UniSA program.

While success as a student does not guarantee success as a working journalist, it greatly improves individual career prospects.

According to the Department of Employment and Workplace Relations, journalists have an above average rate of employment, with more than 80 per cent working full-time. UniSA Journalism graduates are employed throughout Australia and in many places overseas such as the United Kingdom, Germany, the United States and Hong Kong.

Being a journalist involves a variety of activities, from reporting and sub-editing to working as editors, producers, newsreaders and foreign correspondents. Journalists work for a wide range of employers including metropolitan and country newspapers; commercial radio and television stations; the government sector; and trade, business and special interest newspapers and magazines.

Other graduates work in related areas including publications, marketing, public relations, desktop publishing, corporate affairs and fields associated with the internet. Some graduates have also used the program to acquire skills they consider relevant to another profession in which they have decided to work.

Professional recognition

While journalists are not required to be formally accredited to practise, many Australian journalists are members of the Media, Entertainment and Arts Alliance. UniSA Journalism graduating students are eligible for a year's free membership of

the Alliance, and the Alliance promotes links between the industry and Journalism students at a state and national level.

Law Double Degree Option

The Bachelor of Journalism may be undertaken as a double degree with the Bachelor of Laws (DBLD).

Program requirements

FIRST YEAR

First Half

(Study Period 1, 2 or 3)

Communication:

Rhetoric and Reasoning L

Computers:

Communication and Society

Principles of Journalism

Sub-major 1

Second Half

(Study Period 4, 5 or 6)

News Writing

Global Societies

Sub-major 2

Free Elective

SECOND YEAR

First Half

(Study Period 1, 2 or 3)

Journalism Techniques

Media Contexts

Communication, Culture and Indigenous Australians

Sub-major 3

Second Half

(Study Period 4, 5 or 6)

Journalism Production

Journalism Ethics

Advanced News Writing

Sub-major 4

THIRD YEAR

First Half

(Study Period 1, 2 or 3)

Media Law

Journalism Professional Practice

Sub-major 5

Second Half

(Study Period 4, 5 or 6)

Professional Major option

Professional Major option

Sub-major 6

Journalism Project



Natika Palka

Graduated – Bachelor of Journalism

Employment – Journalist, Weekender Herald

‘This program combines both theory and practice so students can experience a traditional academic environment, whilst also gaining skills to take into the workplace. I have enjoyed discussing journalism theory and ethics, and developing my practical skills – for example producing my own television news story and working live-on-air at Radio Adelaide.

I also had the opportunity to contribute to the UniSA newspaper, On The Record. As editor, I gained first-hand experience working as part of a team, liaising with contacts and working to deadlines – skills which have proved invaluable as I’ve entered the industry.

I’m currently employed by The Weekender Herald – a weekly print publication that has a circulation of 27,000 in the Adelaide Hills.’

Bachelor of Marketing and Communication

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September

Business Degrees Information Session

City West Campus: Tuesday 20 September at 5.00pm

For more information and to register,
 visit unisa.edu.au/infosessions

SATAC code	424451
UniSA program code	DBMN
CRICOS code (international students only)	060210D
ATAR (February 2011 cut-off)	70.20
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	City West
Accepts Special Entry (STAT)	Yes
External study available	Partial
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 20,880 per annum
Scholarships available	unisa.edu.au/scholarship

Program overview

The Bachelor of Marketing and Communication program is a unique joint degree, deliberately designed to develop students' skills and knowledge in the interrelated disciplines of marketing and communication. The degree, co-managed across the two disciplines, provides theory and practical skills relating to the changing global business environment and analysis of marketing applications over a range of media genres. The degree integrates research from two university research institutions, the Ehrenberg-Bass Institute and the Hawke Institute. Students will develop

graduate qualities to effectively operate across a range of organisational structures and functions, in both the marketing and communication sectors. Experiential learning opportunities give students valuable practical experience and the chance to develop professional skills that are valued by employers. For example, the Communication Practicum, an industry placement undertaken by all students in the final year of the program, develops valuable practical and research experience within a professional organisation.

What will I study?

The degree consists of eight

core subjects, eight marketing management subjects and eight communication subjects. In the first year, subjects cover consumer behaviour, marketing principles, PR, media and more. Second and third year expand on the skills developed in the first year through specialist subjects such as advertising, creative industries and ethics, and market analysis. Students are able to select from a variety of marketing and communication electives which include topics such as market research, personal selling, media planning, television and society, and Australian television and cinema industries. All Marketing and Communication students undertake the Communication Practicum in the final year of their studies. The Communication Practicum is an industry placement where students gain valuable practical and research experience within a professional organisation.

What does it take?

Students interested in studying marketing and communication will develop good interpersonal skills and the ability to perform well in a team environment. They will learn to think critically and have high level oral and written communication skills. Students will develop creativity and the ability to analyse and interpret market data. The ability to think strategically and manage a variety of projects with competing priorities are skills highly valued by industry.

Who will employ me?

Graduates from UniSA's Bachelor of Marketing and Communication are attractive to employers because they have an understanding of business management and marketing strategy as well as experience

in media and public relations. Qualifications in marketing and communications are also becoming essential skills for key executive roles. The Marketing and Communication degree prepares students for careers in fields such as advertising, arts administration, marketing, public relations, radio, television and various other creative industries. As you progress in your career you will be able to extend your skills to roles such as media manager, product manager, advertising consultant/ specialist, marketing specialist, public relations/ promotions manager, communications manager and marketing manager.

Honours

The Honours program is an intensive year of advanced study that develops your abilities to undertake research in a selected topic that interests you.

Honours is a prestigious qualification, which is recognised worldwide. It provides a point of distinction from your competitors, and assists in advancing your career prospects as you develop high-level conceptual, written, verbal, analytical and project-management skills.

If your career interests are more aligned to academic research, an Honours degree can provide entry to a PhD.

For more information visit:
unisa.edu.au/businesshonours

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**

Marketing Principles:

Trading and Exchange

Management Principles

Introduction to Communication
and Cultural Studies

Public Relations 1 CMM

Second Half**(Study Period 4, 5 or 6)**

Buyer and Consumer Behaviour

Quantitative Methods
for Business

Media Literacies

Elective

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Advertising

Culture, Place and Meaning

Accounting for Business

Marketing Elective

Second Half**(Study Period 4, 5 or 6)**

Market Analysis

Marketing Elective

Creative Industries and Ethics

Screen Matters: Film,

Television and New Media

THIRD YEAR**First Half****(Study Period 1, 2 or 3)**

Business and Marketing

Planning Principles

Foundations of Business Law

Communication Practicum 1

Communication Elective

Second Half**(Study Period 4, 5 or 6)**

Integrated Marketing Topics

Corporate and International

Public Relations

Communication

Matters in Marketing

Communication Practicum 2



Terri Harding

3rd year Bachelor of Marketing and Communication

'I knew this degree would not only give me knowledge relevant and specific to marketing, but would also open the door to many exciting business areas. Marketing subjects are challenging and test your ability to learn in specific areas, while communications subjects allow you to improve and extend your creative and professional business writing skills.'

I was fortunate to be awarded the Ehrenberg-Bass Scholarship, which includes paid, part-time work assisting the Marketing Scientists at the Ehrenberg-Bass Institute with research projects. This has allowed me to extend my learning from beyond the classrooms and given me an insight into the world of marketing and the very exciting career opportunities available to graduates.

The Marketing programs at UniSA allow you to choose subjects to personalise your degree to suit your own interests and I have found I have a keen interest in advertising.'

Bachelor of Media Arts

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register,
 visit unisa.edu.au/infosessions

SATAC code	444191
UniSA program code	MBMA
CRICOS code (international students only)	058520G
ATAR (February 2011 cut-off)	72.10
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

The Bachelor of Media Arts degree combines vocationally relevant skills and knowledge with a broad cultural education. Students choose to complete a Bachelor of Media Arts in one of these Professional Majors:

- » Animation
- » Digital Design
- » Interactive Multimedia
- » Web Development
- » Film and Television
- » Drama
- » Music Media
- » Performing Arts

Program structure

Each Professional Major is a sequence of eight courses within the professional specialisation. Foundation courses provide students with a sound general

knowledge of all aspects of communication, the media, Australian politics, word processing, spreadsheet and database skills, and the main principles of persuasion.

The sub-major is a cluster of six courses which enables students to study an area of intellectual interest which will help broaden their academic program.

Electives may be chosen from any of the courses offered by the University, including those from the professional major or sub-major. Students are required to complete five elective courses. The Indigenous Studies course, Communication, Culture and Indigenous Australians is part of the program for all

domestic students and reflects the University's commitment to reconciliation and ethical professional practice.

To complete the Bachelor of Media Arts degree, students will complete eight major courses in their specialisation; six sub-major courses; four foundation courses; five elective courses and one course in Indigenous Australian studies.

What will I study?

Students enrolling in the Bachelor of Media Arts program select their Professional Major from: Animation; Digital Design; Interactive Multimedia; Web Development; Film and Television; Drama; Music Media; Performing Arts.

The Professional Major chosen becomes the specialist focus of their degree, and a sub-major can also be taken in any of these fields to augment that focus.

Professional Majors

Animation: This major introduces students to the terms, concepts, techniques, processes, skills and technologies involved in creating 2D and 3D animation productions, together with other forms of visual communication relevant to the emerging field of games studies.

Digital Design: In this major, students integrate theory, practice and related software applications for layout, web design, bitmap and vector graphics, as well as digital photography and image editing for print and web publishing. Students develop a theoretical understanding of visual form and message; the differences in design elements for print and web; and the communicative aspects of digital publishing.

Interactive Multimedia:

This major teaches students to design and communicate information in different digital media formats, together with an understanding of the social and cultural significance of the new communication technologies. Students learn theoretical principles and practical skills related to the creation and application of interactive multimedia, including studies in graphic design and digital publishing, web design and development, sound editing and film and video production.

Web Development: This major gives students skills to analyse, design and create compliant websites for a range of purposes. Students are exposed to a range of web languages, learn to create dynamic websites and develop an understanding of the technical and social issues involved in publishing on the web.

Film and Television:

Through hands-on camera work, lighting, sound, scriptwriting and direction in studio and on location – students develop expertise relevant to emerging processes in film, television, video and the new means of delivery of sound and vision including internet and hand-held players. Students will have opportunities to develop original concepts and productions in new fields that explore music, video and the integration of animation, and develop and produce film and video productions.

Drama: This major combines practical training in performance-making and theatre skills – acting, stage technology and directing – with a critical focus on contemporary theatre and traditions of performance in

Australia, Europe and Asia. Through hands-on knowledge of lighting, sound and digital design, storytelling and play development, students in these courses are prepared for work placements and final projects modelled on the performing arts industries.

Music Media: This major is aimed both at students who have studied a musical instrument or voice at SACE Stage 2 level, or equivalent, and who are looking to further their musical training, and to committed others with less formal training who want a career in music. Students will develop skills in musicianship and industry knowledge to take up opportunities in music and its related media industries.

Composition, recording, sound design, sound for film, radio and television, are fields that will extend practical musicianship and provide new opportunities for the musician. There are opportunities to work with voice, and a variety of musical instruments, in solo performance and vocal and instrumental ensembles, in formal composition and improvisational music-making.

Performing Arts: A major (or a sub-major) in Performing Arts has a cross disciplinary framework which a student would negotiate with the Program Director after first year. For this reason, students cannot select Performing Arts as a professional major in first year.

What does it take?

Animation, Digital Design, Interactive Multimedia, Web Design: Multimedia students should have a general interest in computer-based products and processes, design and communication. An interest in and commitment to keeping up with ever-changing information technology and computing developments is an important quality. Some creativity and a logical approach, combined with

the ability to conceptualise and then produce ideas may also assist those looking to succeed in this program and within a related profession in the future.

Film and Television: Students need to be committed to professional practice and create projects with critical insight that develop understanding of the complexity and the considerable time involved in making any film or video production. It is important that students have creative flair and an ability to work on both the over view and the detail of projects; as team players and also leaders; and to think and express themselves to an audience in pictures, music and words.

Drama, Music Media and Performing Arts: Students need a commitment to the professional practices of the performing arts industries: strength in teamwork, creative vision and patience

with the labour-intensive nature of production work.

Who will employ me?

Animation, Digital Design, Interactive Multimedia, Web Design: Depending on the chosen specialisation, graduates may be employed within the public sector or private business, with positions often available in fields such as advertising, animation, commerce, education, public relations, television production, IT or web design. Multimedia designers or developers may also find freelance work, depending on their qualifications, skill level and experience.

Film and Television: Graduates of this program include a winner of the South Australian Film Corporation Young Filmmakers of the Future Award, a number of finalists in Tropfest and nominees for AFI awards. Recent graduates have established their own production

companies and held key positions in major television productions, such as McLeod's Daughters and organisations such as the South Australian Film Corporation.

Drama, Music Media, Performing Arts: Graduates of the performing arts have been trained to think on their feet, present themselves well and work in teams to solve problems imaginatively. Graduates with such skills are keenly sought by employers. Many graduates will find jobs within the performing arts industries, arts management and media industries; in the education sector, as well as enjoy successful careers as arts practitioners.

Honours

A separate one year Bachelor of Arts (Honours) program is available to students who complete this program with a credit or higher grade point average.



Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**

Communication: Rhetoric and Reasoning L (Foundation)

Computers: Communication and Society (Foundation)

Major 1

Sub-major 1

Second Half**(Study Period 4, 5 or 6)**

Global Societies (Foundation)

Media Literacies (Foundation)

Major 2

Sub-major 2

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Major 3

Major 4

Sub-major 3

Free Elective

Second Half**(Study Period 4, 5 or 6)**

Major 5

Major 6

Sub-major 4

Elective 1

THIRD YEAR**First Half****(Study Period 1, 2 or 3)**

Major 7

Sub-major 5

Elective 2

Elective 3 OR Communication, Culture and Indigenous Australians

Second Half**(Study Period 4, 5 or 6)**

Major 8

Sub-major 6

Elective 4

Communication, Culture and Indigenous Australians

OR Elective 5

ANIMATION MAJOR**FIRST YEAR**

Introduction to Digital Media

Introduction to Film and

Television Production

SECOND YEAR

2D Animation

3D Computer Animation

Intermediate 3D

Computer Animation

Select one of the following:

Multimedia Desktop Video

Music Sound Studio

From Mickey to Manga

THIRD YEAR**Select two of the following:**

Advanced 3D Animation

Advanced Production Project 1

Games: Industry,

Culture and Aesthetics

DIGITAL DESIGN MAJOR**FIRST YEAR**

Introduction to Digital Media

Desktop Publishing

for Publication

SECOND YEAR

Digital Design Publishing

Advanced Desktop

Publishing for Publication

Website Graphics Design

Print to Web Digital Publishing

THIRD YEAR

Advanced Print to Web

Digital Publishing

AND either Advanced

Production Project 1

OR Electronic Publishing

on the Internet

INTERACTIVE MULTIMEDIA MAJOR**FIRST YEAR**

Introduction to Digital Media

Introduction to Film and

Television Production

SECOND YEAR

Digital Design Publishing

Documentary Production,

Forms & Techniques

OR 2D Computer Animation

Design for Interactive Media

Music Sound Studio

THIRD YEAR

Creating Interactive Multimedia

Electronic Publishing

on the Internet

WEB DEVELOPMENT MAJOR**FIRST YEAR**

Introduction to Digital Media

Print to Web Digital Publishing

SECOND YEAR

Website Graphics Design

Data Driven Websites

Design for Interactive Media

Electronic Publishing

on the Internet

THIRD YEAR**Select two of the following:**

Web Technologies

Accessible Interactive Media

Advanced Electronic and

Multimedia Publishing

Advanced Print to Web Publishing

Advanced Production Project 1

FILM AND TELEVISION MAJOR**FIRST YEAR**

Introduction to Digital Media

Introduction to Film and

Television Production

SECOND YEAR

Documentary Production,

Forms & Techniques

Drama Production,

Forms and Techniques

Select one of the following:

Electronic Arts: Sound

Scriptwriting for Media

Select one of the following:

Music Sound Studio

Scriptwriting for Live Performance

THIRD YEAR**Students must complete:**

Experimental Production,

Forms and Techniques

Followed by one of**the following:**

Advanced Production Project 1

Advanced Production Project 2

DRAMA MAJOR**FIRST YEAR**

Performance

Light, Space and Sound

SECOND YEAR**Select 4 of the following:**

Australian Performance

World Puppetry

Electronic Arts: Sound

Scriptwriting for Media

Asian Performance

European Performance

Electronic Arts: Visual Theatre

Scriptwriting for Live Performance

THIRD YEAR**Select 1 of the following:**

Directing Performance

Advanced Production Project 1

Select 1 of the following:

Performing Arts Practicum

Advanced Production Project 2

MUSIC MEDIA MAJOR**FIRST YEAR**

Music Theatre 1

OR World Music

Music Theatre 2

OR History of Jazz Music

SECOND YEAR**Select four of the following:**

Music Theatre 3

Electronic Arts: Sound

Music Theatre 4

Music Sound Studio

Progressive Rock

Scriptwriting for Live Performance

THIRD YEAR

Advanced Production Project 1

OR Directing Performance

Advanced Production Project 2

OR Performing Arts Practicum

PERFORMING ARTS MAJOR

FIRST YEAR

Select one of the following:

Effective Communication

Performance

Introduction to Digital Media

Introduction to Film and

Television Production

Music Theatre 1

World Music

Select one of the following:

Music Theatre 2

History of Jazz Music

Effective Communication

Light, Space and Sound

Introduction to Digital Media

Introduction to Film and

Television Production

SECOND YEAR

Select four of the following:

Electronic Arts: Sound

Scriptwriting for Media

Australian Performance

Documentary Production,

Forms and Techniques

Music Theatre 3

Progressive Rock

World Puppetry

Asian Performance

European Performance

Electronic Arts: Visual Theatre

Scriptwriting for Live Performance

Music Sound Studio

Drama Production,

Forms and Techniques

Music Theatre 4

THIRD YEAR

Select two of the following:

Directing Performance

Advanced Production Project 1

Performing Arts Practicum

Advanced Production Project 2



Alex Plisko

Graduated – Bachelor of Media Arts

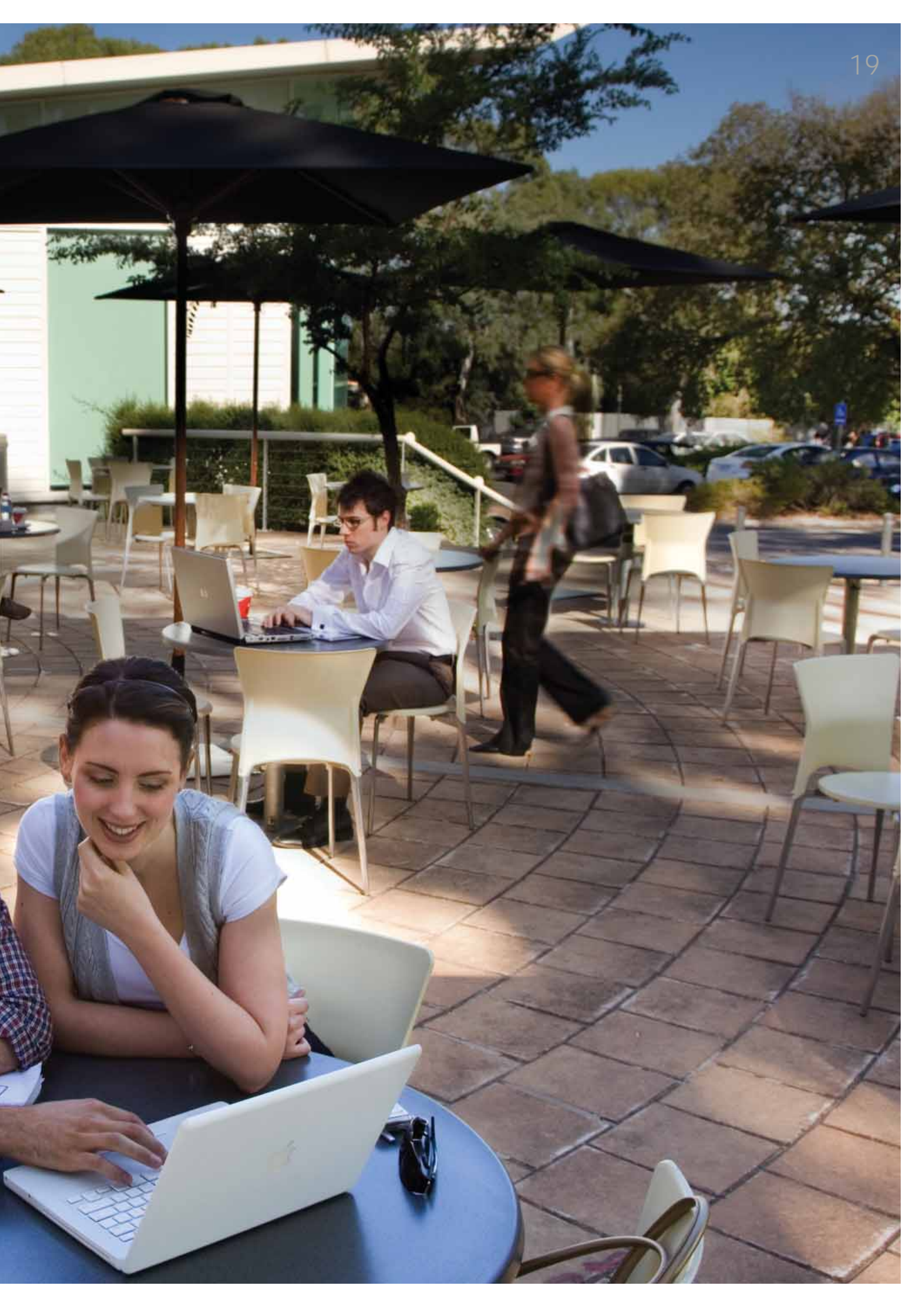
Employment – Freelancer, live performances

‘Students will come away from this program with a sound technical and theoretical knowledge in a wide range of artistic backgrounds. I enjoyed the practical nature of assignments where I could make something and come away with a professional product to show.

I now freelance as a live performance technician (primarily theatre, but also music concerts, and film) and manager for live performance (stage or production).

There is plenty of work out there; you just have to put yourself at the top of the list by having the experience and a strong background of knowledge and practical skills in a wide range of fields – which the Bachelor of Media Arts helps to provide.’





Bachelor of Public Relations

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	444251
UniSA program code	MBPB
CRICOS code (international students only)	058638E
ATAR (February 2011 cut-off)	60.55
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	No
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

Public relations practitioners are important to effective internal and external communication of organisations. Public relations is about: managing and understanding public attitudes and perceptions; and developing sound relationships for all involved. It's about making communication work for organisations.

The Bachelor of Public Relations develop skills in writing for different audiences. Students

understand and work with new media as Public Relations practitioners blog, tweet and set up Facebook messages. Students plan effective and creative campaigns and events and learn to manage issues and crises ethically and responsibly. They develop an understanding of international and inter-cultural contexts of public relations practice. Students are provided with theoretical principles and practical skills in managing the activities of professional public relations.

What will I study?

The Bachelor of Public Relations provides professional training in managing contemporary public relations creatively, ethically and strategically. Study in the first two years of the degree focuses on tactics, strategies, and creative approaches important to effective public relations. Students also learn about consumer behaviour and marketing principles important to integrated communication management.

In the third and final year, focus is on the development of writing skills, leadership and management skills, developing career portfolios and gaining first-hand experience through internships or placements that can be completed in South Australia or in some cases interstate.

Throughout the duration of the program, students complete six Sub Major courses and are able to select from a wide range of areas including: multimedia studies, event management, marketing, health sciences, psychology, languages, writing, media, culture and many others. The public relations industry, in South Australia and throughout Australia, works closely with staff of all university accredited programs to ensure employability and opportunity for diverse career opportunities.

What does it take?

Students will need enthusiasm, creativity, very good verbal and written communication and leadership skills. Students need to have an interest in community and international issues, and in exploring and considering ways to effectively manage these issues.

Who will employ me?

Graduates will find positions in many sectors: government, not-for-profit and private practice locally, nationally and internationally. Positions for new graduates include: public relations accounts consultant; communications officer; media relations/liaison officer; publicist; community relations officer; promotions and publicity officer; government relations officer; corporate affairs coordinator, stakeholder coordinator; events coordinator; fundraising and marketing coordinator; speech writer; and many more.

Professional recognition

Graduates will be eligible, with three years public relations experience, for membership of the Public Relations Institute of Australia.

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**

Communication:

Rhetoric and Reasoning L

Computers:

Communication and Society

Public Relations

Theory and Practice

Sub-Major 1

Second Half**(Study Period 4, 5 or 6)**

Global Societies

Media Literacies

Public Relations Writing

Free Elective

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Strategic and Creative

Public Relations

Marketing Principles:

Trading and Exchange

Sub-Major 2

Sub-Major 3

Second Half**(Study Period 4, 5 or 6)**Public Relations Issues
and Crisis Management

Corporate and International

Public Relations

Buyer and Consumer Behaviour

Sub-Major 4

THIRD YEAR**First Half****(Study Period 1, 2 or 3)**Communication Management
and Leadership

Professional Public Relations Texts

Public Relations Elective

Sub-Major 5

Second Half**(Study Period 4, 5 or 6)**Communication, Culture
and Indigenous Australians

Internship or Placement

Sub-Major 6



Imogen Simmons

Graduated – Bachelor of Public Relations

'I have always been interested in studying communications, media or marketing and through studying this program I am more knowledgeable and professional. I feel I can take on any task and handle any situation with everything I've learnt at UniSA.

In class, we discuss hypothetical situations and how we may act, and then work placements allow us to put what we learn into practice in real-life situations. I have undertaken an internship at the Australian Taxation Office in the marketing and communications section, which has helped my understanding of communications in practice.

Teaching staff have shown a genuine consideration for our learning and have made sure that every student is on track with their studies.'

Bachelor of Arts

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Tuesday 29 November

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	424541
UniSA program code	MBAT
CRICOS code (international students only)	024180D
ATAR (February 2011 cut-off)	80.95
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 20,300 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

Focusing on the notion of ethical citizenship, the new Bachelor of Arts program offers students a choice of five strands of study: Communication, Creativity and Culture; History and Belonging; Languages; Literature and Language; and Politics and International Studies. The added value of the Bachelor of Arts is that it may provide a pathway to other programs such as Law and Journalism. The program is for students interested in international affairs, communicating in a global environment, and internationalising their life experience.

The program includes an opportunity for students to consolidate their knowledge through practical experience in their chosen field. The combination of theory and practical learning means that graduates will be equipped with the knowledge and experience to be immediately effective in their chosen profession.

This is a unique degree in South Australia, presenting students with a world of interesting possibilities.

The program will help to develop:

- » the capacity for critical analysis across a range of courses
- » a sound understanding and appreciation of a number of specialised discipline areas

- » the skills and knowledge for effective problem solving; effective communication skills
- » an appreciation of ethical citizenship.

What will I study?

The Bachelor of Arts educates students on key concepts, theories, and significant issues facing Australians in an era of globalisation. Students will engage in debate and dialogues with their peers on topics such as human rights, ethics, the environment, cross-cultural understanding, war and peace, communication, politics, history and identity, as well as the meaning of citizenship.

The program has been designed in consultation with an advisory group made up of individuals from the corporate world and leaders in foreign affairs; languages; public policy and government; journalism and public relations. This ensures that the curriculum is dynamic and relevant. The program is taught by UniSA staff who are all highly qualified and come from a diverse range of cultural backgrounds, academic institutions, and industries. They will provide students with insight and knowledge on how to prepare for successful professional careers.

What does it take?

This is a specialised Arts program aimed at high achieving students who want a broad academic experience with flexibility and choice.

This program is suited to students who:

- » want to embark upon an exciting career with the potential to make a positive difference in the world

- » are creative and possess strong analytical skills
- » have an interest in communication, languages, culture and identity

Who will employ me?

Development of professional expertise is embedded in all of the courses of the Bachelor of Arts in order to prepare students for careers beyond their university education. The Bachelor of Arts prepares you for a variety of career pathways in communication, government, community organisations, and the corporate world. Graduates could find themselves working in large multinational corporations in Asia or Europe, the Australian government, or non-government organisations.

Honours

A separate one year Bachelor of Arts (Honours) program is available to students who complete this program with a credit or higher grade point average.

Law Double Degree Option

The Bachelor of Arts may be undertaken as a double degree with the Bachelor of Laws (DBLD).

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**

Communication:

Rhetoric and Reasoning L

Contemporary Aboriginal Issues

Free Elective

Major A required course

Second Half**(Study Period 4, 5 or 6)**

Governance and

Citizenship in Australia

Global Societies

Major A required course

Major A required course

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Major A required course

Major A option course

Major B required course

Major B required course

Second Half**(Study Period 4, 5 or 6)**

Major A option course

Major A option course

Major B required course

Major B required course

THIRD YEAR**First Half****(Study Period 1, 2 or 3)**

Major A option course

Major B option course

Major B option course

Major B option course

Second Half**(Study Period 4, 5 or 6)**

Major B option course

Major elective course

Major elective course

Major elective course

MAJORS

Students select two of the following Majors and complete the 4 required courses and 4 of the option courses for each Major:

COMMUNICATION, CREATIVITY AND CULTURE MAJOR**Major required courses:**

Professional and Creative Communication 1

Professional and Creative Communication 2

Effective Communication

Youth Studies: Law and Order; Deviance and Justice

Major option courses:

Screen Matters

Hot Bodies, Cool Flesh: Sex, Race and Visual Body

Privileged Claims; Discounted Knowledges

Visual Arts and Culture of the Modern Age

Photography: the Evolution of Image

HISTORY AND BELONGING MAJOR**Major required courses:**

Australian History

Culture, Place and Meaning

Identity and Representation

Migration, Identity and Multiculturalism

Major option courses:

Rights and Racism

Aborigines, History and Colonialism

Urban Cultures

Languages and Identity

LANGUAGES

Majors in Arabic, French, Italian and Japanese

are available at UniSA.

Other languages are available through cross-institutional enrolment. All students enrol in eight prescribed courses.

LITERATURE AND LANGUAGE**Major required courses:**

The English Language:

Past and future

Reworking Canon

Introduction to Study Language

Language and Culture

in Professional Life

Major option courses:

Spoken Texts

Writing and Reading Poetry

Writing and Reading Short Fiction

Australian Film and Literature

Australian Society,

Aboriginal Voices

Arts Writing

POLITICS AND INTERNATIONAL STUDIES**Major required courses:**

International Relations and World Politics

Peace, War and International Politics

Contending Theoretical

Perspectives in

International Politics

International Political Economy

Major option courses:

International Media

Communication

Globalisation and

Asian Regionalism

Islam and World Politics

International Risk

Environmental Politics

Global Security and Sustainability

Bachelor of Journalism, Bachelor of Arts (International Studies)

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Tuesday 29 November (International Studies)
 Magill campus: Thursday 1 December (Journalism)

For more information and to register,
 visit unisa.edu.au/infosessions

SATAC code	444171
UniSA program code	MBJI
CRICOS code (international students only)	046037G
ATAR (February 2011 cut-off)	90.20
Program length	4 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

Journalists play a crucial role in society. They gather information from a diverse range of sources, and present this information in newspapers, on radio and television and online.

Journalism offers opportunities to cover important and sometimes dramatic events. It provides possibilities for experiences not encountered in other professions and offers many challenges. It is increasingly becoming a global field, with journalists – and those with journalistic skills and knowledge – employed in a range of contexts and cultural settings.

UniSA offers the only Journalism programs in South Australia.

Studying journalism provides an opportunity to develop skills in print, broadcast and online journalism, to develop an understanding of major issues facing working journalists, and to prepare for work in the media. By combining study in Journalism with study in International Studies, students can develop skills and understanding in journalism and related areas, and be able to apply these to a broad range of settings and social, cultural and political contexts.

What will I study?

Students in this double degree program complete professional majors in Journalism and International Studies. The Journalism component

provides practical knowledge and a theoretical understanding of journalism in preparation for practice in this area. International Studies develops skills in applying cross-cultural, historical, political and international relations concepts to a variety of contexts. Other components include a minor in a language and electives in Journalism and International Studies.

As well as being able to participate in industry internships, students have the chance to broaden their studies through an international exchange where they can undertake their International Studies electives or the Hawke Ambassador Program. All students are involved in producing stories for the Journalism students' regular online publication, On The Record, and have the opportunity to take a role in the editing and production process.

Students may also pursue other diverse learning opportunities such as publishing articles in the student journal The South Australian Globalist, participating in Model UN Conferences, and researching and creating scripts for broadcast items on the School radio or television podcasts.

What does it take?

Successful journalists have a good general knowledge of and a strong curiosity about the world around them; excellent interpersonal skills; persistence and flexibility; a high degree of proficiency with the English language; and an ability to work under pressure and meet deadlines. Journalists also often have to apply cross-cultural, historical, political and international relations concepts in the course of their work,

so an interest in international relations and a willingness to develop knowledge in this area can improve employment prospects.

Who will employ me?

This program prepares students for employment in a wide range of journalism-related fields in various cultural settings.

Graduates of this program have an excellent employment record. They are employed as journalists and in related areas such as public relations or corporate affairs throughout Australia and in many places overseas such as the United Kingdom, Germany, the United States and Hong Kong. Journalism employers include local metropolitan and country media, the government sector and trade, business, and special interest newspapers and magazines.

Professional recognition

The Media, Entertainment and Arts Alliance (MEAA) is the only national journalists' professional association in Australia. While journalists are not required to be formally accredited to practise, many Australian journalists are members of the MEAA. UniSA Journalism graduating students are eligible for a year's free membership of the Alliance, and the Alliance promotes links between the industry and Journalism students at a state and national level.

Graduates may apply for membership, at an appropriate level, of the Australian Institute for International Affairs, the Australasian Political Studies Association, and the Royal Australian Institute of Public Administration.

Honours

A separate one year Bachelor of Arts (Honours) program is available in International Studies to students who complete this program with a credit or higher grade point average, and who complete the major in International Relations with a credit or higher grade point average. Honours in Journalism is not available.

Program requirements

FIRST YEAR

First Half

(Study Period 1, 2 or 3)

Communication:

Rhetoric and Reasoning L

Principles of Journalism

Peace, War and

International Politics

Language 1A

Second Half

(Study Period 4, 5 or 6)

Free Elective

News Writing

International Relations
and World Politics

Language 1B

SECOND YEAR

First Half

(Study Period 1, 2 or 3)

Journalism Techniques

Contending Theoretical
Perspectives in

International Politics

Media Contexts

Language 2A

Second Half

(Study Period 4, 5 or 6)

Journalism Ethics

Journalism Production

International Political Economy

Language 2B

THIRD YEAR

First Half

(Study Period 1, 2 or 3)

Media Law

Communication, Culture
and Indigenous Australians

Major course from optional
strand (International
Relations Major)

Major course from optional
strand (International
Relations Major)

Second Half

(Study Period 4, 5 or 6)

Advanced News Writing

Journalism Major option

International Studies elective 1

International Studies elective 2

FOURTH YEAR

First Half

(Study Period 1, 2 or 3)

Journalism Professional Practice

International Studies elective 3

International Studies elective 4

Second Half

(Study Period 4, 5 or 6)

Journalism Project

Major course from optional strand
(International Relations Major)

Capstone Research Project

Journalism Major option

JOURNALISM MAJOR OPTIONS

Advanced Radio News

Advanced Television News

Digital Journalism

Notetaking for the Media

Advanced Print Workshop

INTERNATIONAL RELATIONS OPTIONAL STRANDS

Students select one of the
optional strands listed below
and complete all three
listed courses as part of
the International Relations
Professional Major:

ASIA AND THE WORLD

Contemporary Northeast Asia

Contemporary Southeast Asia

Globalisation and

Asian Regionalism

FORCES IN WORLD POLITICS

European Union

and World Politics

Islam and World Politics

United States Politics

and Global Primacy

PEACE AND SECURITY

Global Security and Sustainability

Peace, Justice and Reconciliation

Transformation of Security:

Contemporary Issues

POLITICS, POLICY AND RISK

Environmental Politics

International Risk

Policy and Globalisation



Khama Reid

Graduated – Bachelor of Journalism,
Bachelor of Arts (International Studies)

‘Journalism provides the chance to learn theory and put it into practice and is a great way to get a taste of all aspects of journalism, while International Studies gives you a broader view of the world and a greater understanding of issues you are likely to report on at some point.

I loved the practical aspects of the program – being able to work as a journalist with other students during the radio course really honed my skills and gave me worthwhile experience. The internship and encouragement to apply for jobs throughout my degree gave me some essential industry contacts and taught me a lot.

I was working as a relief journalist at a country newspaper the week after handing up my last assignment and had two other relief jobs lined up.’

(08) 8302 2376 or 1300 UNINOW
study@unisa.edu.au

Bachelor of Journalism, Bachelor of Arts (Writing and Creative Communication)

Open Day 2011

City West campus: Sunday 21 August
unisa.edu.au/openday

Program Information Sessions 2011

Magill campus: Wednesday 7 September
 Magill campus: Thursday 1 December

For more information and to register,
 visit unisa.edu.au/infosessions

SATAC code	444281
UniSA program code	MBJW
CRICOS code (international students only)	067575G
ATAR (February 2011 cut-off)	85.15
Program length	4 years
Prerequisites	None
Assumed knowledge	None
Home campus	Magill
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 19,400 per annum
Scholarships available	unisa.edu.au/scholarships

Program overview

This double degree program provides students with professional studies and specialised skills in the field of journalism. It also provides a sound basis in the theory and practice of professional, technical and creative writing, the construction of texts, rhetoric and communication, and an understanding of the ways cultures and contexts shape all forms of discourse and communication level.

What will I study?

The program provides an opportunity for students to develop a broad range of essential journalistic skills and

knowledge, and to explore the practice of constructing texts and the underlying theory and analysis. The Journalism elements of the program incorporate such areas as news and feature writing, broadcast, print and online journalism, media law and desktop publishing, as well as key concepts in journalism, ethics and social, cultural and legal issues affecting journalism practice in Australia and internationally.

The Writing elements of the program deal with a wide range of creative, literary, professional and technical texts, focusing on their production and reception from planning and drafting stages to editing, publication, distribution and consumption.

What does it take?

Students need a strong interest in writing in a range of areas, from daily journalism to technical writing to creative writing. The program provides opportunities for students to develop their writing skills in a variety of contexts and formats, equipping them for practice in many writing focused professions, and has an emphasis on application of skills.

Who will employ me?

The broad range of skills and knowledge covered by this program equips graduates to work in a variety of communication-related roles.

The Journalism component of the program opens up a wide scope of activities across print, broadcast and online news media. These include reporting, editing, news reading and broadcast production. Journalists are employed by metropolitan and country newspapers, commercial radio and television stations, special interest publications, and in related areas such as public relations and communications.

The Writing and Creative Communication component of the program also opens up a broad range of opportunities in areas ranging from document design, marketing and administration to proofreading, creative or technical writing and publishing.

Professional recognition

The Media, Entertainment and Arts Alliance is the only national Journalists' professional association in Australia. While Journalists are not required to be formally accredited to practise, many Australian

Journalists are MEAA members. UniSA Journalism graduating students are eligible for a year's free membership of the MEAA, and the MEAA promotes links between the industry and Journalism students at a state and national level.

Honours

A separate one year Bachelor of Arts (Honours) program is available in Professional and Creative Communication to students who complete this program with a credit or higher grade point average. Honours in Journalism is not available.

Special features

The Journalism/Writing and Creative Communication double degree has a strong emphasis on application of skills and learning through experience. Students contribute to the Journalism students' regular online publication, *On The Record*, and can also take on production and editing roles with the publication. The program's radio and television courses give students the opportunity to gather, write and present broadcast bulletins to industry standard. Further practical experience is available through industry placements and applied projects. Students can showcase their creative writing skills through involvement in writing and editing of the student magazine, *Orrmulum*, contribution to the Piping Shrike book series and presentation of their work at readings.

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**Principles of JournalismProfessional and CreativeCommunication 1Communication:Rhetoric and Reasoning LComputers:Communication and Society**Second Half****(Study Period 4, 5 or 6)**News WritingFree ElectiveGlobal SocietiesProfessional and TechnicalWriting: An IntroductionOR Language and Context**SECOND YEAR****First Half****(Study Period 1, 2 or 3)**Writing and Text WorkshopJournalism TechniquesSub-major 1Media Contexts**Second Half****(Study Period 4, 5 or 6)**Professional and CreativeCommunication 2Journalism ProductionJournalism EthicsSub-major 2**THIRD YEAR****First Half****(Study Period 1, 2 or 3)**Media LawWriting and CreativeCommunication Major Option 1Sub-major 3Communication, Culture
and Indigenous Australians**Second Half****(Study Period 4, 5 or 6)**Writing and CreativeCommunication Major Option 2Advanced News WritingSub-major 4Journalism Major Option 1**FOURTH YEAR****First Half****(Study Period 1, 2 or 3)**Journalism Professional PracticeWriting and CreativeCommunication Major

Select one of the following

9 unit courses:Creative Writing Practice ORLiterary Texts and Practice**Second Half****(Study Period 4, 5 or 6)**Journalism ProjectJournalism Major Option 2Sub-major 5Sub-major 6**ALTERNATE FOURTH YEAR****First Half****(Study Period 1, 2 or 3)**Journalism Professional PracticeSub-major 5Sub-major 6**Second Half****(Study Period 4, 5 or 6)**Journalism ProjectJournalism Major Option 2Writing and CreativeCommunication Major

Select one of the following

9 unit courses:Advanced Editing and PublishingOR Writing andProfessional Practice**Journalism Professional**
Major Optional CoursesNotetaking for the MediaAdvanced Radio NewsAdvanced Television NewsSports JournalismDigital JournalismAdvanced Print Workshop**Writing and Creative**
Communication Professional
Major Optional CoursesAdvanced Technical WritingChildren's Literature:Writing for Young PeopleDesktop Publishing or PublicationIssues in Publication and DesignEditing and PublishingCreative NonfictionDigital StorytellingLanguage and ContextProfessional and TechnicalWriting: An IntroductionScriptwriting for Live PerformanceScriptwriting for MediaSport Literature and the MediaReworking the CanonSpoken TextsThe English Language:Past and FutureWriting and Reading PoetryWriting and Reading Short Fiction*Nicole Poppy***Bachelor of Journalism**

'I chose to study journalism because I love to write, I'm very organised and I like to know things.

I enjoyed the hands-on experience of work placements where we got to have a go at what journalism is actually about. I also enjoyed the exposure to a broad range of topics through studying journalism ethics, media law, advanced news writing and sports journalism.

The literary practice sub-major I undertook complemented journalism because it gave me a broader understanding of authors, novels and how to write. This meant that while learning journalism I was also reading about many different topics which helped to increase my general knowledge.'

(08) 8302 2376 or 1300 UNINOW
study@unisa.edu.au

Entry requirements

For Undergraduate Bachelor Degrees and Associate Degrees

Applicants are required to have:

- » Completed SACE;
- » Completed at least 80 credits of SACE at Stage 2 of which 60 must be Tertiary Admission subjects (TAS) and the other 20 either TAS, Recognised Studies or a mix of the two;
- » Completed any prerequisites for your chosen program;
- » Obtained a competitive ATAR;
- » Completed interstate or overseas qualifications that the University considers equivalent to the SACE;
- » Completed the International Baccalaureate Diploma;
- » Completed or partly completed a recognised higher education program at a recognised higher education institution;
- » Completed at least four Open Universities Australia (OUA) courses at the appropriate level;
- » Completed an award from TAFE or from another registered training organisation at AQF Certificate IV or above;

- » Qualified for Special Entry and completed the Special Tertiary Admissions Test (STAT). A personal competencies statement and/or employment experience may also be considered;
- » Completed the University Foundation Studies program.

Please note that some programs have prerequisites. Applicants should check all entry requirements before applying. For some programs, applicants may also be required to attend an interview or present a folio.

For more information on entry requirements, visit unisa.edu.au/future

Participation and Access

UniSA offers various programs and services to assist rural and/or socio-economically disadvantaged students, Indigenous Australians and people with a disability. For more information, contact (08) 8302 2376 or 1300 UNINOW or email study@unisa.edu.au

UniSA Advantage

UniSA Advantage is a bonus points scheme that encourages participation in education as well as rewards achievement in selected Year 12 subjects that better prepare students for university study. The scheme includes two strands – **Achievement and Aspire**.

Achievement bonus points will automatically be awarded if students score a C or better in Year 12 Tertiary Admission Subjects (TAS) relevant to their intended UniSA program. Find out more here www.unisa.edu.au/future/year12/bonuspoints

Aspire bonus points are awarded automatically to students who attend a school recognised by UniSA as 'under represented' with respect to students going on to higher education. Students from rural and remote areas are also eligible for automatic bonus points while those students on School Card (or state equivalent) and/or Youth Allowance, and do not attend a recognised school, can apply for bonus points by downloading an application form at unisa.edu.au/future/year12/bonuspoints

For more information, visit unisa.edu.au/future/year12/ bonuspoints. You can also contact Future Student Enquiries by phone (08) 8302 2376 or 1300 UNINOW (local call cost) or email study@unisa.edu.au

Student contributions

Student contributions are the amount you pay towards the cost of your program. The University determines the amount that you contribute within a range set by the Australian Government. The contribution that applies depends on which courses you choose to study and the contribution band in which those courses are classified. The amount of your student contribution also depends on the unit value of your courses of study (the equivalent full-time student load (EFTSL) value of the course).

As per the Australian Government guidelines, the student contribution amounts for 2011 are:

Band	Fields of study	Student contribution
National priorities	Mathematics, statistics, science	\$0 – \$4,355
Band 1	Humanities, behavioural science (including clinical psychology), social studies, foreign languages, visual and performing arts, education, nursing	\$0 – \$5,442
Band 2	Computing, built environment, health (allied health and other health), engineering, surveying, agriculture	\$0 – \$7,756
Band 3	Law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce	\$0 – \$9,080

Note: These amounts are for 1 EFTSL in 2011. The student contribution amounts for 2012 will be advised by the Federal Government in October 2011, and these will be available to view via unisa.edu.au/future/fees at that time.



UniSA

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Ask UniSA

Get answers 24/7 at unisa.edu.au/future

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Email study@unisa.edu.au

For information specific to international students, please visit unisa.edu.au/international

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Whyalla and Mount Gambier Programs

The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement, without prior notice.

CRICOS provider number 00121B

Information correct at time of printing, April 2011.