

Media and Communication In The Digital Age

Career Practitioner Seminar

14/02/2020





NATALIE COLLETT

Media and communications in
the digital age



Bachelor of Media and Communications/Bachelor of Business

Majors:

- **Advertising**

Explores dissemination of messages and how to use language and available channels to captivate an audience

- **Marketing**

Studies the data and research collection required for advertisers to best communicate a brand

The Swinburne Experience

Clubs and societies,
studying abroad and more



Clubs complement formal learning

- Offer industry talks
- Facilitate agency tours



**International
Media Industries
(China)**

**Study tours provide a
cross-cultural look at
the impacts of media
innovation and
globalisation**

Professional Placements

My practical experience in the media and communication field



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- Make your money go further**
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- Special offers**
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Who would enjoy this course?

- **Those who enjoy research and writing (as opposed to design)**

Course focuses on strategy rather than production of creative

- **Those who enjoy the VCE subject Media – but not for the production side**

My advice to those who are considering this course

- **The marketing and advertising fields are multi-faceted, consider which areas bring you joy**
- **Don't become caught up in university prestige – study what will give you the best real-world experience**

SOPHIE EVANS

3rd year student – Bachelor of Arts (Professional)
Majoring in Professional Writing and Editing



SUMMARY

SECONDARY EDUCATION

- Parkdale Secondary College – Class of 2013
- Dux of French, 2013

TERTIARY EDUCATION

- Monash Uni 2014
- Swinburne Uni 2017-present
- Contributing writer to Swine Magazine
- Editor of Swine Magazine
- Earned Charles D'Aprano Scholarship
- Professional Placement



ATARS, PREFERENCES & PRESSURE

- Pressure to choose career at 17/18 years old is an anxiety-inducing experience
- No real encouragement that deferral was an option
- Took 2014-2016 off to work and travel
- Applied for, or considered multiple courses but did not get in or continue
- SO. MANY. JOB. INTERVIEWS. (That didn't work out.)
- Researched courses casually and found Swinburne's Professional course with a Professional Writing & Editing major

UNIVERSITY

SUBJECTS

SWINE MAGAZINE

CHARLES D'APRANO SCHOLARSHIP + TRIP

PROFESSIONAL PLACEMENT

FIRST DAYS AT SWINBURNE

- **In high school, Swinburne was barely mentioned.**
- **Had no idea about opportunities for professional courses**
- **Loved the relaxed and collaborative atmosphere**

No where near the rigid feeling of Monash!

- **Really enjoyed all my units and teachers**
- **Awesome area for hanging out with friends within campus and in Glenferrie**

AREAS OF STUDY

- **Major: Professional Writing & Editing**
- **Minors: Social Media, Italian**

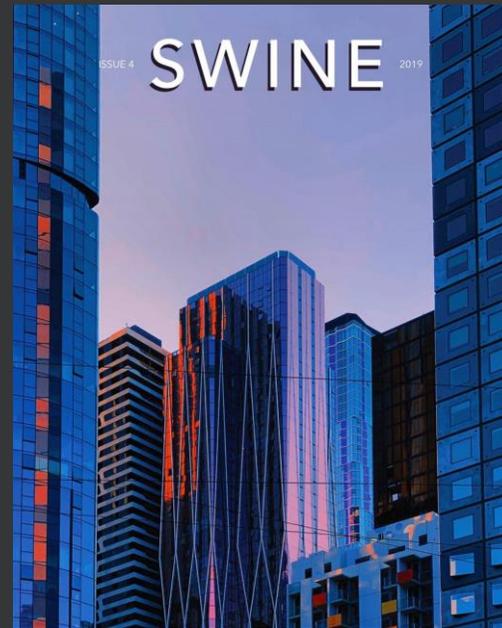
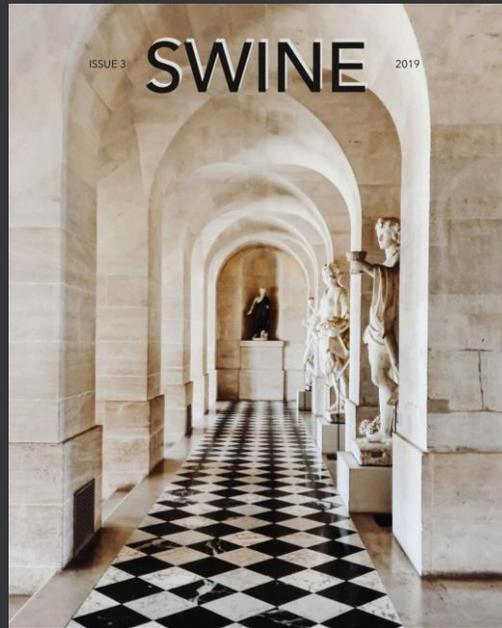
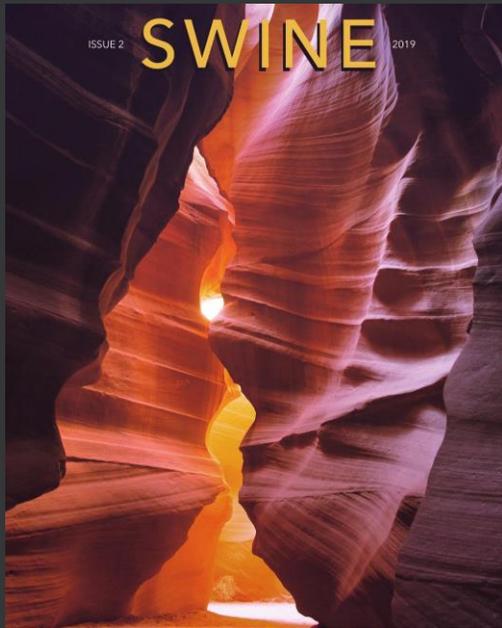
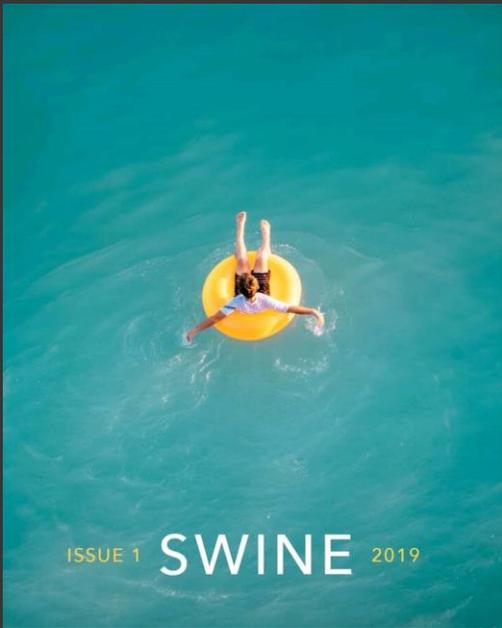
- **Units are all super hands-on**
- **Creating a portfolio as I go**
- **Italian: award winning convenor/lecturer**

SWINE MAGAZINE

- **Began contributing to Swine straight away**
- **Have been published 2-3 times per issue from 2017-2019**
- **Was recommended for editor role for the 2019 year and produced the biggest year yet for mag**

Biggest issue ever, complete redesign of magazine and social media, fostered relationships with writers

- **VITAL experience for CV**
- **Reinforcement of goals and skills/desires to be an editor**



We made it!

What a wonderful year as the editor of Swine Magazine. Since starting at Swinburne in 2017, I have consolidated a large portfolio of writing for the publication as well as gaining invaluable experience in the role as editor that has already helped me a great deal professionally.

Swine is a great opportunity to try new things and new styles! This can relate to all disciplines: writing, artwork, photography... I even tried my hand at a little creative writing this issue for the first time at Swine! This is a completely judgement-free space for you. We don't hand out DNP's!

I have loved reading all of your submissions and communicating with you all about your work and interests. I hope to have been a source of help and feedback, and perhaps inspiration. There are plenty of students that I could personally thank for their enthusiasm and acceptance of my edits.

We have so many intelligent and deep-diving writers willing to address some dicey topics without bias and analyse various topics of interest with great skill. Our photographers and artists are equally talented, producing original and stunning works to break up the written content.

I hope you have enjoyed issues 1-3 of Swine this year and that Issue 4 is a great end to 2019 and my tenure as editor. I wish you all the best for your end of year assessments, exams and graduations!

Zoe and I have hit so many milestones this year for Swine and are so grateful for all of the compliments we have received about our hard work. It's been a pleasure to work with someone with a similar vision for the magazine, which has made this year so enjoyable.

In 2019,

- We revamped the style and received a fantastic response

ISSUE 4

- We upscaled the size of each magazine each issue

- We created the biggest issue of Swine EVER (with the help of our wonderful contributors!)

- We collaborated via Australia, Japan and dodgy Chinese-censored internet to create Issue 3.

Many times this year, I have reflected on my objective to be a magazine editor, forgetting that I am one! It's helped me through some tough patches of indecisiveness and doubt to remind myself that I'm on the way to that goal. Thank you to the SSU for taking a chance on me. I hoped that during SSU elections, I would have a chance to continue being editor into 2020 but that won't be the case. It is quite bittersweet writing this final Editor's Letter.

We loved building Swine into a bigger and better magazine, and passing the baton on to the next editor after revamping the style and giving the mag a clearer vision for its future is a good feeling. Share the magazine with fellow Swinburne classmates and friends or see what it's like to produce CV-building content that honestly will help you across that job interview line-it has for me.

I hope you have enjoyed issues 1-3 of Swine this year and that Issue 4 is a great end to 2019 and my tenure as editor. I wish you all the best for your end of year assessments, exams and graduations!

Enjoy the last issue of 2019.

Sophie

<https://www.linkedin.com/in/sophie-evans1/>

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IS VEGANISM GUILT IN DISGUISE?

By Sophie Evans

Let me paint a picture of some of the vegans that I have met.

Often, they are passionate, opinionated, realistic and inquisitive. They may not bully me into giving up my \$40 rib eye steaks at restaurants, nor send me live videos of animals being slaughtered. However, many vegans have confounded me with their completely ridiculous contradictions. The many times that I have discussed veganism with a vegan, or overheard the topic between others, hands that are gestured emphatically are later holding a rolled-up five dollar note to their nostril, or smoking a joint. Can vegans have fun? Of course they can, but promoting and sometimes persuading the positivity surrounding a plant-based, clean diet seems counterintuitive to late night parties and drugs. In this instance, I really don't think you can have it both ways. Have a drink and enjoy yourself? Sure. Snort white powders and load up on hallucinogens at festivals? Is your body a true temple then?

Veganism seems to largely stem from a debauched past, with a new life of clean eating and yoga making up for years of excessive alcohol consumption, drug

CHARLES D'APRANO SCHOLARSHIP

- **Biannual scholarship, dedicated to founding lecturer of Italian Studies at Swinburne**
- **Research trip with topic of choice**

Italian fashion and contrast between modern and artisanal design focus

- **Applied in my last year of Italian (2018)– Do I? Don't I?**
- **Got it!**
- **Planned around Milan Fashion Week in September 2019**

ITALY TRIP



PROFESSIONAL PLACEMENT

- **Set up to be in 3rd year of course**
- **Stressful if you try to self-source**

Again, was trying to find specific roles at places I'd love to work at; few companies willing to offer experience for graduates/placements

- **Applied for one role and was rejected**
- **Started July 2019 at Hotglue**

Social media management, content creation and media buying agency

- **Initial six-month role, extended to twelve months**

PROFESSIONAL PLACEMENT cont'd.

- **Creation of content and copy that has reached global brand platforms**
- **Revamped Hotglue's social media presence**

Give us a follow! 😊 @hotglue

- **More social outings outside of work or during festive season**
- **Opportunity to interact with clients and form professional relationships**
- **Hotglue are helping me become what I'd like to be rather than making me who I should become**

hotglue Edit Profile

64 posts 306 followers 238 following

Hotglue
We're an integrated social-savvy, content production and media agency based in Melbourne, Australia.
hotglue.com.au

Clients Projects BTS HQ Events Blog Team

POSTS IGTV SAVED TAGGED



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DECEMBER 20, 2019

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Armani Beauty (AU)
Published by Sprinklr [?] · 16 December 2019 at 20:00

Be the most stylish pair in the room this Christmas. Present your amore with the timeless fresh and sensual fragrance of ACQUA DI GIÒ.

Notes of neroli, green tangerine and rosemary combine on the skin for a warming and elegant scent. Try before you buy in-store: bit.ly/ArmaniBeauty-Locations

Lancôme (AU)
Published by Sprinklr [?] · 23 December 2019

Who would love to be celebrating Noël in Paris with this year? Tag them in the comments below.

We're daydreaming of cozy Christmas markets with mulled wine, walks along the Seine with our amour, and a classic Parisian red lip of course!

📩: @missgiab



FINAL THOUGHTS

- VCE students should be inspired to think about their future, not feel as though it needs to be decided when they're 18. I think I would have loved to have been told *"You have time"* rather than *"Decide now"*
- I highly recommend Professional Placements degrees for the experience and networking
- Swinburne is fab for everyone– but especially for those who don't want to go to a traditional uni

Grazie mille!



Questions?

