

■ Postgraduate

Media and Communications

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SWINBURNE
UNIVERSITY OF
TECHNOLOGY

swinburne.edu.au/postgrad



Postgraduate programs in media and communications



Swinburne's postgraduate media and communications programs are designed to equip students with the conceptual and practical skills necessary to actively and creatively contribute to today's media world.

With the option of studying digital media production and policy, online journalism or commercial radio, students can choose a program that meets their individual needs.

Students will develop skills to enable entry into the media industry, or for those currently in the media, to enhance their expertise. With access to a full range of facilities and industry-recognised teaching staff, graduates are well-positioned for a rewarding career.



Media and communications

Master of Arts (Media and Communications)

Graduate Diploma of Arts (Media and Communications)

Graduate Certificate of Arts (Media and Communications)

Swinburne's media and communications programs have been designed to provide both a theoretical base and a portfolio of skills applicable to a wide range of media activities. They are aimed at developing the skills of those interested in working in media-related industries and enhancing the expertise of those already working in the media. The graduate certificate, graduate diploma and master degree equip graduates to participate in a dynamic and rapidly changing media landscape.

Students can choose from three streams: journalism, digital content production and media and communications policy.

The programs aim to:

- provide knowledge of and experience in the production of a range of traditional and new media
- provide students with workplace experience through placements and the development of projects for real clients
- provide experience in the presentation and marketing of media productions
- introduce students to the changing face of media culture and the new technologies of electronic media
- equip students with the skills to develop a substantial media production.

To see samples of student work, visit the MOTIF website at <http://motif.swinmc.net>

Career opportunities

These programs provide students with a broad range of writing and production skills valued in many sectors of the print, broadcast and electronic media industries, such as radio production, journalism and digital media production. Graduates will be equipped with digital technology skills likely to be sought by the government, non-government, not-for-profit and commercial media sectors.

Admission requirements

Completion of an approved undergraduate degree from a recognised university or equivalent institution, or experience considered suitable preparation, subject to approval.

Applicants who do not hold an appropriate qualification but who have relevant experience may be admitted at the graduate certificate level.

Selection is made on the basis of suitability for the course as determined by each candidate's application and supporting documentation, where required. Applicants are expected to be computer literate and have internet access outside of Swinburne.

Location

Hawthorn campus

Program length

Graduate certificate: Six months full-time or equivalent part-time

Graduate diploma: One year full-time or equivalent part-time

Master: One-and-a-half years full-time or equivalent part-time

Note: The graduate certificate is only offered as full-time study for students commencing in Semester 1; all study options are available to students commencing in Semester 2.

Time commitment

In addition to formal class time, students are expected to spend at least an equivalent number of hours per week in private study and/or team project work. Several electives and core units are offered in the evening.

Assessment

Assessment is by written assignment, media projects and other applied media forms.

Media and communications (continued)

Program structure

Graduate Certificate of Arts (Media and Communications)

Successful completion of the graduate certificate requires students to complete Media Industry Seminar (HAM419) and three units of study (or equivalent) totalling 50 credit points.

Graduate Diploma of Arts (Media and Communications)

Successful completion of the graduate diploma requires students to complete Media Project (HAM417) and Media Industry Seminar (HAM419) and six units of study (or equivalent) totalling 100 credit points.

Master of Arts (Media and Communications)

Successful completion of the master degree requires students to complete one of the following options:

- Media Project (HAM417) and Media Industry Seminar (HAM419) and 10 units of study (or equivalent) totalling 150 credit points
- Media Project (HAM417) and Media Industry Seminar (HAM419) and six units of study plus a thesis to the value of 50 credit points, totalling 150 credit points.

Students may choose from the three program themes – journalism, digital content production and media and communications policy – based on their interests, aptitudes and expected outcomes.

All units are valued at 12.5 credit points unless otherwise indicated.

Units of study

Core units	
HAM417	Media Project
HAM419	Media Industry Seminar
Elective units	
HAM402	Radio Production and Criticism A
HAM411	Globalisation: Media and Telecommunications
HAM416	Radio Production and Criticism B
HAM418	Media Work Experience/ Placement*
HAM420	Online and Convergent Journalism
HAM426	Communications Environments
HAM427	Media Public Policy
HAM430	Journalism in Context
HAM431	Network Cultures
HAM432	Digital Media Production
HAM433	Broadcast Journalism
HAM434	Media Arts
HAM435	Network Literacies
HAM436	Remix Culture
HAM437	Media Law and Ethics
HAM438	Multimedia Research Seminar
HET742	Digital Video and Audio
HET773	Internet and WWW I
HET723	Internet and WWW II
HET745	Multimedia Imaging
HET746	Multimedia Authoring
Minor thesis units	
HAM530	Thesis part-time A**
HAM531	Thesis part-time B** (prerequisite: HAM530)
HAM507	Thesis (full-time over one semester)#

Note: Not all elective units are offered each year; the range of units is dependent on staff availability.

*Only available to local students; students will be invited to apply for work placement and selected on the basis of their results and aptitude for placement.

**Unit is valued at 25 credit points.

#Unit is valued at 50 credit points.

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Unit of study outlines

HAM402 Radio Production and Criticism A

This is a production unit that aims to equip students with the skills necessary for successful participation in radio production. Sound recording, editing, panel operation, voice production and interviewing are all covered. While the acquisition of production skills is an essential part of the course, the broader context of how those skills can be applied is specifically addressed. Students are introduced to the theoretical constructs and debates that have directed the development of government policy, radio content and programming. The unit also examines the historical factors that have helped shape the radio industry in Australia and the impact that radio has had on the lives of both communities and individuals during the past 70 years. Students will examine the aspects of radio that set it apart from other media: its ephemeral quality, its reliance on oral delivery and its intimate relationship to its audience.

HAM411 Globalisation: Media and Telecommunications

This subject examines the complex set of economic, political, cultural and technological changes that characterise what we more commonly refer to as globalisation. The subject explores key debates associated with historical and theoretical perspectives on globalisation. A central concern of the subject is a two-way examination: of the globalisation of the media, and of the impacts of media and telecommunications technologies on the processes of globalisation. In emphasising the importance of these technologies, this unit examines the extraordinary growth and changes in the field of communications, with special attention to the convergence of media and telecommunications. The complex forces of technological change are analysed, with specific relationship to established political economy and media and cultural theory.

HAM416 Radio Production and Criticism B

Prerequisite: Radio Production and Criticism A (HAM402)

During this unit, students will extend the knowledge gained in Radio Production and Criticism A (HAM402) and apply and expand their radio production skills. Students participate in the production of documentary and variety programs with the aim of securing broadcast airtime. The emphasis of this course is on praxis – students are encouraged to apply the theoretical knowledge of radio textual analysis to their own productions and to constantly review their own and others' work with reference to the constructs examined in Radio Production and Criticism A. Students are also expected to keep abreast of changes and developments in the radio industry.

HAM417 Media Project

This unit allows students to plan, design and execute the creation of a substantial media project. It aims to enhance their capability in applying research to the process of producing innovative media products. Students are supervised in both the design and implementation of a product of their choice (for example, a radio documentary or an electronic journal), targeted and delivered to a client. This unit is designed to extend students' skills in radio and electronic writing and to provide an opportunity to gain experience in the workplace and to work independently as freelance practitioners. Attention will be paid to the presentation and marketing of the project.

HAM418 Media Work Experience/ Placement

Designed to allow those not currently employed by a media organisation to undertake an extended workplace experience, this unit also promotes the value of effective membership in and an understanding of the importance of networking within professional environments. Students who are currently employed by a media organisation will also be expected to write an extended report on their workplace or may elect to undertake placement at a different media organisation. As well as providing an introduction to valuable contacts within the industry, this unit aims to encourage students to critically examine workplace practices in the media industry at a time of significant technological and cultural change.

Note: This elective unit is only available, by application, to local students.

HAM419 Media Industry Seminar

In this unit, students attend weekly seminars presented by professionals working in the media industries. Presenters are drawn from a range of areas including multimedia and online production, content management, journalism, the film, television and radio industries, and independent/freelance production. Students also research and conduct an interview with an industry professional from a field of their choice and present it as a finished media product in the form of a report, radio or video interview or website. The aim of this unit is to introduce students to media industry professionals from a range of fields to expose them to the kinds of employment opportunities available in the media professions. Students will also participate in professional networking opportunities as part of this unit.

HAM420 Online and Convergent Journalism

The rapid evolution of new media delivery technologies such as the internet, combined with globalisation and the increasing worldwide demand for news services, is transforming journalistic production. The rapid integration of multiple news interfaces online (print stories alongside streaming vision and audio) means that journalists require more than an ability to spot a story and write it up. In this unit, students will learn how to report, write, record, shoot and deliver news across a range of media. Students will develop a detailed critical understanding of the concepts of convergent and online journalism. They will also acquire competence in a range of writing and publishing practices relevant to electronic publishing.

HAM426 Communications Environments

In communications services the value chain for users is changing radically. The old paradigms of telecommunications development – ‘build the networks and they will come’ – are gone. This unit deals with the systematic consideration of media end users, which is often neglected. It focuses on the need to understand user perspectives rather than technology perspectives, or on the complexities of the demand side of the equation rather than the supply side. It explores the idea that the development of so many innovative communications service perspectives requires that organisations that invest in new communications services undertake greater investigation of the needs of their audience.

HAM427 Media Public Policy

The aim of this subject is to provide students with a deep awareness of the social, political, economic and cultural factors that help shape and determine public policy in the area of media and communications in a digital age. Students will be introduced to the evolution of media public policy in Australia and overseas. Starting with traditional media forms such as print and broadcast, the unit investigates the historical circumstances which have shaped the development of public policy over the last five decades. It also examines public policy issues involving converged new media forms with telecommunications industry links and the questions that arise out of the regulation of the internet, and video and computer games.

HAM430 Journalism in Context

This unit aims to introduce students to current issues affecting the journalism profession in Australia and around the world. It allows students to undertake extended writing projects to enhance and improve their writing and research skills, and encourages them to think critically about the social and cultural place of journalism, the production of news and the role of the media audience. This unit will explore a range of issues in relation to contemporary journalism in the context of converged media and cross-media platforms. Areas covered include hyper-local journalism and the web, citizen journalism and participatory media, news and the blogosphere, news gathering in virtual environments, on-demand news production, journalism and changing copyright environments.

HAM431 Network Cultures

This unit introduces students to key issues relating to electronic media technologies. It aims to provide them with frameworks for understanding the genealogies of new media and their relationships to older technologies. Students will be asked such questions as: What is a medium? What is technology? What is culture? How do these interact with each other? As well as encouraging students to think through issues relating to new media, this unit aims to provide students with both the experience of using and the skills to use new technologies effectively. The unit will be delivered using a combination of face-to-face teaching and a range of technologies (hypertext, email, chat, wikis, blogs and social software). Students will be required to submit work for assessment in a similar array of formats.

HAM432 Digital Media Production

This unit prepares students for professional activities in digital media production. It introduces students to the use of wikis, blogs and other forms of social software, basic digital video recording and editing, and basic digital audio recording and editing. Students will develop a digital production skill set that will enable them to participate effectively in digital media production environments. Students will develop core competencies in digital media production to enable them to work and learn effectively in other postgraduate media units.

Units of study outlines (continued)

HAM433 Broadcast Journalism

This unit introduces students to the major theories, concepts and methods used in the practice of broadcast journalism and to the basic skills required to undertake news reporting for radio and television. It exposes students to broadcast journalism writing styles for radio and television news, and public affairs reporting. Students gain practical training and experience in voice production, digital radio studio production and recorder phone and television news scriptwriting. They also receive training in the use of hard disk recorders and editing suites. Students are involved in the daily news output of local news and current affairs. Legal, professional and ethical issues in relation to broadcast journalistic practice are also discussed.

HAM434 Media Arts

This unit presents a comprehensive overview of the development of media arts culture, with emphasis on the Australian context. Students are introduced to a variety of media-art forms, from animation and interactive narrative, to immersive, virtual environments and internet art. Representing the work of established and emerging Australian media artists, the unit seeks to generate informed discussion about the very idea of a media arts culture – where it fits in relation to existing practices and modes of exhibition, aesthetic values of appreciation and reception, and its development out of a longer history of experimentation in the arts. In this context, students are encouraged to critically examine the impact of digital technologies on existing media arts practices and to discuss the ways in which media artists explore the social and cultural implications of living in the digital age.

HAM435 Network Literacies

In this unit, students critically examine current theory relating to electronic writing and, in particular, hypertext. Does the embodiment of electronic writing in the form of stand-alone hypertext applications or in the form of the world wide web, through hypertext mark-up language (HTML), change our relationship as readers of the written word? Does electronic writing, as Mark Poster argues, represent a third stage in the mode of information in which 'the self is decentred, dispersed and multiplied in continuous instability'? Students will also be introduced to the basics of HTML, web authoring tools such as Dreamweaver and Fireworks, and various other software packages. Students will consider the experience of writing in an online, electronic environment. What are the rules, if any, which govern this new writing space and to what extent has a rhetoric of electronic writing been developed? Students will be encouraged to re-think the concept of writing and will be introduced to more recent developments in online writing, such as blogs, wikis and other forms of user-driven content.

HAM436 Remix Culture

The aim of this unit is to critically explore the contemporary practice of remix and the aesthetic, political and tactical motivations of the artists and audiences involved. Students explore the history of remixing, mashing and remaking of found material in popular culture genres such as hip-hop and rap, the appropriation art associated with postmodernism and the 'do-it-yourself' hacker sensibility of cyberpunk. The unit also investigates how these practices are changing concepts of ownership, originality and creativity. As well as critically exploring these questions, students will create their own remix. After completing this unit, students will understand the role of remixing, mashing and remaking in popular culture and their implications for intellectual property and the changing nature of copyright.

HAM437 Media Law and Ethics

This course aims to provide an understanding of the main areas of the law that affect decision-making regarding the publication or broadcasting of material. Students are taught to apply the principles of the law to real examples and will develop the ability to make judgements on when and how to publish contentious material. This will include the ability to make a judgement on when it is necessary to seek professional legal advice. Students will also learn about how the law has developed.

HAM438 Multimedia Research Seminar

This seminar unit consolidates and enhances research skills developed during students' previous (undergraduate) study. In particular, it will equip students with the critical and practical skills necessary for designing and implementing a master-by-coursework research project and will encourage students to situate their own research within wider academic and industry contexts.

HAM530 and HAM531 Thesis (part-time); or HAM507 Thesis (full-time)

Students who undertake the minor thesis have the option to write an academic dissertation or research report, case study or other form of industry-related, consultancy-based research. Students work on a minor thesis under staff supervision and the nature of the examinable outcome of the thesis subject can be negotiated with a student's supervisor. The conceptual and methodological underpinning for the thesis will emerge from materials and concepts studied in core and elective units. International students will have the opportunity to pursue topics related to their country of origin or explore comparative research subjects. The thesis requires a literature survey and a theoretical or experimental investigation. A preliminary proposal of the thesis to be undertaken must be submitted for approval by the student's supervisor and it is expected that the topic will be related to the current research and teaching interests of staff.

HET742 Digital Video and Audio

Introducing the concept of non-linear video and audio editing using digital video and audio technology, this unit will equip students with the basic skills required to capture and edit video and audio material, and to master to a variety of formats, including DVD, CD and streaming formats for the world wide web. The unit explores storytelling tools, video technology, camera and lighting skills, video capture, video editing, titles and credits, production planning, scriptwriting and storyboarding, production design, production estimation and timelines, advanced editing and FX, advanced audio and sound FX production, and internet video.

HET773 Internet and WWW I

This unit is designed to introduce the internet, the world wide web and associated local and wide-area network issues. It explores the internet, how it works and how the world wide web operates across it. A range of topics about the internet and the world wide web are critically and practically explored: how web browsers work, bandwidth issues and relevant trade-offs, graphics files (size, download times and formats), copyright on the internet (source code, images, designs, use of other work and sampling), website security and intranets, web search technologies and strategies, email, and online synchronous and asynchronous communications.

HET723 Internet and WWW II

This unit introduces the functionality of web page programming to achieve greater interactivity of websites and the development of data-driven websites. Several technologies for web page programming are explored and associated issues are examined. A range of design and usability principles are explored: basic programming concepts, HTML and forms, DHTML concepts, basic database structure and design (including SQL), document object model, client-side web scripting and server-side web scripting.

HET745 Multimedia Imaging

This unit provides an introduction to the practice of multimedia by developing appropriate skills with multimedia software. It includes an introduction to the practice of multimedia creation using various industry standard software tools and covers concepts in digital image creation and manipulation, and an introduction to bitmap and vector graphics. The unit also provides a comparison of various multimedia software packages, plus an introduction to typography and typographic manipulation, colour models and tonal manipulation in computer graphics, computer graphic file types, and cross platform and delivery issues in multimedia.

HET746 Multimedia Authoring

This unit addresses multimedia programming and authoring concepts using industry standard software packages. The unit also covers principles of animation applied to computer graphics using a range of media in multimedia products and interaction using scripting languages.

Jane Curtis

Master of Arts (Media and Communications)

I chose Swinburne because their course structure is open to specialisation but is also flexible enough to allow you to try other disciplines and get a well-rounded knowledge base and skills in journalism, digital media, online communications and new media arts.

I gained confidence in my abilities and ideas through the ongoing support of lecturers – this has made a really huge difference to me.

My favourite aspects of the course have been the hands-on projects – creating and editing audio, video and online pieces – and writing articles for and participating in the online communities set up for the course, through class blogs and social networks.



Commercial radio

Graduate Diploma of Arts (Commercial Radio)

Radio is the pre-eminent media used by Australians for entertainment and information. Its role in society has evolved over the past 70 years from an amusing novelty to an essential part of everyday life. Commercial radio is a specialist field requiring highly trained people with a range of skills and capable of communicating with a broad cross-section of society.

This program is designed for those who wish to pursue a career in commercial radio broadcasting. It consists of two semesters of intensive tuition in all aspects of commercial radio operations, with practical training in announcing and news presentation. Other areas covered include voice training, copywriting, news writing and presentation, sales and marketing, promotions, music and programming, radio station management and computing skills.

The course has a strong focus on digital audio processing and control systems, using extensive computing facilities in studios and production areas. Broader issues are introduced including broadcasting ethics and codes of practice, media law and ownership, the impact of information technologies and audience research.

Career opportunities

The Graduate Diploma of Arts (Commercial Radio) has been operating successfully since 1989, with over 80 per cent of graduates securing positions in commercial radio stations across Australia. Graduates are employed in a variety of on-air and off-air positions, working as announcers, journalists, creative writers, sales executives, promotions managers, scheduling personnel, production managers and music directors. Graduates should expect that their initial appointment into commercial radio will most likely be in a regional market; many graduates have been promoted to larger regional and metropolitan markets and more than one third of all graduates now work in metropolitan stations in all Australian states and territories.

Professional recognition

The Graduate Diploma of Arts (Commercial Radio) has been developed in consultation with Commercial Radio Australia (CRA), representing the commercial radio industry, and is recognised nationally as approved pre-entry training.

Admission requirements

Completion of an approved undergraduate degree from a recognised university or equivalent institution, or substantial experience in radio or related media industries.

Selection is made on the basis of suitability for the course as determined by admission requirements and an interview. The personal qualities sought in applicants include:

- a clear intention and desire to make commercial radio a career
- an ability to work co-operatively in a group
- a clear speaking voice (essential).

Applicants are expected to be computer literate and are encouraged to have access to a computer and the internet outside of Swinburne.

Location

Hawthorn campus

Program length

One year full-time



Time commitment

The program comprises three day sessions and one evening session per week with 11 hours of class contact per week. Students will have access to radio studios and production facilities outside regular class hours to complete assignments and operate an in-house broadcasting service. Students should allow an additional 15 hours per week for assignments. Computer laboratories are accessible for digital audio training, word processing, internet access and individual email services.

Industry placement program (local students only)

The industry placement program places students into regional commercial radio stations for two to three weeks during the course. This placement is designed to allow students to experience first-hand the environment and operating style of commercial radio, gain feedback on new skills and to make personal contacts within the industry.

Assessment

Assessment is by assignments, case studies, oral presentations, participation and reports.

Program structure

Successful completion of the Graduate Diploma of Arts (Commercial Radio) requires students to complete eight units of study. All units are valued at 12.5 credit points.

Units of study

Semester 1	
HAM441	Radio in Australia
HAM442	Radio Presentation
HAM445	Radio Advertising Copywriting
HAM447	Radio Broadcasting Practice
Semester 2	
HAM444	Radio Marketing and Promotions
HAM446	Radio Production
Electives	
Students must complete two elective units.	
HAM443	Radio Journalism
HAM448	Radio Industry Placement (local students only)
HAM449	Radio Project



Unit of study outlines

HAM441 Radio in Australia

Providing a historical and contemporary overview of radio in Australia, this unit looks at commercial, government and public stations, and the ownership and control regulations currently in place. Employment structures and staff roles are examined in detail, as are technical operations and programming philosophies. Methods of audience surveying and analysis are studied in relation to radio station programming and promotional activities. This unit will also explore the nature and detail of current broadcast legislation and regulations, and the legal issues faced by owners and broadcasters relating to defamation and contempt of court. Methods of staff selection and management, including awards, will be examined, as well as the impact of new technologies: satellite services, cable, narrowcast and in-store radio, plus applications and improvements in computer systems and digital audio technology.

HAM442 Radio Presentation

This unit develops a practical understanding of the radio presentation process, including the skills to use broadcasting equipment and communicate effectively with an audience. Individual tutoring on studio equipment is followed by voice training and the development of each student's individual style. Students will further develop an understanding of radio presentation techniques, using more advanced broadcasting equipment and programming skills. Structured assignments are designed to lead to proficiency in program preparation, operating techniques and self-evaluation. Skills in interviewing are developed through a structured plan, beginning with simple, short, pre-recorded interviews and leading to live in-depth talkback interviews. Students will use their skills to program and operate an in-house broadcasting service.

HAM443 Radio Journalism

This unit examines in detail the roles and responsibilities of a radio news journalist. Students will develop an understanding of news sources and cultivate skills in researching information, interviewing and editing news programs. They will also learn general media skills required for presenting in public, writing press releases and applying for employment, as well as personal assertiveness training. Students will gain experience in writing concise news stories, with an understanding of the conventions of writing for the ear. News bulletins will be prepared and broadcast at defined times as part of an in-house broadcasting service, incorporating both live and pre-recorded interviews. This unit further explores and develops the role of a radio news journalist and directs students to extend their skills and to develop industry contacts. Students will also gain experience in writing and presenting current affairs reports, incorporating live and pre-recorded interviews.

HAM444 Radio Marketing and Promotions

Exploring basic marketing concepts from a radio perspective, students undertaking this unit will understand the key concepts of the business–customer relationship and the role of marketing. Developing skills in teamwork and creative problem-solving is a critical part of this unit. Major topics include the marketing of a radio station to its clients and audience, the different approaches for selling radio air time and an analysis of the aims of station promotions. A range of themes will be explored, including positioning a radio station in a competitive media market, strategic planning and the 22 immutable laws of marketing and their application to radio. A detailed study of audience research information gathering and analysis, and diagnostic business analysis and advertising techniques will also form part of this unit.

HAM445 Radio Advertising Copywriting

This unit enables students to explore, understand and master the processes involved in writing radio commercials. Structured assignments will lead students through the process of interacting with an advertising client and gaining the skills to understand and interpret their needs. Students gain skills in working as part of a sales team and the ability to liaise with technical production staff. They will interview local businesses to obtain information to write advertising scripts for a variety of clients. Students also develop the ability to condense information into a script of pre-determined audio length to effectively communicate the message to its intended target and learn to lay out the script ready for client approval and recording. Integral to this process is the development of a clear understanding of the nature of the listening audience and their interaction with the radio medium.

HAM446 Radio Production

Students undertaking this unit will develop the skills to identify the structures of sound and the nature of human auditory responses. They will gain technical operating skills and develop the creative ideas necessary to inform and entertain an audience using an aural medium. Students will learn basic recording and editing skills, working at computer audio workstations. Using broadcast and production consoles, they will progress to advanced digital multi-track recording and mixing, and gain experience recording voice talent and selecting music and sound effects for productions. Students will also record advertising commercials, promotional scripts and programs to a professional standard ready for broadcasting.

HAM447 Radio Broadcasting Practice

This unit allows students to broadcast in commercial radio formats to establish and consolidate practical radio broadcasting skills. They will learn how to apply programming research and principles to a radio broadcast and will develop the ability to work as part of a broadcast team. Students prepare on-air programs and present them using Swinburne's professional facilities. They will develop technical operating skills using analogue and digital audio equipment, and voice skills appropriate to commercial broadcasting. As well as providing valuable experience, this unit aims to encourage students to critically evaluate broadcasting practices in the radio industry, implementing the skills under development in other units of the commercial radio program.

HAM448 Radio Industry Placement

During this unit, students undertake an extended work placement in the commercial radio industry to consolidate practical radio broadcasting skills. Under the guidance of station management, students gain a clearer perspective of the skills and attitude necessary to gain employment in the industry. They will be placed in a regional commercial radio station for two weeks to observe and participate where possible in its day-to-day operations. As well as providing valuable contacts within the industry, this unit aims to encourage students to critically examine workplace practices in the radio industry at a time of significant technological and cultural change.

Note: This unit is available to local students only.

HAM449 Radio Project

This unit provides students with a rewarding opportunity to develop a major radio program and broadcast live on-air, utilising skills gained throughout the course. Students will gain an understanding of the processes, preparation and delivery of a radio program including the ability to research a topic of interest to a target audience, script, interview and edit audio material for broadcast, document the process, reflect on the response of listeners and processes involved, and incorporate feedback into future work.

Note: This unit is offered as an elective for local students and as an alternative to Radio Industry Placement (HAM448) for international students.



Key staff

Jim Barbour, GradDipEd, MA (Comms)

Jim has extensive experience working in the commercial electronic media in Australia and overseas, producing audio for CD, film, video and television releases. Over the last two decades, Jim has designed and delivered training programs at Swinburne in commercial radio and multimedia authoring. Jim's research area is in spatial audio perception and production, with a focus on acoustic communication and ecology.

Dr Belinda Barnet, BA (Hons), PhD

Belinda has extensive industry experience in new-media production, particularly in relation to content for mobile and networked media. Her research is cross-disciplinary and draws on the life sciences, new media, the philosophy of technology and cultural studies.

Professor Trevor Barr, BEd, MA

Trevor is one of Australia's best known academics in this field. He is the author of several significant books and articles on the communications revolution, including *The Electronic Estate* and *newmedia.com.au: The changing face of Australia's media and telecommunications*. Trevor has been employed as a senior adviser and consultant by a number of government and industry bodies, including the Commission for the Future, Telstra and Ericsson Australia.

Dr Diana Bossio, BA (Journ) (Hons), PhD

Diana is a digital journalism lecturer in the media and communication discipline at Swinburne. Her subjects include aspects of print, broadcast and online journalism. She recently completed her PhD, titled 'State of Insecurity: Representations of the post-September 11 context by Australian governmental authorities and the media'. Her research interests include media studies, governmentality, the practice of journalism and relations between media and government.

Dr Mark Finn, BA (Hons), MPhil, PhD

Mark has extensive experience in various aspects of new media, with an emphasis on the development of the world wide web and related technologies. His current research interests are in the distribution of internet content via mobile computing devices and the social and cultural implications of video game technology.

Lisa Gye, BA, GradDipEd, MA

With considerable experience in online writing and media production, Lisa's research interests are critical theory and new media, convergent and hyperlocal journalism, media culture, alternative media practices and authoring for new media. Her most recent publication is *Illogic of Sense: The Gregory L. Ulmer Remix*, co-edited with Darren Tofts. Lisa was awarded a Citation for Teaching Excellence by the Carrick Institute in 2007. She is currently completing a PhD on women and Australian rules football culture.

Dr Esther Milne, BA (Hons), PhD

Esther has substantial teaching and research experience in the areas of cultural studies, literary criticism and media theory. Her current research interests are the cultures and historiographies of internet and web-based communication practices. She has published in Australian and international journals on issues concerning literary theory, new-media arts practice and the rhetoric of virtual communities.

Professor Darren Tofts, BA (Hons), PhD

Darren is a well-known cultural critic who writes on cyberculture, media arts and cultural theory for a range of national and international publications. He is the author of several books on cultural convergence, including *Memory Trade: A Prehistory of Cyberculture* and *Interzone: Media Arts in Australia*.

Dr Rowan Wilken, BA (Hons), PhD

Rowan has extensive teaching and research experience in media and communications and cultural studies. He has published widely, particularly on the cultural and socio-spatial implications of information and communication technologies, and on architectural theory and history. He is the author of *Teletechnologies, Place and Community* (Routledge, forthcoming), and co-editor (with Gerard Goggin) of *Mobile Technology and Place* (Routledge, forthcoming).



General information

Facilities

As a Swinburne student you will automatically gain access to a range of facilities. These include a well-resourced library, computer laboratories, fitness and health facilities, personal and career counselling, housing, and employment and financial advice.

Fees

In 2012, Media and Communications tuition fees for Australian citizens and permanent residents are based on \$1750 per 12.5-credit-point unit of study. Commercial Radio tuition fees for Australian citizens and permanent residents are based on \$1750 per 12.5-credit-point unit of study. In the event that a unit of study is derived from another program, the applicable fee will be that of the other program. All fees are reviewed each year and may increase without notice.

For all fee enquiries and up-to-date information, visit www.swinburne.edu.au/studentoperations/fees

FEE-HELP

FEE-HELP is a government-funded loan that helps eligible fee-paying students to pay their tuition fees.

FEE-HELP is available to Australian citizens and holders of a permanent humanitarian visa. It is not available to New Zealand citizens and most holders of Australian permanent visas.

For further information, visit www.goingtouni.gov.au

Application procedure

You may lodge your application at any time, but each intake period has an application submission closing date. To obtain an application form, phone 1300 275 794 or visit www.swinburne.edu.au/postgrad/apply

Applications must be accompanied by a certified copy of your passport or birth certificate, a certified copy of academic transcripts, and a current résumé.

To view current closing dates, visit www.swinburne.edu.au/postgrad

Mid-year entry is not available in the Graduate Diploma of Arts (Commercial Radio). Preference is given to timely applications.

International students

If you want to study at Swinburne but are not an Australian resident, phone Swinburne International on +61 3 8676 7002 or 1800 897 973 from within Australia, or visit www.swinburne.edu.au/international

Recognition of Prior Learning

Recognition of Prior Learning (RPL) allows students to be granted credit or partial credit towards a qualification in recognition of skills and knowledge gained through work experience, tertiary qualifications and/or formal training. For more information, visit www.swinburne.edu.au/postgrad

Application closing dates

Media and Communications

Semester 1 – 10 February 2012
Semester 2 – 14 July 2012

Commercial Radio

Semester 1: Round 1 – 11 November 2011
Round 2 – 20 January 2012

Please note, these dates are correct at the time of printing, but are subject to change. Visit www.swinburne.edu.au/studentoperations/calendar for current dates.

Further information

Telephone: 1300 275 794
Email: postgrad@swinburne.edu.au
Website: www.swinburne.edu.au/postgrad

Information sessions

Information sessions are held regularly throughout the year. They are a great opportunity to meet and talk to staff about your postgraduate study options.

The sessions help you understand what your chosen postgraduate program entails – what you can learn, what your study options are and where your qualification may take you.

For session dates visit www.swinburne.edu.au/postgrad/events or call us on 1300 275 794.

■ ANY QUESTIONS?

1300 275 794
postgrad@swin.edu.au
swinburne.edu.au/postgrad



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swinburne.edu.au/youtube



swinburne.edu.au/linkedin

■ CAMPUSES

Hawthorn campus

John Street, Hawthorn

Prahran campus

144 High Street, Prahran

Lilydale campus

Melba Avenue, Lilydale

Croydon campus

12-50 Norton Road, Croydon

Wantirna campus

369 Stud Road, Wantirna

Sarawak campus

Kuching, Sarawak, Malaysia



CRICOS Provider Code: 00111D

The information contained in this course guide was correct at the time of publication, September 2011. The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to www.swinburne.edu.au/international

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