

Bachelor of Arts (Media and Communications)

Program Structure - Program Code N053

Commencement Prior to 2007

The Bachelor of Arts (Media and Communications) is a three year full-time (six year part-time) program requiring the successful completion of 24 units of study (300 credit points), 19 of which must be Arts or Social Science units. All units of study in the degree are normally worth 12.5 credit points. An optional additional year of Industry-Based Learning (IBL) may also be available. A full-time load consists of eight units of study per year (four per semester) with four units of study per year (two per semester) for a part-time load. Students are required to complete ten media and communications units of study, an additional major or two minors, and electives.

Program Structure -

Media and Communications component:

The Media and Communications Component is an approved grouping of ten Media units. It consists of two Stage 1 units and eight post-Stage 1 units. At least four units must be taken at Stage 3.

Major:

A major is an approved grouping of eight units in an area of study. It consists of two Stage 1 units (eg: HAH100) and six post-Stage 1 units. At least three units must be taken at Stage 3 (eg: HAH310). The remaining post-Stage 1 units may be taken at Stage 2 or 3. *Students wishing to undertake a Psychology major are required to complete ten units plus the compulsory unit HMA103 Statistics and Research Methods A (please refer to the Psychology section).*

Minor:

A minor is an approved grouping of five units in an area of study. It normally consists of one unit at Stage 1 and four post-Stage 1 units, at least one of which is normally at Stage 3. *Students wishing to undertake a Japanese or Psychology minor are required to complete six units of study, plus the compulsory unit HMA103 Statistics and Research Methods A for Psychology (please refer to the Psychology/Japanese section as applicable).*

Optional Industry Based Learning (IBL):

Students have the option of undertaking valuable work experience in a paid industry placement for a period of 6 or 12 months (most often the latter) between their second and third years. For more detailed information visit <http://www.swinburne.edu.au/spl/ibl/>.

In addition to completing the Media and Communications component, students must choose one of the following options:

<u>Option 1</u>	<u>Option 2</u>
Major 1	Minor 1
6 Electives	Minor 2
	4 Electives

Arts and Social Science majors and minors available within the Bachelor of Arts (Media and Communications):

<u>Arts</u>	<u>Social Science</u>	<u>Business Discipline areas (Available as minors only)</u>
Australian Studies	Politics	Accounting
Chinese#	Psychology	Economics
Cultural Studies	Sociology	Entrepreneurship and Innovation+
Electronic Society		Human Resource Management
Italian Studies		International Business
Japanese		Law
Literature		Management
Media Studies		Marketing+
Philosophy & Cultural Inquiry		

+Not all units/minors are available in 2010

#Chinese is only available as a minor

NOTE – Students should choose a Business minor carefully as only five non-Arts and non-Social Science units will count towards the degree.

It is the student's responsibility to:

- Design and plan their program using a degree planner;
- Confirm their completed degree planner with Student Administration Staff;
- Ensure they have met prerequisite requirements before enrolling in a unit of study (*The Programfinder located at <http://www.swinburne.edu.au/programs/>, lists specific pre-requisites under unit of study details.*)

Recommended Electives

The following units of study are designed to complement your degree, and it is strongly recommended students undertake one of these units:

HAT119	Academic Communication Skills <i>(Please note this unit is specifically designed for International Students)</i>
HAC113/HAM113	Professional Communication Practice
HAT202	Writing Professional reports
HAT213	Analysing and Writing English
HMA100	Making Sense of Data

Program requirements and restrictions:

The following program requirements and restrictions apply:

- A maximum of ten Stage 1 units of study can be completed in the degree;
- Students must complete a minimum of six Stage 3 units of study;
- A unit of study can only be counted once as part of a major, minor or elective;
- Students are not permitted to enrol in units of study where they have completed other units of study that are deemed to be equivalent (*e.g. dual coded units of study such as HAH210/HAH310*);
- Equivalent units of study cannot be used for credit at a level other than that which the student has enrolled. (*e.g. if a student has enrolled in a unit of study coded as a Stage 2 unit of study (HAH210), it cannot be counted as a Stage 3 unit of study*);
- Students are permitted to include one non-Social Science or non-Arts minor as part of their program structure. If so, no further non-Social Science or non-Arts units of study will be counted towards the degree;
- Students must complete a minimum of 19 Arts or Social Science units of study;
- The maximum number of units of study that may be completed for the degree program is 26;
- Students may only receive credit for one of: HMA103, HMA104, HMA105, HMB110, HMB111 and HMS102.

Please also note:

- Most units of study are only offered in one of the two semesters each year. (Please note that not every unit listed is offered each year.) Students should take unit availability into consideration when completing their degree planners and refer to the current Timetable located at <http://www.swinburne.edu.au/hed/timetable/>. Units will normally be offered in the same semester each year;
- Students studying a Marketing minor are not required to complete *HMB110/HMB111 Quantitative Analysis* (pre-requisite unit of study for *HBQ229 Marketing Research*) if successfully completed *HMA103 Statistics and Research Methods*.

For a full unit description, please refer to the Program Finder located at <http://www.swinburne.edu.au/programs/>.

Media and Communications Component

Media and Communications offers a broad range of units of study, which are primarily taught by people who have had extensive workplace experience in publishing, print media, radio, and electronic media. The academic staff share a belief that the student best equipped to face the vagaries of the workplace is the one who has a general, as well as a specialised, appreciation of how the media operates. Such an appreciation provides students with the ability to recognise the place the media occupy within the broader social context. Students also need to be skilled at thinking for themselves, and to be informed and flexible in their approaches to the kinds of problem solving that is crucial in the development of a professional career. The Media and Communications component comprises of ten units.

STUDENTS ARE REQUIRED TO COMPLETE THE FOLLOWING UNITS OF STUDY:

STAGE 1

HACM104/HALM104	Media Literature Film: Texts and Contexts#
HAM105	The Media in Australia#
HAC113/HAM113	Professional Communication Practice

Units must be completed as part of the Media and Communications component unless the student is also completing an Electronic Society or Literature major.

PLUS EIGHT OF THE FOLLOWING UNITS OF STUDY, WITH AT LEAST FOUR AT STAGE 3:

STAGE 2

HAC200/HALM200	Reading, Writing and Criticism
HAJM100	Journalism Practice 1 (replaces HACM202/HALM202)
HAM207/HALM207	Network Cultures
HAM210	Popular Culture
HAM211	New Media: The Telecommunications Revolution
HAS202/HASM201	eSociety: Sociology of the Electronic Age
HAC213	Intercultural Communications

The following unit may be taken at either Stage 2 or Stage 3 but not both:

HAPM226/HAPM326	Making News and Making Policy: The Media and Politics
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STAGE 3

HACM312/HALM312	Cinema Studies
HAM319/HALM315	Network Literacies
HAM317/HALM317	Media/Literature Project
HAM313	Radio Production and Criticism A
HAM315	Information Society: A Global Perspective
HAM316	Radio Production and Criticism B

Arts Majors and Minors

AUSTRALIAN STUDIES

Australian Studies examines Australian society and its cultures from several different disciplinary perspectives. It is an interdisciplinary major with core units from Politics. Its main objective is to provide a solid body of knowledge about the political, economic and social history of twentieth century Australia. From that base, it provides the opportunity to undertake specific studies within particular disciplines such as Literature; Media Studies; Philosophy and Cultural Inquiry; Politics; and Sociology. It offers a broad perspective on contemporary public issues and a context for the analysis of questions in other disciplines.

STAGE 1

HAM105	The Media in Australia
HAP100	Australian Politics
HAS112/HAS101	Social Institutions and Social Change/Sociology 1B

STAGE 2

HAC209/HAL209	Australian Writing and Cultural Change
HAM210	Popular Culture
HAS201/HASP202	Sociological Perspectives/Social Theory

The following units of study may be taken at either Stage 2 or Stage 3 but not both:

HAH222/HAH322	Practical Ethics
HAP221/HAP321	Modern Australia#
HAP300/HASP200/HASP300	Public Policy in Australia
HAP301/HASP201/HASP301	Work in Australia#

STAGE 3

HACM312/HALM312	Cinema Studies
HAS314/HASP314	Sociology of Health
HAS317/HASP307	Qualitative Research Methods
HAS318/HASP309	Social Research Design: Principles and Methods

Compulsory units of study in the major or minor.

CULTURAL STUDIES

Cultural Studies is a discipline focusing on the nature of culture and its current transformations. At Swinburne, Cultural Studies is an interdisciplinary major, consisting of core units of study from Philosophy and Cultural Inquiry, and the choice of a diversity of units from a range of other disciplines. This has the advantage of providing students with a rigorous foundation in the theoretical debates taking place within cultural studies, together with a wide choice of other units pertaining to practical cultural issues.

Students may structure their program to focus on their particular interests, such as literature and film as cultural phenomena; cultural politics; the problematic relationship between cultures in a globalized world; the problems associated with the disintegration of traditional cultures and the search for new foundations for beliefs; or science and philosophy as cultural phenomena.

STAGE 1

HAH100	Introduction to Philosophy
HAH101	History of Ideas
HACM104/HALM104	Media Literature Film: Texts and Contexts

STAGE 2

HAC209/HAL209	Australian Writing and Cultural Change
HAC200/HALM200	Reading, Writing and Criticism
HAM210	Popular Culture
HAS202/HASM201	eSociety: Sociology of the Electronic Age
HAS201/HASP202	Sociological Perspectives/Social Theory

The following units of study may be taken at either Stage 2 or Stage 3 but not both:

HAH209/HAH309	Philosophy of Culture#
HAH210/HAH310	Philosophy, Media, Culture#
HAH223/HAH323	Environmental Philosophy
HAH224/HAH324	Natural Philosophy and the Sciences
HAH225/HAH325	Philosophy, Politics, and Society
HAH226/HAH326	Knowledge, Reason, and Society: Contemporary Issues and Perspectives

STAGE 3

HAC314	Remix Culture
HACM312/HALM312	Cinema Studies
HAM319/HALM315	Network Literacies
HAY310	Social and Personal Relationships <i>(only available to students undertaking a Cultural Studies major; cannot be undertaken if HAY307 has been completed)</i>

Compulsory units of study in the major or minor.

ELECTRONIC SOCIETY

The Electronic Society major is designed to introduce students to the broad range of issues involved in the rise of the networked society and the implications of global culture. The Electronic Society major is interdisciplinary in its focus and is designed to offer students the opportunity to explore these issues from a broad range of perspectives. Units in the major are drawn from the study areas of Media and Communications; Politics; Philosophy and Cultural Inquiry; Psychology; and Sociology.

UNITS OF STUDY

STAGE 1

HAM105	The Media in Australia
HAS111/HAS100	Sociological Foundations/Sociology 1A

STAGE 2

HAM207/HALM207	Network Cultures
HAM211	New Media: The Telecommunications Revolution
HAS202/HASM201	eSociety: Sociology of the Electronic Age
HAY208	Human Information Processing <i>(only available to students undertaking an Electronic Society major; cannot be undertaken if HAY205 has been completed)</i>

The following units of study may be taken at either Stage 2 or Stage 3 but not both:

HAH210/HAH310	Philosophy, Media and Culture
HAH225/HAH325	Philosophy, Politics, and Society
HAPM226/HAPM326	Making News and Making Policy: The Media and Politics
HAP234/HAP334	War and Peace in a Globalized World

STAGE 3

HAM315	Information Society: A Global Perspective
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ITALIAN STUDIES

Italy is a modern, thriving and wealthy European country; industrially, economically and technically advanced, and among the top leading economic powers in the world. Students who combine Italian with their major studies may help themselves place the European Union 'at their doorstep'. Students will be introduced to the Italian language, which is related to the other Romance languages - French, Spanish, Portuguese and Romanian, and given an insight into Italian culture.

Advanced language streams build upon the knowledge and familiarity possessed by those students who studied Italian in VCE or equivalent, whilst beginner streams cater to those students with little or no prior experience.

To transfer from the Italian Beginners Stream to the Italian Advanced Stream students must

- have a 70% average over the Italian units they have completed and
- satisfactorily complete an oral test with the Convenor of Italian Studies

Students may apply to transfer only upon completion of the Beginners Stream units. Upon the satisfaction of the above mentioned criteria, students will be allowed to enrol into the final 3rd stage units of the Advanced Stream: HAA384N Individual project and graduate with the Advanced Italian major.

Structure

The Italian Studies major is sequential in nature. Students must successfully complete all language units in one stage before progressing to the next stage.

UNITS OF STUDY

BEGINNERS STREAM

HAA102N Introductory Italian A (replaces HAA181)
HAA103N Introductory Italian B (replaces HAA182)
HAA201N Intermediate Italian A (replaces HAA281)
HAA202N Intermediate Italian B (replaces HAA283)
HAA283N Business Italian for Beginners (replaces HAA282)

HAA301N Advanced Italian A (replaces HAA381)
HAA313N Contemporary Italian (replaces HAA388)
HAA312N Italian in the Professional World (replaces HAA387))

ADVANCED STREAM

HAA201N Intermediate Italian A (replaces HAA184)
HAA202N Intermediate Italian B (replaces HAA185)
HAA301N Advanced Italian A (replaces HAA284)
HAA302N Advanced Italian B (replaces HAA286)
HAA286N Business Italian for Advanced (replaces HAA285)
HAA313N Contemporary Italian (replaces HAA388)
HAA384N Individual Project (HAA384)
HAA312N Italian in the Professional World (replaces HAA387))

JAPANESE

Japan is a unique country that has harmoniously combined ancient traditions with a fast paced modern society responsible for many of the technological advancements and iconic popular culture seen throughout today's world. Students who combine Japanese with their major studies can help open up a myriad of opportunities to work within, or in association with, a Japanese organisation. They will be introduced to the Japanese language, spoken by some 125 million people, and given an insight into the unique culture of this dynamic country.

Advanced language streams build upon the knowledge and familiarity possessed by those students who studied Japanese in VCE or equivalent, whilst beginner streams cater to those students with little or no prior experience. The Japanese 8 unit major and minors could help those who have a dream to do business with or in Japan.

Structure

The Japanese major is sequential in nature. Students must successfully complete all units of study in a stage before progressing to the next stage.

UNITS OF STUDY

BEGINNERS STREAM

Stage 1

HBLAN110N Introduction to Language

HAI103N Elementary Japanese 1

HAI104N Elementary Japanese 2

HAI105N Elementary Japanese 3

Stage 2

HAI102N Introduction to Japan

HAI203N Intermediate Japanese 1

HAI204N Intermediate Japanese 2

HAI205N Intermediate Japanese 3

ADVANCED STREAM

Stage 1

HAI102N Introduction to Japan

HAI203N Intermediate Japanese 1

HAI204N Intermediate Japanese 2

HAI205N Intermediate Japanese 3

Stage 2

HBI314N Asian Economic Integration and Globalisation

HAI303N Advanced Japanese 1

HAI304N Advanced Japanese 2

HAI305N Advanced Japanese 3

#A minor in Japanese will consist of five Stage 1 and Stage 2 units of study listed in the major, excluding HAI102N.

LITERATURE

The study of Literature is principally concerned with how we relate to and make sense of the world through writing. The Literature major at Swinburne is designed to provide students with the opportunity to consider literary works from a variety of historical periods, ranging from the Renaissance to the Cyberculture of the twentieth century. Students also consider issues such as the changing nature of culture as we move into an 'Age of Information'.

UNITS OF STUDY

STAGE 1

HACM104/HALM104

Media Literature Film: Texts and Context

HAC103/HAL103

Writing Fiction

STAGE 2

HAC209/HAL209

Australian Writing and Cultural Change

HAC200/HALM200

Reading, Writing and Criticism

HAJM100

Journalism Practice 1 (replaces HACM202/HALM202)

HAM207/HLAM207

Network Cultures

STAGE 3

HAC314
HACM312/HALM312
HAM319/HALM315
HAM317/HALM317

Remix Culture
Cinema Studies
Network Literacies
Media/Literature Project

PHILOSOPHY AND CULTURAL INQUIRY

The units of study offered by Philosophy and Cultural Inquiry are designed to provide a well-grounded understanding of the major conceptual influences which have shaped our contemporary world view, and in this way, to enhance our prospects for responding insightfully and effectively to the problems of living which confront us today. Overall, Philosophy and Cultural Inquiry at Swinburne seeks to promote both philosophical understanding and critical and creative thought, and to do so in a way that complements the major areas of study within the School of Social and Behavioural Sciences and the University.

UNITS OF STUDY

STAGE 1

HAH100	Introduction to Philosophy
HAH101	History of Ideas
HAH103	Critical Thinking

The following units of study may be taken at either Stage 2 or Stage 3 but not both:

HAH209/HAH309	Philosophy of Culture
HAH210/HAH310	Philosophy, Media, Culture
HAH219/HAH319	Philosophical Psychology
HAH222/HAH322	Practical Ethics
HAH223/HAH323	Environmental Philosophy
HAH224/HAH324	Natural Philosophy and the Sciences
HAH225/HAH325	Philosophy, Politics, and Society
HAH226/HAH326	Knowledge, Reason, and Society: Contemporary Issues and Perspectives

Note: All post-Stage 1 Philosophy units of study may be studied as either Stage 2 or Stage 3 units of study. Students must study at least three units of study at Stage 3 to meet the requirements of the major.

Social Science Majors and Minors

Politics

Politics at Swinburne is focused on the areas of greatest relevance to students in their working lives. It deals with the institutions and processes of government in Australia, the forces that have shaped them, and the consequences for ordinary Australians. Recognising that Australia is increasingly being shaped by international forces, it introduces students to global politics and to the politics of the Asian region with which our future is closely entwined, and where increasing numbers of Australians are living and working.

UNITS OF STUDY

STAGE 1

HAP100	Australian Politics
HAP117	International Politics

STAGE 2

HAS201/HASP202	Sociological Perspectives/Social Theory
HAP277	Politics of the Pacific (<i>replaces HAP233/HAP333 Comparative Asian Politics</i>)

The following units of study may be taken at either Stage 2 or Stage 3 but not both:

HAP221/HAP321	Modern Australia
HAP234/HAP334	War and Peace in a Globalized World)
HAP231/HAP331	Dictators, Democrats and Dynasties: Comparative Politics
HAPM226/HAPM326	Making News and Making Policy: The Media and Politics
HAP300/HASP200/HASP300	Public Policy in Australia
HAP301/HASP201/HASP301	Work in Australia

STAGE 3

HAP332	Internship in Political Research (<i>Equivalent to 2 units of study - Unit of study Convenor's approval required prior to enrolment</i>)
HAS314/HASP314	Sociology of Health
HAS317/HASP307	Qualitative Research Methods
HAS318/HASP309	Social Research Design: Principles and Methods
HASP303	Research Report

PSYCHOLOGY

The undergraduate Psychology program provides students with a broad introduction to Psychology at all three stages. In Stage 3 some attention is given to vocational skills and knowledge relevant to applied fields.

The three-year undergraduate sequence in Psychology at Swinburne is accredited by the Australian Psychological Society.

Structure

The Psychology major has a set structure and is sequential in nature; completion of the prescribed units of study at one stage of the program is a prerequisite for study at the next level. In addition to completing the compulsory unit of study HMA103 Statistics and Research Methods A, the ten units listed below must be completed to satisfy the requirements of a Psychology major.

UNITS OF STUDY

STAGE 1

HAY100	Psychology 100
HAY101	Psychology 101

STAGE 2

HMA278	Design and Measurement 2
HMA279	Design and Measurement 3

HAY205	Cognition and Human Performance
HAY206	Developmental Psychology

STAGE 3

HAY303	Psychology Project A (replaces HAY309 Psychological Measurement)
HAY307	Social Psychology/Social & Personal Relationships
HAY308	The Psychology of Personality
HAY321	Abnormal Psychology

A Psychology minor consists of six of the following units (in addition to the compulsory unit HMA103): HAY100, HAY101, HAY206, HMA278, HMA279, HAY307, or HAY321.

SOCIOLOGY

Sociology is the study of how individuals interact in groups, ranging from families to whole societies such as Australia. It provides different understandings of the ways individuals, groups and societies work. It also provides a systematic understanding of different ways of finding out about aspects of the social world, ranging from participant observation and in depth interviews through to large scale surveys and computerised data techniques. A sociological perspective is an essential part of informed decision-making and human resource management in a rapidly changing social world.

Sociology at Swinburne studies Australian society in an international perspective, comparing it with other societies. The program also takes an applied approach by emphasising how sociology can be used to solve practical problems faced by individuals, organisations and governments.

UNITS OF STUDY

STAGE 1

HAS111/HAS100	Sociological Foundations/Sociology 1A
HAS112/HAS101	Social Institutions and Social Change/Sociology 1B

STAGE 2

HAS203/HAS296	Families, Relationships & Sexuality/The Family, Sexuality & Society
HAS290	Sociology of the Body
HAS202/HASM201	eSociety: Sociology of the Electronic Age
HAS201/HASP202	Sociological Perspectives/Social Theory

The following units of study may be taken at either Stage 2 or Stage 3 but not both:

HAP300/HASP200/HASP300	Public Policy in Australia
HAP301/HASP201/HASP301	Work in Australia

STAGE 3

HAS303	Genetics and Society
HAS319/HAS316	Migration and Ethnicity/Race, Ethnicity & Migration
HAS314/HASP314	Sociology of Health
HAS317/HASP307	Qualitative Research Methods#
HAS318/HASP309	Social Research Design: Principles and Methods#
HASP303	Research Report
HAS308	Internship in Social Research (<i>equivalent to 2 units of study – Unit of study Convenor's approval required prior to enrolment</i>)

#Students undertaking a Sociology major must complete at least one of these units of study.

Bachelor of Arts (Media and Communications) (N053)

Program Planner - Commencement Prior to 2007

Student Name _____

Student ID _____

Option 1				Option 2			
Unit of study Code	Stage	Sem	Year	Unit of study Code	Stage	Sem	Year
Media and Communications Component				Media and Communications Component			
HALM104	1			HALM104	1		
HAM105	1			HAM105	1		
	3				3		
	3				3		
	3				3		
	3				3		
Major				Minor 1			
	1				1		
	1						
					3		
	3			Minor 2			
	3				1		
	3						
Electives							
	1						
					3		
Electives							
					1		

You must ensure that all of the following program requirements have been met:

- Completed a minimum of six Stage 3 units of study (depending on Option chosen)
- Included only approved/compulsory units of study for selected majors/minors
- Met prerequisite requirements prior to enrolling in a unit of study
- Completed a maximum of ten Stage 1 units of study
- Only counted a unit of study once as part of a major, minor, or elective
- Have completed a minimum of 19 Arts or Social Science units of study

NOTE: IT IS YOUR RESPONSIBILITY TO DESIGN A PROGRAM WHICH MEETS DEGREE REQUIREMENTS. A MAXIMUM OF 26 SUBJECTS MAY BE COMPLETED FOR THE DEGREE PROGRAM.

Bachelor of Arts (Media and Communications) (N053)

Program Planner - Commencement Prior to 2007 completing a Psychology Major

Student Name _____ Student ID _____

Unit of study Code	Stage	Sem	Year
Mandatory Units of study			
HMA103	1		
Media and Communications Component			
HALM104	1		
HAM105	1		
	3		
	3		
	3		
	3		
Psychology Major			
HAY100	1		
HAY101	1		
HAY206	2		
HMA278	2		
HAY205	2		
HMA279	2		
HAY308	3		
HAY303	3		
HAY307	3		
HAY321	3		
Electives			
	1		

You must ensure that all of the following program requirements have been met:

- Completed a minimum of six Stage 3 units of study (depending on Option chosen)
- Included only approved/compulsory units of study for selected majors/minors
- Met prerequisite requirements prior to enrolling in a unit of study
- Completed a maximum of ten Stage 1 units of study
- Only counted a unit of study once as part of a major, minor, or elective
- Have completed a minimum of 19 Arts or Social Science units of study

NOTE: IT IS YOUR RESPONSIBILITY TO DESIGN A PROGRAM WHICH MEETS DEGREE REQUIREMENTS. A MAXIMUM OF 26 SUBJECTS MAY BE COMPLETED FOR THE DEGREE PROGRAM.