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

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

International Media Industries (China)
Professional Placements

My practical experience in the media and communication field
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
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
• 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
EDITOR’S LETTER

We made it!

We made it! What a wonderful year the editor of Swine magazine had. From the beginning, the team behind the publication has worked diligently to ensure that each issue is a masterpiece in its own right. This year, we have expanded our reach, and we are excited to bring you even more content in the future.

The success of Swine magazine is due to the hard work and dedication of our entire team. We would like to thank our readers for their support and encouragement throughout the year.

Looking ahead, we have big plans for next year. We will continue to bring you the latest in fashion, art, and culture, and we are constantly working to improve and expand our coverage.

Thank you for your continued support of Swine magazine. We look forward to seeing you in the future.

Sincerely,
[Signature]

Swine Magazine

IS VEGANISM GUILT IN DISGUISE?

By Sophie Swine

Let me paint a picture of some of the magazine’s pages. Often, they are adorned with images of cows being slaughtered for their milk or meat. The words “Vegetarian” and “Vegan” are written across the pages, creating a sense of guilt and moral superiority. The text is written in a flowery, overly dramatic style, making it difficult to read.

We have seen this type of content before. It’s the same old story—people are forced to choose between animal products and their conscience. We are told that we must sacrifice our personal beliefs for the greater good.

But what about the animals? The innocent creatures who are killed for our pleasure. We are told that we must choose between our own well-being and the well-being of others. But is this really the case?

We believe that it is possible to live a fulfilling life without sacrificing the lives of other beings. We encourage others to consider the impact of their decisions on the world around us.

Thank you for reading. We hope that this issue of Swine magazine has inspired you to think differently about your choices. We look forward to seeing you in the future.

Sincerely,
[Signature]

Swine Magazine
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
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*
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?