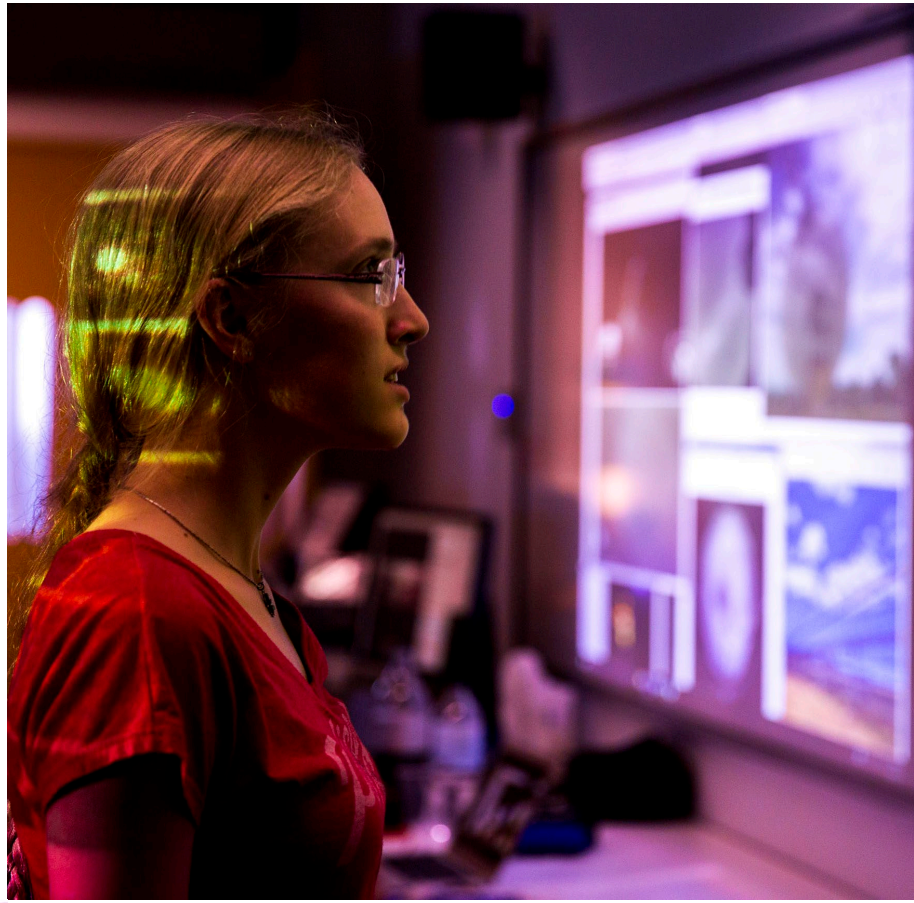
Internal

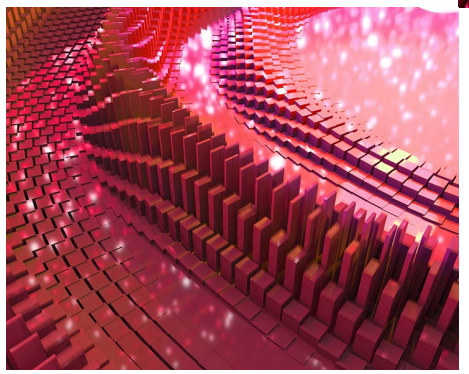
Media and Communication

CP Workshop

Prof Dan Golding

14 February 2025





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Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, cultures, and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

Are you feeling lost in the noise?

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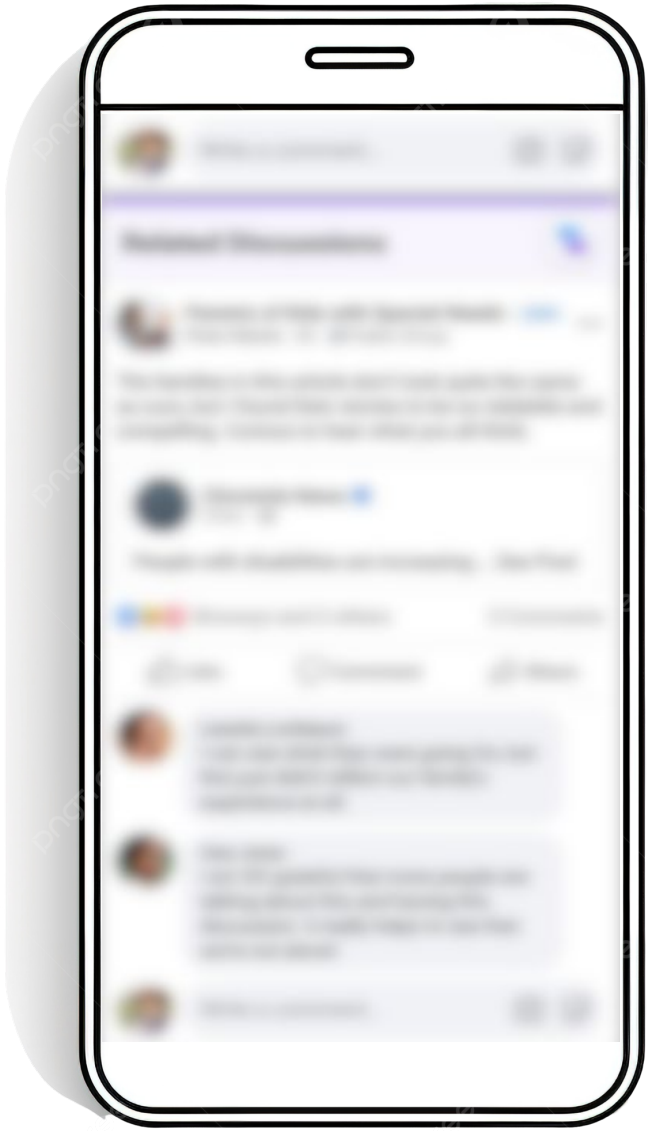

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Fact Check

Picture of Boy Holding 'Ugly' Drawing of Himself Is Fake

Online users, mostly on Facebook, appeared to believe the picture of a boy holding a self-portrait was authentic.

By Jordan Liles

Published Dec. 13, 2024

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Google

when does la la land 2 come out

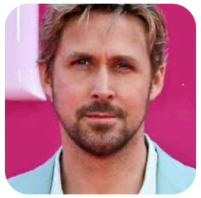
All Images News Videos Shopping Forums Web More Tools

AI Overview

Learn more

La La Land 2 is scheduled for release in **December 2025**. Damien Chazelle will direct the sequel, which will feature a soundtrack by Justin Hurwitz.

La La Land won multiple Oscars, including Best Director, Best Actress, Best Cinematography, and Best Original Score.



Dani Klarić.Reel - La La Land 2 (2025) – Official Trailer

23 Dec 2024 — Directed by Damien Chazelle and featuring a soundtrack by Justin Hurwitz, La La Land 2 blends nostalgia...

Facebook · Dani Klarić.Reel

List of accolades received by La La Land - Wikipedia

It won six, Best Director (Chazelle), Best Actress (Stone), Best Cinematography (Sandgren), Best Original Score (Hurwitz),...

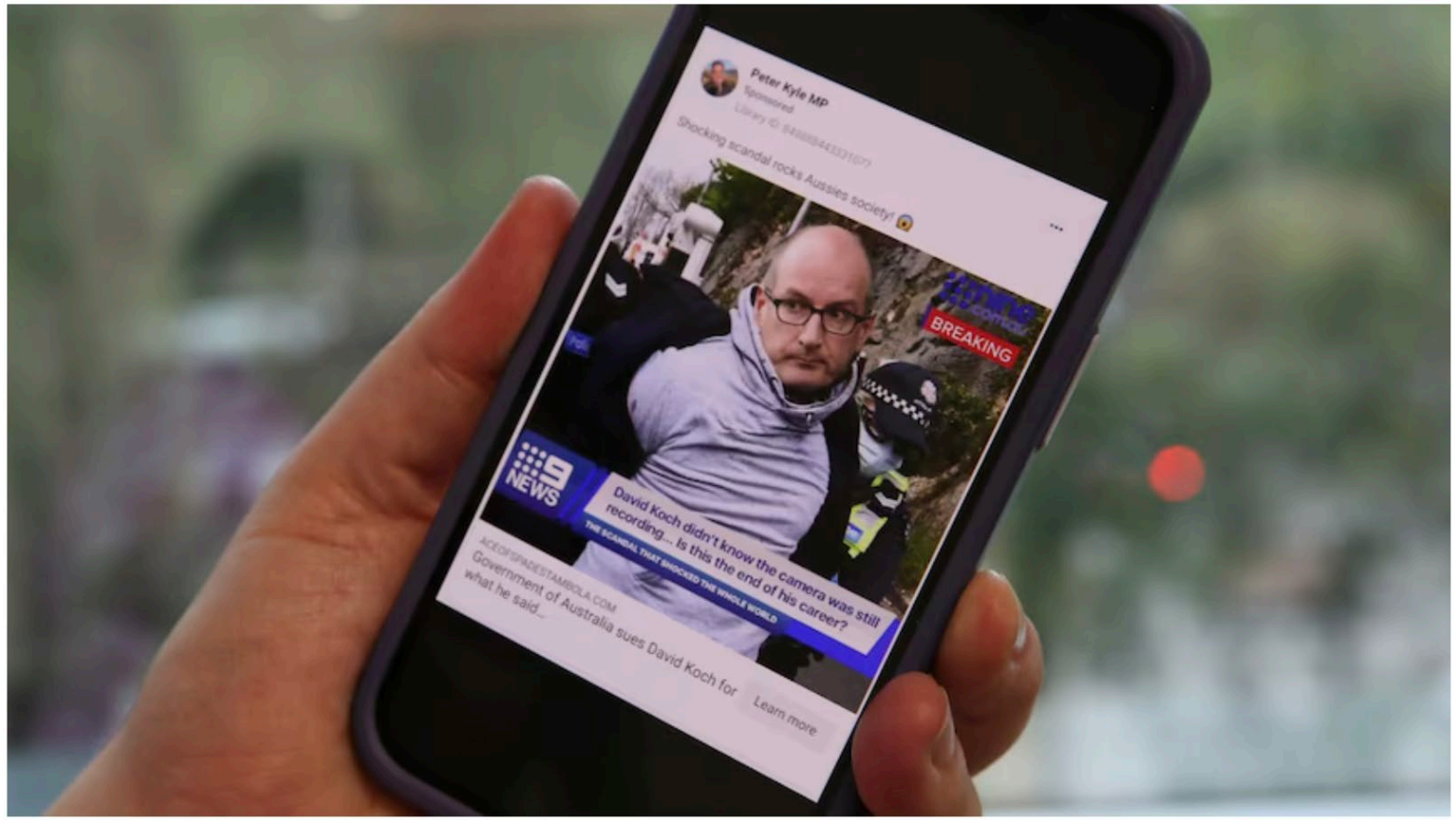
Wikipedia

Generative AI is experimental.

Inside the world of fake ad scams stealing the identities of Kochie and celebrities like him around the world

By Casey Briggs | Scams and Fraud

Mon 6 Nov 2023



A scam Facebook ad featuring a photoshopped image of TV presenter David Koch. *(ABC News: Xanthe Gregory)*

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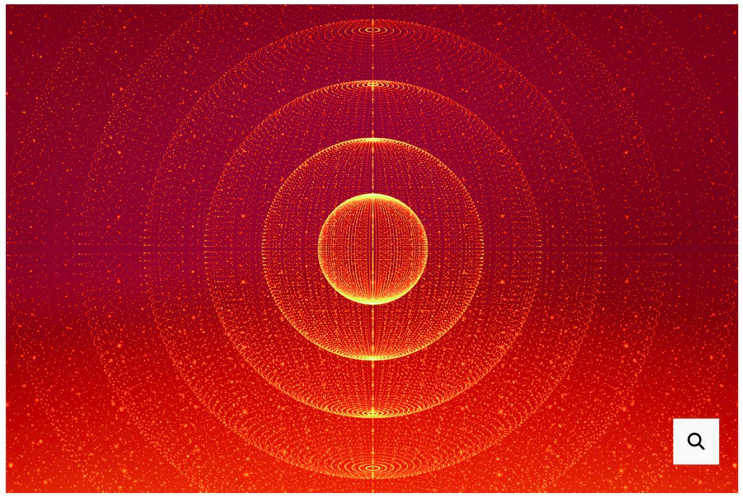
WIRED TECHNOLOGY SCIENCE CULTURE BUSINESS GEAR OLYMPICS CONTACT US

RUJUTA VAIDYA | TECHNOLOGY | JUNE 2

Is AI our best shot to save the world from climate change?

AI will increasingly help us to face the challenge of climate change.



How we will exist in a rapidly heating world where resources are depleting? It's a question that keeps many of us awake at night. And while many of us are, so far, largely unscathed, it is our

npr NEWSLETTERS SIGN IN NPR SHOP DONATE

NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

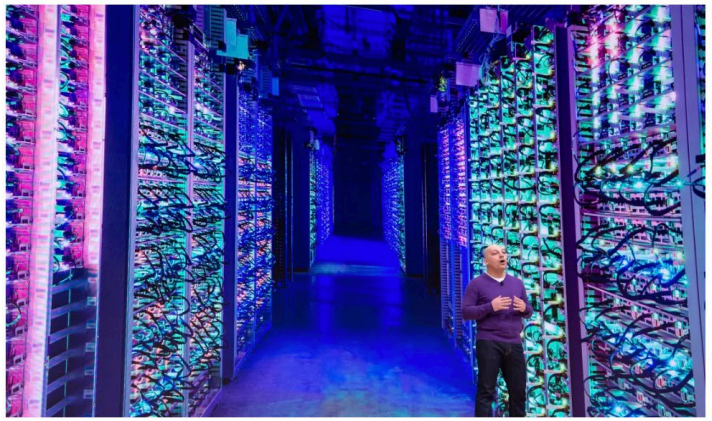
BUSINESS

AI brings soaring emissions for Google and Microsoft, a major contributor to climate change

JULY 12, 2024 · 5:13 AM ET

By Dara Kerr

3-Minute Listen + PLAYLIST



Google Vice President Majd Bakar speaks on-stage during an annual conference in San Francisco with the back drop of a massive data center.

Josh Edelson/Getty Images

China slams Australia's DeepSeek ban on government devices

Artificial Intelligence

14h ago

The Chinese government has slammed Australia's ban of the artificial intelligence chatbot app DeepSeek from federal government devices. *(Reuters: Dado Ruvic)*

In short:

The Chinese government has slammed Australia for banning the Chinese artificial intelligence app DeepSeek on government devices

A statement from the Chinese foreign ministry described the ban as the 'politicisation of economic, trade and technological issues'.

The ban requires all government bodies, except corporate organisations, to remove all DeepSeek products from their devices immediately.

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The noise – and the signal

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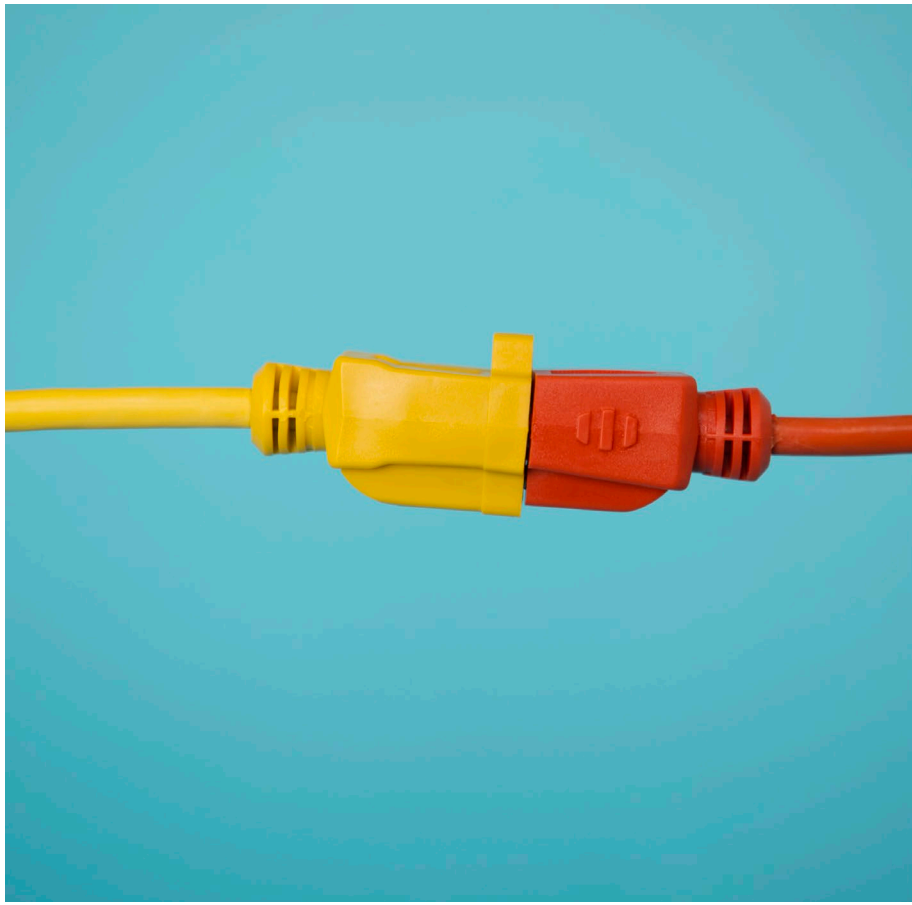
The noise and the signal

- A classic concept in information theory
- Broadcasting, communications technology, computing
- Every communication channel has noise: errors, artefacts, silences
- Today, there are still signals, but also an enormous amount of noise
- At Swinburne, we teach our Media and Communication students to cut through the noise
- This means identifying an audience and speaking directly to them



Why the Bachelor of Media and Communication?

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Why the next gen_ Bachelor of Media and Communication?

- Finding – and making – the signal in a world of noise
- A flexible course structure with breadth or depth for student choice
- Real industry experience in the classroom
- Practical skills to enter industry, theoretical understanding to thrive in it
- Cutting edge study areas that evolve as media does
- Brand new student media facilities opening in 2025
- Graduate into a world where every industry is a media and communication industry

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Course structure

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Course structure

Bachelor of Media and Communication

3 yrs FT / 6 yrs PT | Hawthorn | Entry ATAR 60 | VTAC or Direct

Bachelor of Media and Communication (Professional)

4 yrs FT / 8 yrs PT | Hawthorn | Entry ATAR 75 | VTAC or Direct

The Professional degree extends the Standard degree to include a professional placement co-major comprising a 12-month work placement.

Double degree options Bachelor of Applied Innovation, Bachelor of Business, Bachelor of Design, Bachelor of Health Science or Bachelor of Laws (double degree duration 4 years).

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Course structure

Core	4	Introduction to Media Studies	Communicating with Data	Content Creator Lab	Global Media Industries
Major Study Area	8	Advertising	Cinema and Screen Studies	Creative Writing and Publishing	Immersive Media
		Journalism	Public Relations	Social Media	
Electives	12	The Bachelor of Media and Communication has a high level of flexibility. Students can take up to 12 electives from across the degree (and sometimes outside it), or add a second major (another 8 units), or add a minor (4 units).			
Bachelor degree	24				

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Real industry experience in the classroom

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Dr. Joanna McIntyre

Children's Media and the ACTF

James Berrett

Immersive media at The Lume

A/Prof Julia Prendergast

Creative writing and neuroimagery

Dr. Kerrie Milburn

Public relations and propaganda

A/Prof. Vicki Kerrigan

ABC Radio host and health communicator

Simon Morgan

20 years of senior PR leadership

A/Prof César Albarrán Torres

Digital media and gambling

Denby Weller

Social media and the pandemic, journalist from SMH

Peter Marcato

Sports broadcasting

Dan Golding

ARIA and BAFTA nominated composer for media and presenter

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What our students do

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The Constellation
Discover how the objects, media and artworks that you've collected on your Lens connect to a universe of film, television, videogames and art.
Our subject matter experts have taken the automation out of navigating the endless stream of content available to us by curating Constellations that explore the unseen links between some of the best, strangest and most surprising moving image works outside our walls.

acmi

Cinema 3

Swinburne Student Curators - explore programs curated by student movie moguls.

"Flashback": Innovative Historical Biopics

(Fake) True Crime

Autumn Chills, Thrills and Kills

Ballad of the Bands

Conflict and Empathy in Film

Dance Like Nobody's Watching!

The Music of Love and Empowerment

Trials of Youth

What is the Advertising Capstone Challenge?

The Advertising Capstone Challenge connects students with real clients and industry partners, to provide an authentic learning experience unlike any other in Australia.

Undergraduate students at Swinburne University of Technology, The University of Queensland, and Western Sydney University, are presented with a 'live' client brief by a leading industry partner and are challenged to develop an innovative and strategic campaign in response.

TBWA × nab

Internal

Search...

THE BURNE

There is always a story.

A Future with a filter

Lucinda Jennings, Emilie Kirketerp Jensen and Elise Harrington report. Spotswood Primary is one of the schools participating i

May 11 · 7 min

She said, He said: winners and losers at the Met Gala

The Met Gala featured some some timeless and stunning displays ... and some pieces that may be left in the past. Here's our top (and...

Playing catch up in the war on waste

Victoria aims to recycle 80 per cent of all materials by 2030, but…

New research highlights the benefits of garde...

A Swinburne student has published new research which suggests regional and

The bare truth about skincare: less is more

It's a multi-billion dollar industry built on convincing women the…

Course outcomes

Students graduate with cutting-edge skills, ready for a world where every industry is a media and communications industry.

Our students build careers in:

- Media management and content creation
- Streaming companies
- News websites and publications
- Public relations agencies
- Advertising agencies
- Cinemas, film festivals, and museums
- Podcast production

But also…

- SMEs
- Not-for-profits

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Thank you