

**Bachelor of Communication - Media (3yr)**  
Program Map

Yr.Sem	Media Professional Strand	Contextual Strand	Elective Strand
1.1	COMM2624 Media 1 [24pt]	Contextual Studies[12pt]	School Elective [12pt]
1.2	COMM2625 Media 2 / Studio*	Contextual Studies	School Elective
2.1	COMM2626 Media 3 / Studio*	Contextual Studies	School Elective
2.2	COMM2627 Media 4 / Studio*	Contextual Studies	University Elective
3.1	COMM2628 Media 5 / Studio*	Contextual Studies	University Elective
3.2	COMM2629 Media 6	School Elective	School Elective

\*Studios offered each semester - students select via online preference/program ballot - see [www.mediafactory.org.au/studios](http://www.mediafactory.org.au/studios)

### Studios Media 2-5

In Media 3, Media 4 and Media 5, students enrol in generic media courses but are allocated a specific studio for that course and work within that studio for the remainder of the semester.

A online ballot will be conducted prior to each semester and will be given the opportunity to vote for your studio preferences (in order from 1-3) for that semester. We can not guarantee your first preference and reserve the right to decide an appropriate balance of different types of studios for students. We will keep records of allocations and try to ensure equity in allocation where possible.

The studio balloting process will normally take place at the end of the preceding semester (usually Week 14). A list of studios with descriptive outlines and provisional class times will be provided, as well as a presentation session, in order to assist you in advising your preferences. Information and reminders will be communicated via your student email address only and will be posted at this website: **[www.mediafactory.org.au/studios](http://www.mediafactory.org.au/studios)**

Features of a Media studio are:

- an emphasis on learning through making (assessment tasks will be organised in terms of project briefs)
- will emphasise innovation, experimentation and responses to question-driven 'problems' (e.g. current issues in media)
- each student will have a central theme or prompt (some may focus on a particular media form such as film-video or radio while others may give you the option of require you to produce different kinds of media objects).
- an emphasis on reflective practice activities (i.e. being able to critique your own and others work and to respond to critique in terms of your practice)
- integration of (media) theory and practice
- strong emphasis on collaboration
- development of communication skills (diverse formats, diverse audiences)
- 5 hours face-to-face p/wk - usually 3+2 on different days of the week
- students from mixed year-levels
- studios will sometimes work in conjunction with an industry/community partner

## Bachelor of Communication - Media (3yr)

Contextual Studies - choose **one** strand

APPROACHES TO POPULAR CULTURE	
Yr1 (choose 2)	Pop Culture in Everyday Life (sem 1) Television Cultures (sem 2) Popular Cinema (sem 2)
Yr2 (choose 2)	Music in Popular Culture (sem 1) Exploring Asian Popular Cultures (sem 2) Screening Politics & Economies (sem 2)
Yr3	*New Perspectives in Contemporary Popular Cultures (sem 1)

CINEMA STUDIES	
Yr1	Introduction to Cinema Studies (sem 1) Popular Cinema (sem 2)
Yr2 (choose 2)	True Lies: Documentary Studies (sem 1) Textual Studies: Literary Adaptation (sem 1) Asian Cinemas (sem 2) Australian Cinema (sem 2)
Yr3	*Histories of Film Theory (sem 1)

POLITICS, ECONOMICS AND COMMUNICATION	
Yr1	Rhetorics and Politics of the Contemporary World (sem 1) Politics Communicated (sem 2)
Yr2 (choose 2)	Economies Communicated (sem 1) Screening Politics & Economies (sem 2) Global Political Economy (sem 2)
Yr3	*Social Applications of Communication: A Political Economy of the Workplace (sem 1)

ASIAN MEDIA AND CULTURE	
Yr1	Modern Asia (sem 1) Mass Media in Asia (sem 2)
Yr2 (choose 2)	New Media, New Asia (sem 1) Asian Cinemas (sem 2) Exploring Asian Popular Culture (sem 2)
Yr3	*Sex, Politics & Social Change in Asia (sem 1)

LITERARY STUDIES	
Yr1	Textual Crossings: Literary Adaptation (sem 1) Reading Space & Place (sem 2)
Yr2 (choose 2)	Literary Realism to Post-Modernism (sem 1) Narrating the Self (sem 2) Reading Sex & Race (sem 2)
Yr3	*Literature's Ethics (sem 1)

\*All final year majors' courses have a prerequisite of having completed at least three other courses in that same major.

## Electives

**School Electives**

Alternative Animation	Features & Storytelling	Textual Crossings: Literary Adaptation
Engaging the Mobile Environment	Photography 101	Rhetorics & Politics of the Contemporary World
Introduction to Graphic Design	Language of Colour	Introduction to Recent Philosophy: Modernism/ Postmodernism
Typography in Design	Alternative Photographic Processes	Philosophy and Happiness
Contemporary Australian Writing	Foundations of Public Relations	Television Cultures
Short Story Writing	Issues, Risk & Crisis Communication	Mass Media In Asia
Media and Communication Internship	Communicating Brand Narrative	Exploring Asian Popular Culture
Media and Communication Major Internship	Managing a Communication Business	Popular Cinema
Writing Angles: Popular and Professional	Game Studies	Asian Cinemas
Advertising Media	The Play Society	Australian Cinema
Creative Advertising	Writing for Videogames	Reading Space & Place
Sound Design	Independent Videogames	Narrating the Self
DJs, Digital Rhythms and Dance Cultures	Art After Videogames	Reading Sex & Race
The Spectacle of Music Video: From MTV to YouTube	Pop Culture in Everyday Life	Politics Communicated
Broadcast Media	Music in Popular Culture	Economies Communicated
Networked Media	Modern Asia	Screening Politics & Economies
Interdisciplinary Communication Project	New Media, New Asia	Understanding Philosophy: Themes from Popular Culture
Photojournalism	Introduction to Cinema Studies	Media Ethics
	Trues Lies: Documentary Studies	

Note: Electives are, for the most part, usually only offered in one semester per year. Not all electives may be offered in any given year.

**University Electives**

Search here: <https://apps-farm.rmit.edu.au/studentelectives/>