

# Bachelor of Communication in Media and Public Affairs (213JA.1)

Please note these are the 2018 details for this course

## Domestic students

Selection rank	
Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	363056
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).
	<a href="#">View IELTS equivalences</a>

## International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our <a href="#">academic entry requirements page</a> .
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[View UC's academic entry requirements](#)

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Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	076893G
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

# About this course

## Find out what really goes on in Canberra

Are you drawn to the cut and thrust of politics? Keen to discover how media influences government and public perception? Located in the heart of our country's political landscape, UC's Bachelor of Communication in Media and Public Affairs is uniquely placed to ready you for a dynamic career in public affairs and political communication.

## Study our Bachelor of Communication in Media and Public Affairs at UC and you will:

- explore how public communication works at a global level
- gain local insights through Canberra's political and media institutions
- acquire a broad understanding of the communication industries, theories and research. Key topics include media, politics and government, digital and global communication, public opinion and media consumers
- develop a critical understanding of how different media operate
- master the tools needed to work in this rapidly changing industry including outstanding oral, written and visual communication skills.

## Work-integrated learning

Our degree offers you the opportunity to apply for the innovative Uni-Capitol Washington Internship Program which places students in House and Senate offices within the US Congress in Washington. You will also have the choice of a range of placements with local and national media institutions within Australia.

## Career Opportunities

- Communications & media officer
- Government relations officer
- Public information officer
- Media planner
- Campaign manager
- Electorate officer
- Lobbyist
- Consumer advocate
- NGO/International aid communications officer

## Course specific information

Standard entry to this course is by ATAR score however you can also apply via portfolio entry: [canberra.edu.au/arts-design/portfolio-entry](http://canberra.edu.au/arts-design/portfolio-entry).

## Professional accreditation

None.

# Admission requirements

Normal UC admission requirements to an undergraduate course.

## Additional admission requirements

None.

## Assumed knowledge

None.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

# Course requirements

Bachelor of Communication in Media and Public Affairs (213JA) | 72 credit points

**Required - 42 credit points as follows**

[Expand All](#) | [Collapse All](#)

**Major in Media and Public Affairs (MJ0218) | 18 credit points**

**Restricted Choice - Must pass 18 credit points from the following**

- Communication and Media Research (7003) | 3 credit points – Level 2
- Risk, Crisis and Communication (7545) | 3 credit points – Level 3
- Elections, Campaigns and Lobbying (8125) | 3 credit points – Level 3
- Journalism and Political Process (8127) | 3 credit points – Level 2
- Introduction to Political Communication (9024) | 3 credit points – Level 1
- Media, Technology and Society (9027) | 3 credit points – Level 1
- Democracy and the Public Sphere (9310) | 3 credit points – Level 2

**Required Units - Must pass 6 credit points as follows**

- Media and Public Affairs Project (9031) | 3 credit points – Level 3
- Professional Orientation (Communication and Media) (10335) | 3 credit points – Level 1
- Students who completed unit 9131, 9132, 9437 or 9799 prior to 2018 may count that unit in lieu of 10335 Professional Orientation (Communication & Media).

**Major in Communication Studies (MJ0216) | 18 credit points**

**Restricted Choice - Must pass 18 credit points from the following**

- Communication and Media Research (7003) | 3 credit points – Level 2
- Risk, Crisis and Communication (7545) | 3 credit points – Level 3
- Journalism and Political Process (8127) | 3 credit points – Level 2
- Communication Technologies and Change (8131) | 3 credit points – Level 3
- Communication Evolution (9020) | 3 credit points – Level 2
- Digital Media Literacy (9022) | 3 credit points – Level 1
- Introduction to Communication (9023) | 3 credit points – Level 1
- Democracy and the Public Sphere (9310) | 3 credit points – Level 2
- Law of Communication (9424) | 3 credit points – Level 2

## Restricted Choice - 6 credit points as follows

### Internship - Must pass 3 credit points from the following

Communication Internship (9490) | 3 credit points — Level 3

Industry & Community Engagement (Internships) (10115) | 3 credit points — Level 3

### Arts Foundation Units - Must pass 3 credit points from the following

Introduction to Journalism (5565) | 3 credit points — Level 1

Editing Sound and Image (8120) | 3 credit points — Level 1

Introduction to Media Production (8121) | 3 credit points — Level 1

Writing Short Narratives (8147) | 3 credit points — Level 1

Globalisation and Resistance (8169) | 3 credit points — Level 1

Introduction to Creative Writing (8304) | 3 credit points — Level 1

Cultures and Diversity (8671) | 3 credit points — Level 1

People, Place and the Past (8948) | 3 credit points — Level 1

Digital Media Literacy (9022) | 3 credit points — Level 1

Introduction to Communication (9023) | 3 credit points — Level 1

Introduction to Political Communication (9024) | 3 credit points — Level 1

Media, Technology and Society (9027) | 3 credit points — Level 1

Design History (9483) | 3 credit points — Level 1

English Grammar (9494) | 3 credit points — Level 1

Study of Language (9498) | 3 credit points — Level 1

- 1. If one of the units in this list is already a required unit within the typical course structure, it cannot be counted as a Restricted Choice.

- 2. This list includes units from both Semesters 1 and 2 so you will need to check unit availability.

Note:

- Note: Prior to 2015 units 9131, 9132 and 9437 were counted as Arts Foundation units. Students who completed two of these units do not need to complete a unit from this list:

## Open Electives - 24 credit points as follows

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 24 credit points from anywhere in the University, as a major, a minor and/or as individual units.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

# Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing 2017

## Year 1

### Semester 1

[Introduction to Communication \(9023\)](#)

[Introduction to Political Communication \(9024\)](#)

Open Elective Unit

### Semester 2

[Digital Media Literacy \(9022\)](#)

[Foundations of Professional Planning \(9799\)](#)

[Media, Technology and Society \(9027\)](#)

Open Elective Unit

## Year 2

### Semester 1

[Communication Evolution \(9020\)](#)

[Communication and Media Research \(7003\)](#)

[Democracy and the Public Sphere \(9310\)](#)

Open Elective Unit

### Semester 2

[Communication Technologies and Change \(8131\)](#)

[Journalism and Political Process \(8127\)](#)

[Law of Communication \(9424\)](#)

Open Elective Unit

## Year 3

### Semester 1

[Elections, Campaigns and Lobbying \(8125\)](#)

[Risk, Crisis and Communication \(7545\)](#)

Two Open Elective Units

**Semester 2**

Industry & Community Engagement (Internships) (10115)

[Media and Public Affairs Project \(9031\)](#)

Two Open Elective Units

## Standard Full Time, Semester 1 Commencing 2018

**Year 1**

**Semester 1**

[Introduction to Communication \(9023\)](#)

[Introduction to Political Communication \(9024\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

Open Elective Unit

**Semester 2**

Digital Media Literacy (9022)

[Media, Technology and Society \(9027\)](#)

Open Elective Unit

**Year 2**

**Semester 1**

[Communication Evolution \(9020\)](#)

[Communication and Media Research \(7003\)](#)

[Democracy and the Public Sphere \(9310\)](#)

Open Elective Unit

**Semester 2**

[Communication Technologies and Change \(8131\)](#)

[Journalism and Political Process \(8127\)](#)

[Law of Communication \(9424\)](#)

Open Elective Unit

### Year 3

#### Semester 1

[Elections, Campaigns and Lobbying \(8125\)](#)

[Risk, Crisis and Communication \(7545\)](#)

Two Open Elective Units

#### Semester 2

[Industry & Community Engagement \(Internships\) \(10115\)](#)

[Media and Public Affairs Project \(9031\)](#)

Two Open Elective Units

# Course information

## Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

## Learning outcomes

Learning outcomes	Related graduate attributes
<p>The field of Media and Public Affairs focuses on the dynamic interactions between media, government, the public and society and how meanings and values in these spheres are shaped as a result. The Bachelor of Communication in Media and Public Affairs is uniquely placed to prepare students for entry into the professional fields of public affairs and political communication given its location in the heart of the country's political landscape, Canberra. It provides an in-depth exploration of global public communication with a local perspective through multi-layered involvement with the national capitals political and political media institutions. The major in Communication Studies provides students with a broad understanding of the communication industries, theories and research, while the major in Media and Public Affairs develops an informed and critical understanding of how the media operate, and the skills needed to work in the contemporary media environment. Key topics include: media, politics and government; digital and global communication; public opinion and media consumers. Special attention is paid to the development of high level oral and written communication skills as well as to an appreciation of the power of visual communication forms. The Bachelor of Communication in Media and Public Affairs offers opportunities for workplace learning through internships in a range of local and national institutions and provides an excellent introduction to communication and media research for those wishing to pursue an Honours degree.</p>	<ul style="list-style-type: none"><li>- An in-depth understanding of contemporary society and politics paying particular attention to the role of the media, politics and public opinion.</li><li>- Understand the disciplinary perspectives of Communication Studies and the ability to apply these to the study of media and public affairs.</li><li>- Develop digital media literacy as they develop</li></ul>



basic competency in a range of communication skills and media research methodology. To have an appreciation of research ethics and related questions of social responsibility.

- Knowledge of communication processes including, at the national level, elections, campaigning and lobbying, and, at the international level, public diplomacy, the role of the media in foreign relations, and the implications of globalisation.

- Ability to engage in complex ethical questions, strategic thinking, and problem solving as they study processes of political communication.

- Develop high level written oral and visual communication skills, the ability to think critically and the capacity to identify, analyse and use information relevant to professional practice in the digital era.

Application of Knowledge and Skills Reflected in the Learning Outcome

Includes:

- Acquired an understanding of the main elements of studies of journalism, news and political process.
- Understand the role of elections, campaigns, and lobbying in a democratic society.
- Critically analyse contested approaches to the respective powers of governments and political parties, the media, and the public.
- Practical knowledge and skills to apply digital technologies in public and media messages.
- Demonstrate critical thinking and problem solving skills.

## Majors

- [Major in Communication Studies \(MJ0216\)](#)
- [Major in Media and Public Affairs \(MJ0218\)](#)

## Awards

Award	Official abbreviation
Bachelor of Communication in Media and Public Affairs	BComm Media&PubAffairs

## Honours

High performing students may be eligible to enrol in the Bachelor of Arts (Honours) course.

## Alternative exits

227JA Bachelor of Communication in Media and Public Affairs/Bachelor of Laws

## Enquiries

Student category	Contact details
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Current and Commencing Students	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.