



Bachelor of Arts in International Studies/Bachelor of Communication in Media and Public Affairs (223JA.3)

Please note these are the 2018 details for this course

Domestic students

Selection rank	60
	Note: The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.

English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences
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Duration	4.0 years
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UAC code	362326
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Faculty	Faculty of Arts and Design
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Discipline	School of Arts and Communications
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Location	UC - Canberra, Bruce
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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 academic entry requirements page. View UC's academic entry requirements
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English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences
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CRICOS code	077621A
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Faculty	Faculty of Arts and Design
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Discipline	School of Arts and Communications
Location	UC - Canberra, Bruce
Duration	4.0 years

About this course

Analyse public affairs - from an international perspective

There's no better launch pad for a career in the public affairs sector than to be immersed in the heart of Australia's political landscape. With its location on the doorstep of the parliamentary press gallery, UC is uniquely placed to provide you with the low-down on the complex relationships between media, government and society. And it can also offer you specialised (and not-found-elsewhere) learning and internship opportunities.

With this Double Degree, you'll gain an insight into digital media literacy, political communication and cultural diversity within the context of globalization, and you'll also acquire the skills you need to work in a range of contemporary media environments – anywhere in the world. The scoop? You'll be rubbing shoulders with the rest of the (media) pack before you can say, “press conference”!

Combine a Bachelor of Arts in International Studies / Bachelor of Communication in Media and Public Affairs at UC and you will:

- understand the dynamic interactions between media, government, the public and society, in both national and international contexts
- explore in-depth public communications from a national and international perspective
- interact with political and media institutions in Canberra
- gain a critical understanding of international media and the dissemination of information
- acquire the skills needed to work in a contemporary media environment, anywhere in the world
- gain in-depth knowledge of cultural diversity and socio-economic changes within the context of globalisation.

Work-integrated learning

In this course, you can undertake an internship unit as part of the Faculty of Arts and Design's commitment to supporting work-integrated learning, which will enhance your employability and ensure you're armed with the right mix of skills and knowledge to take a super-confident leap into your future career.

Career opportunities

Opportunities exist for Bachelor of Arts in International Studies / Bachelor of Communication in Media and Public Affairs graduates in a range of sectors including in:

- Newspapers
- Magazines
- Radio
- Television
- Online
- Start-up Ventures
- Government Departments (in Media Liaison or as a Publication Officer)

Course specific information

Applicants must meet normal university requirements for admission to an undergraduate degree course.

Professional accreditation

None.

Admission requirements

Normal UC requirements for admission to an undergraduate course.

Additional admission requirements

None.

Assumed knowledge

Refer to individual courses.

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](#). Credit is not permitted towards completion of a graduate certificate.

Course requirements

Bachelor of Arts in International Studies/Bachelor of Communication in Media and Public Affairs (223JA) | 96 credit points

Required - 93 credit points as follows

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

International Studies - Must pass 48 credit points as follows

Minor in Human Rights and Social Justice (MN0132) | 12 credit points

Required - Must pass 12 credit points as follows

[Global Peace and Conflict Studies \(8167\)](#) | 3 credit points – Level 3

[Global Social Movements \(8168\)](#) | 3 credit points – Level 3

[Global Ethical Challenges \(8510\)](#) | 3 credit points – Level 2

[International Human Rights \(8513\)](#) | 3 credit points – Level 2

Minor in International Studies Professional Skills (MN0202) | 12 credit points

Restricted Choice - Must pass 12 credit points from the following

[Counselling Communication \(5258\)](#) | 3 credit points – Level 1

[Introduction to Journalism \(5565\)](#) | 3 credit points – Level 1

[Accounting for Managers \(5617\)](#) | 3 credit points – Level 1

[Networked Media Production \(7881\)](#) | 3 credit points – Level 1

[Editing Sound and Image \(8120\)](#) | 3 credit points – Level 1

[Problem Analysis and Statistics \(8732\)](#) | 3 credit points – Level 1

[Digital Media Literacy \(9022\)](#) | 3 credit points – Level 1

[Introduction to Communication \(9023\)](#) | 3 credit points – Level 1

[Digital PR and Media Relations \(9034\)](#) | 3 credit points – Level 2

Advocacy for Change (9274) | 3 credit points – Level 1

Web Design and Production (9292) | 3 credit points – Level 1

Principles of Public Relations (9363) | 3 credit points – Level 1

Public Relations Writing (9497) | 3 credit points – Level 1

Project Management (9534) | 3 credit points – Level 3

Performance (9590) | 3 credit points – Level 1

Digital Campaigning (9922) | 3 credit points – Level 2

Mobile Reporting (9923) | 3 credit points – Level 1

Business Decision Making (11009) | 3 credit points – Level 1

Note:

- From Semester 1 2018 unit 5617 Accounting for Managers is no longer offered. Students complete unit 11009 Business Decision Making instead.

Major in International Studies (Restricted) (MJ0283) | 24 credit points

Required - Must pass 18 credit points as follows

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

International History of the 20th Century (8511) | 3 credit points – Level 2

Introduction to International Studies (8668) | 3 credit points – Level 1

Introduction to International Development (8669) | 3 credit points – Level 2

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

Advanced Topics in International Studies (9994) | 3 credit points – Level 3

Restricted Choice - Must pass 6 credit points from the following

Part A - May do up to 6 credit points from the following

Global Perspectives on Heritage Management (8942) | 3 credit points – Level 2

Language, Cultures and Communication (9485) | 3 credit points – Level 3

Discourse and Culture (9493) | 3 credit points – Level 3

Part B - May do up to 3 credit points from the following

International Studies Internship (8512) | 3 credit points – Level 3

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

Note:

- From 2017 students are not able to undertake unit 8512 International Studies Internship. This unit has been replaced by 10115 Industry and Community Engagement Internship.

Media and Public Affairs - 45 credit points as follows

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

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

Law of Communications (7098) | 3 credit points – Level 1

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

Required Units - Must pass 9 credit points as follows

Media and Public Affairs Project (9031) | 3 credit points – Level 3

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

Professional Orientation (Arts) (10333) | 3 credit points – Level 1

- Students who completed 9799 Foundations of Professional Planning prior to 2018 may count this unit in lieu of 10333 Professional Orientation (Arts)

Restricted Choice - 3 credit points as follows

Faculty of Arts and Design Restricted Choice Unit (ARTSFOUND) | credit points

Pre Curriculum Renewal 2019 Units - May select from

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

Academic English (9487) | 3 credit points – Level 1

Units Available from 2019 - May select from

Pixels and Polygons (11013) | 3 credit points – Level 1

Heritage Conservation (11015) | 3 credit points – Level 1

[BE: History and Culture \(11016\) | 3 credit points – Level 1](#)

[The Art and Power of Communication \(11079\) | 3 credit points – Level 1](#)

[Digital Media Fundamentals \(11080\) | 3 credit points – Level 1](#)

[Journalism Now and Next \(11084\) | 3 credit points – Level 1](#)

[Introduction to Creative Writing \(11113\) | 3 credit points – Level 1](#)

[Writing, Rewriting \(11114\) | 3 credit points – Level 1](#)

[Cultures and Diversity \(11129\) | 3 credit points – Level 1](#)

[Fundamentals for Building Construction Management \(11483\) | 3 credit points – Level 1](#)

Note:

- 1. If one of the units in this list is already a required unit within the typical course structure, it cannot be counted as an Arts Foundation Unit.
- 2. This list includes units from both Semesters 1 and 2 so you will need to check unit availability.
- 3. Pre Curriculum Renewal 2019 Units are not offered at UC BRUCE from Semester 1, 2019. Students who commenced prior to 2019 can have these units counted towards course completion.
- 4. Units 9494 AND 9498 are no longer apart of this course from Semester 2, 2016. Students who commenced prior to 2017 can have these units counted towards course completion.

In addition to course requirements, in order to successfully complete your course you may need to 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 International Studies \(8668\)](#)

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

Faculty of Arts and Design Restricted Choice Unit

Semester 2

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

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

[Globalisation and Resistance \(8169\)](#)

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

Year 2

Semester 1

MN0202 Restricted Choice Unit

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

[Cultures and Diversity \(8671\)](#)

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

Semester 2

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

MN0202 Restricted Choice Unit

[International History of the 20th Century \(8511\)](#)

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

Year 3

Semester 1

Semester 2

MN0202 Restricted Choice Unit
Communication and Media Research (7003)
Elections, Campaigns and Lobbying (8125)
Introduction to International Development (8669)

Year 4

Semester 1

Global Ethical Challenges (8510)
MJ0283 Restricted Choice Unit
Global Peace and Conflict Studies (8167)
Risk, Crisis and Communication (7545)

Standard Full Time, Semester 1 Commencing (2018)

Year 1

Semester 1

Introduction to International Studies (8668)
Faculty of Arts and Design Restricted Choice Unit
Introduction to Communication (9023)
Introduction to Political Communication (9024)

Year 2

Semester 1

Communication Evolution (9020)
Cultures and Diversity (8671)
Democracy and the Public Sphere (9310)
MN0202 Restricted Choice Unit

Year 3

Semester 1

Communication and Media Research (7003)
Elections, Campaigns and Lobbying (8125)
Introduction to International Development (8669)
MN0202 Restricted Choice Unit

Year 4

Semester 1

Communication Technologies and Change (8131)
Industry & Community Engagement (Internships) (10115)
International Human Rights (8513)

MN0202 Restricted Choice Unit

Semester 2

Advanced Topics in International Studies (9994)
Global Social Movements (8168)
Media and Public Affairs Project (9031)
MJ0283 Restricted Choice Unit

Semester 2

Digital Media Literacy (9022)
Globalisation and Resistance (8169)
Media, Technology and Society (9027)
Professional Orientation (Arts) (10333)

Semester 2

MN0202 Restricted Choice Unit
International History of the 20th Century (8511)
Journalism and Political Process (8127)
Law of Communication (9424)

Semester 2

MN0202 Restricted Choice Unit
Communication Technologies and Change (8131)
Industry & Community Engagement (Internships) (10115)
International Human Rights (8513)

Semester 2

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

MJ0283 Restricted Choice Unit

[Global Ethical Challenges \(8510\)](#)

[Global Peace and Conflict Studies \(8167\)](#)

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

MJ0283 Restricted Choice Unit

[Advanced Topics in International Studies \(9994\)](#)

[Global Social Movements \(8168\)](#)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
<p>The course gives students an opportunity to attain interdisciplinary understanding of global issues. It helps them understand the connection between geography, history, politics and cultures of global communities.</p>	<p>Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.</p> <p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p>
<p>The course develops students' ability to understand and analyse current world events, by contextualising and communicating them in relation to relevant global developments and processes.</p>	<p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p> <p>Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.</p>
<p>The course introduces students to a range of academic fields and approaches its themes and topics from a variety of multi-disciplinary perspectives, and improves their ability to engage in critical analysis of knowledge and practices.</p>	<p>Communication: ability present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.</p> <p>Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and attitude to work collectively.</p> <p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p> <p>Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.</p>
<p>Students will have the analytical skills required to understand and evaluate the global socio-economic impact on cultures and communities.</p>	<p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p>

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

Professionalism and social responsibility: capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefits of others and the environment.

The course equips students with skills needed for generation of creative ideas and problem solving. The course provides an internship unit and a minor in professional skills which aims to develop skills needed in workplaces.

Communication: ability present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries

Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and attitude to work collectively

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

Develop an in-depth understanding of contemporary society and politics paying particular attention to the relationships between media, politics and public opinion.

Communication: High order oral, written, visual and digital communication skills. Understanding communication with both the local and global context.

Appreciate the disciplinary perspectives of Communication Studies and the ability to apply these to the study of media and public affairs.

Working independently and with others: Development of interpersonal communication skills to maintain good working relationships and within groups.

Develop digital media literacy and develop basic competency in a range of communication skills and media research methodologies.

Work sensitively with people with diverse background and interest.

Analysis and enquiry: Identify, understand and analyse information and content relevant to professional practice. Apply concepts and methodologies to communication tasks.

Gain an appreciation of research ethics and related questions of social responsibility.

Problem Solving: Think analytically and creatively relevant to communication and media. Critical and strategic thinking and response in professional and political communication context.

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.

Professionalism and social responsibility: Understand the social and professional influence of media and politics and the role in ethical practice. Insightful and systematic understanding of various social contexts and knowing the socially responsible approaches to communication practice.

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.

As above.

Majors

- [Major in International Studies \(Restricted\) \(MJ0283\)](#)
- [Major in Media and Public Affairs \(MJ0218\)](#)
- [Minor in Human Rights and Social Justice \(MN0132\)](#)
- [Minor in International Studies Professional Skills \(MN0202\)](#)
- [Major in Communication Studies \(MJ0216\)](#)

Awards

Award	Official abbreviation
Bachelor of Arts in International Studies	BA IntSt
Bachelor of Communication in Media and Public Affairs	BComm Media&PubAffairs

Honours

Refer to individual courses.

Alternative exits

Bachelor of Communication in Media and Public Affairs

Bachelor of Arts in International Studies

Enquiries

Student category

Contact details

Current and Commencing Students	Email FAD.Student@canberra.edu.au or Phone 1300 301 727
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

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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.