

Bachelor of Australian Politics & Public Policy/Bachelor of Communication in Media & Public Affairs (230JA.1)

Please note these are the 2017 details for this course

Domestic students

Selection rank	
Delivery mode	On campus
Location	
Duration	4.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra School of Politics, Economics and Society Discipline of Communication and Media
UAC code	
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

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
Delivery mode	
Location	
Duration	4.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra School of Politics, Economics and Society Discipline of Communication and Media
CRICOS code	077604B
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

About this course

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 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 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. The Bachelor of Australian Politics & Public Politics will provide graduates with a strong understanding of the characteristics of Australian democracy, including the roles of key actors and institutions, both within and outside the formal

structures of government.

Professional accreditation

None.

Admission requirements

Normal UC admission requirements to an undergraduate course.

Additional admission requirements

Refer to individual courses.

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](#).

Course requirements

Bachelor of Australian Politics & Public Policy/Bachelor of Communication in Media & Public Affairs (230JA) | 96 credit points

Required - 87 credit points as follows

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

Australian Politics and Public Policy - 45 credit points as follows

Minor in Australian Politics Foundation (MN0143) | 12 credit points

Required - Must pass 9 credit points as follows

[Politics and Democracy \(675\) | 3 credit points – Level 1](#)

[Introduction to Economics \(6355\) | 3 credit points – Level 1](#)

[Indigenous Politics and the State \(7000\) | 3 credit points – Level 2](#)

Restricted Choice - Must pass 3 credit points from the following

Indigenous History and Identity (9467) | 3 credit points – Level 1

Major in Australian Politics and Public Policy (MJ0188) | 24 credit points

Required - Must pass 24 credit points as follows

Economics of the Public Sector (6404) | 3 credit points – Level 3

Identity Politics and Public Policy (7072) | 3 credit points – Level 3

Public Sector Management (7083) | 3 credit points – Level 2

Social Policy: Government, Wealth and Welfare (7534) | 3 credit points – Level 2

Introduction to Politics and Government (8296) | 3 credit points – Level 1

Civil Society: Politics and Policy (8716) | 3 credit points – Level 3

Public Policy in Theory and Practice (8785) | 3 credit points – Level 3

Required Units - Must pass 9 credit points as follows

Information Systems in Organisations (6348) | 3 credit points – Level 1

Problem Evaluation and Resolution (8730) | 3 credit points – Level 2

Problem Analysis and Statistics (8732) | 3 credit points – Level 1

Media and Public Affairs - 42 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

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 6 credit points as follows

Media and Public Affairs Project (9031) | 3 credit points – Level 3
Communication Internship (9490) | 3 credit points – Level 3

Restricted Choice - Must pass 3 credit points from the following

- 437 has been closed to new admissions from Semester 1 2015. For students who have completed this unit, it will be included towards course completion.

- Students who have not previously completed this unit MUST select unit 9799 or 6606.

Government-Business Relations (6606) | 3 credit points – Level 1
Foundations of Research and Creative Inquiry (9437) | 3 credit points – Level 1
Foundations of Professional Planning (9799) | 3 credit points – Level 1

Open Electives - 6 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 6 credit points from anywhere in the University.

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 (2015)

Year 1

Semester 1

Introduction to Communication (9023)

Introduction to Political Communication (9024)

Politics and Democracy (675)

Semester 2

Digital Media Literacy (9022)

Indigenous History and Identity (9467)

Introduction to Politics and Government (8296)

Media, Technology and Society (9027)

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)

Introduction to Economics (6355)

Problem Analysis and Statistics (8732)

Public Sector Management (7083)

Semester 2

Indigenous Politics and the State (7000)

Information Systems in Organisations (6348)

Problem Evaluation and Resolution (8730)

Social Policy: Government, Wealth and Welfare (7534)

Year 4

Semester 1

Civil Society: Politics and Policy (8716)

Public Policy in Theory and Practice (8785)

Risk, Crisis and Communication (7545)

Semester 2

Communication Internship (9490)

Economics of the Public Sector (6404)

Identity Politics and Public Policy (7072)

Media and Public Affairs Project (9031)

Standard Full Time, Semester 1 Commencing (2016)

Year 1

Semester 1

Foundations of Professional Planning (9799)

Introduction to Communication (9023)

Introduction to Political Communication (9024)

Politics and Democracy (675)

Semester 2

Digital Media Literacy (9022)

Introduction to Politics and Government (8296)

Media, Technology and Society (9027)

Year 2

Semester 1

Open Elective Unit

Communication Evolution (9020)

Communication and Media Research (7003)

Democracy and the Public Sphere (9310)

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)

Introduction to Economics (6355)

Public Sector Management (7083)

Research Methods in Social Science (10086)

Semester 2

Social Policy: Government, Wealth and Welfare (7534)

Minor in Business & Government Foundation (G&P) Restricted Choice Unit

Government-Business Relations (6606)

Indigenous Politics and the State (7000)

Year 4

Semester 1

Civil Society: Politics and Policy (8716)

Politics and Security in the Asia-Pacific (8297)

Public Policy in Theory and Practice (8785)

Risk, Crisis and Communication (7545)

Semester 2

Communication Internship (9490)

Economics of the Public Sector (6404)

Identity Politics and Public Policy (7072)

Media and Public Affairs Project (9031)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
<p>Students will be able to apply an in depth understanding of the historical and current systems of Australian Politics and Public Policy in order to give policy advice and develop new policy.</p>	<p>Problem solving: ability to apply problem-solving processes in novel situations; identify, analyse problems and then formulate and implement policy solutions.</p>
<p>Develop an in-depth understanding of contemporary society and politics paying particular attention to the relationships between media, politics and public opinion.</p> <p>Appreciate the disciplinary perspectives of Communication Studies and the ability to apply these to the study of media and public affairs.</p> <p>Develop digital media literacy and develop basic competency in a range of communication skills and media research methodologies.</p> <p>Gain an appreciation of research ethics and related questions of social responsibility.</p> <p>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.</p> <p>Engage in complex ethical questions, strategic thinking, and problem solving as they study processes of political communication.</p> <p>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.</p>	<p>Communication</p> <p>High order oral, written, visual and digital communication skills. Understanding communication with both the local and global context.</p> <p>Working independently and with others</p> <p>Development of interpersonal communication skills to maintain good working relationships and within groups.</p> <p>Work sensitively with people with diverse background and interest.</p> <p>Analysis and enquiry</p> <p>Identify, understand and analyse information and content relevant to professional practice. Apply concepts and methodologies to communication tasks.</p> <p>Problem Solving</p> <p>Think analytically and creatively relevant to communication and media. Critical and strategic thinking and response in professional and political communication context.</p> <p>Professionalism and social responsibility</p> <p>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.</p>

<p>Application of knowledge and skills reflected in the learning outcome includes:</p> <ul style="list-style-type: none"> - 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. 	<p>As above</p>
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Students will acquire the full range of generic skills and attributes as per the UC policy.

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

Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and attitudes to work collaboratively.

<p>Students will be able to recognise the relationships between the nature of political values, political power and public policy and the particular impact of the Australian context.</p>	<p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p> <p>Communicate: ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.</p> <p>Professionalism and social responsibility: capacity and intention to use professional knowledge and skills ethically and responsibility for the benefits of others and the environment.</p>
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Majors

- [Major in Communication Studies \(MJ0216\)](#)
- [Minor in Australian Politics Foundation \(MN0143\)](#)
- [Major in Australian Politics and Public Policy \(MJ0188\)](#)
- [Major in Media and Public Affairs \(MJ0218\)](#)

Awards

Award	Official abbreviation
Bachelor of Australian Politics and Public Policy	B AustralianPolitics&PubPol
Bachelor of Communication in Media and Public Affairs	BComm Media&PubAffairs

Honours

Refer to individual courses.

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au

Download your course guide



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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.