

Bachelor of Journalism (320JA.1)

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	3.0 years
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UAC code	363025
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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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Fees 

Per Unit	Per Annum	Full Course
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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
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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](#)

English language requirements An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code 087834E

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

Location UC - Canberra, Bruce

Duration 3.0 years

Fees 

Per Unit

Per Annum

Full Course

About this course

Work in the fast-changing world of media

The media industry is currently undergoing profound and rapid change. At UC we'll prepare you for a career in mainstream media, as well as new and emerging formats.

Based on a solid foundation of journalistic writing and research, this degree teaches you skills to diversify into areas such as content marketing, social and digital campaigning and creative writing.

Study a Bachelor of Journalism at UC and you will:

- create short and feature length journalistic and creative writing pieces
- produce feature-rich written, audio, video, social and other online media content
- develop production and presentation techniques in traditional broadcast, print, audio and video
- develop online campaign skills to engage and mobilise the public

- develop analytical and critical thinking skills
- apply journalistic and communication theories
- understand the role of the media in society and the impact of journalism on public debate
- understand and apply the ethical and legal principles of contemporary media practice.

Work-integrated learning

UC's strategic location in the national capital, close to national institutions such as Parliament House and its press gallery, will be to your advantage. You will undertake a four-week internship in a local media organisation and practice your skills in our online newsroom, studio and digital campaigning production hub as a journalist, producer and editor.

Career opportunities

- Print, radio, television and online journalist
- Communications officer
- Editor and producer
- Media advisor
- Social media coordinator
- Online community manager
- Digital campaigner
- Content creator and marketer
- Social entrepreneur

Course specific information

The Bachelor of Journalism offers a range of cutting edge specialisations as alternative exit awards:

- Bachelor of Journalism (Content Marketing)
- Bachelor of Journalism (Social and Digital Campaigning)
- Bachelor of Journalism (Creative Writing)

Admission requirements

Normal UC requirements for admission to an undergraduate course.

Assumed knowledge

Basic digital literacies, ICT, computer, word processing and image production skills

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 Journalism (320JA) | 72 credit points

Required - 42 credit points as follows

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

Major in Journalism (MJ0217) | 18 credit points

Required - Must pass 15 credit points as follows

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

[Audio Journalism \(9019\) | 3 credit points – Level 2](#)

[Newsroom \(9028\) | 3 credit points – Level 3](#)

[Video Journalism \(9036\) | 3 credit points – Level 2](#)

[Long Form and Investigative Journalism \(9309\) | 3 credit points – Level 3](#)

Restricted Choice - Must pass 3 credit points from the following

[Reporting \(5572\) | 3 credit points – Level 1](#)

[Mobile Reporting \(9923\) | 3 credit points – Level 1](#)

Minor in Journalism Studies (MN0200) | 12 credit points

Required - Must pass 12 credit points from the following

[Journalism and Political Process \(8127\) | 3 credit points – Level 2](#)

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

[Journalism and Society \(9303\) | 3 credit points – Level 2](#)

[Law of Communication \(9424\) | 3 credit points – Level 2](#)

Required Units - Must pass 12 credit points as follows

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

[Journalism Project \(9035\) | 3 credit points – Level 3](#)

[Industry & Community Engagement \(Internships\) \(10115\) | 3 credit points – Level 3](#)

[Professional Orientation \(Communication and Media\) \(10335\) | 3 credit points – Level 1](#)

- Students who completed 9799 Foundations of Professional Planning prior to 2018 may count this unit in lieu of 10335 Professional Orientation (Communication & Media)

Restricted Choice - Must select 1 of the following

B Journalism (Content Marketing) - 30 credit points as follows

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.

Required - 24 credit points as follows

Major in Content Marketing Strategy (MJ0272) | 18 credit points

Required - Must pass 18 credit points as follows

[Introduction to Marketing \(6357\) | 3 credit points – Level 1](#)

[Communication Technologies and Change \(8131\) | 3 credit points – Level 3](#)

[Agency-Client Relationships \(9018\) | 3 credit points – Level 3](#)

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

[Brand Management \(9118\) | 3 credit points – Level 2](#)

[Digital Campaigning \(9922\) | 3 credit points – Level 2](#)

Required Units - Must pass 6 credit points as follows

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

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

B Journalism (Social and Digital Campaigning) - 30 credit points as follows

Restricted Choice - Must pass 6 credit points from the following

[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](#)

Required - 24 credit points as follows

Major in Social and Digital Campaigning (MJ0282) | 18 credit points

Required - Must pass 18 credit points as follows

- Communication and Media Research (7003) | 3 credit points – Level 2
- Elections, Campaigns and Lobbying (8125) | 3 credit points – Level 3
- Communication Technologies and Change (8131) | 3 credit points – Level 3
- Globalisation and Resistance (8169) | 3 credit points – Level 1
- Introduction to International Development (8669) | 3 credit points – Level 2
- Digital Campaigning (9922) | 3 credit points – Level 2

Required Units - Must pass 6 credit points as follows

- Networked Media Production (7881) | 3 credit points – Level 1
- Web Design and Production (9292) | 3 credit points – Level 1

B Journalism (Creative Writing) - 30 credit points as follows

Open Electives - 6 credit points as follows

- Unit Levels: In choosing electives students should note that not 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.

Required - 24 credit points as follows

Major in Creative Writing (MJ0030) | 18 credit points

Required - Must pass 6 credit points as follows

- Creative Project (8298) | 3 credit points – Level 3
- Introduction to Creative Writing (8304) | 3 credit points – Level 1

Restricted Choice - 12 credit points as follows

Part A - Must pass 3 credit points from the following

- Cultural Research (8902) | 3 credit points – Level 2
- Research and Practice (9989) | 3 credit points – Level 2

Part B - Must pass 9 credit points from the following

Writing for Young People (7479) | 3 credit points – Level 2

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

Screenwriting (8905) | 3 credit points – Level 2

Poetry and the Imagination (9308) | 3 credit points – Level 3

Writing Narrative Non-Fiction (9921) | 3 credit points – Level 2

Revision / Editing (9991) | 3 credit points – Level 3

Screenwriting for Television (9992) | 3 credit points – Level 3

Aliens, Dragons, Monsters, Me: Writing Genre (9993) | 3 credit points – Level 2

Note:

- To complete this Major, students must pass at least 6 credit points at Level 3.

Required Units - Must pass 6 credit points from the following

Literary Studies: True Stories (8623) | 3 credit points – Level 1

Writing Narrative Non-Fiction (9921) | 3 credit points – Level 2

B Journalism (no specialisation) - 30 credit points as follows

Required - Must pass 9 credit points as follows

Networked Media Production (7881) | 3 credit points – Level 1

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

Writing Narrative Non-Fiction (9921) | 3 credit points – Level 2

Restricted Choice - Must pass 3 credit points from the following

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.

Open Electives - 18 credit points as follows

- Unit Levels: In choosing electives students should note that not more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 18 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

B Journalism - Content Marketing

Standard Full Time, Semester 1 Commencing (2017)

Year 1

Semester 1

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

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

[Introduction to Journalism \(5565\)](#)

[Networked Media Production \(7881\)](#)

Semester 2

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

[Editing Sound and Image \(8120\)](#)

[Introduction to Marketing \(6357\)](#)

[Mobile Reporting \(9923\)](#)

Year 2

Semester 1

[Audio Journalism \(9019\)](#)

Brand Management (9118)

Digital PR and Media Relations (9034)

Journalism and Society (9303)

Semester 2

Digital Campaigning (9922)

Journalism and Political Process (8127)

Law of Communication (9424)

Video Journalism (9036)

Year 3

Semester 1

Agency-Client Relationships (9018)

Open Elective Unit

Long Form and Investigative Journalism (9309)

Newsroom (9028)

Semester 2

Communication Technologies and Change (8131)

Journalism Project (9035)

Open Elective Unit

Industry & Community Engagement (Internships) (10115)

Standard Full Time, Semester 1 Commencing (2018)

Year 1

Semester 1

Introduction to Communication (9023)

Introduction to Journalism (5565)

Networked Media Production (7881)

Professional Orientation (Communication and Media) (10335)

Semester 2

Digital Media Literacy (9022)

Editing Sound and Image (8120)

Introduction to Marketing (6357)

Mobile Reporting (9923)

Year 2

Semester 1

Audio Journalism (9019)

Brand Management (9118)

Digital PR and Media Relations (9034)

Journalism and Society (9303)

Semester 2

Digital Campaigning (9922)

Journalism and Political Process (8127)

Law of Communication (9424)

Video Journalism (9036)

Year 3

Semester 1

Agency-Client Relationships (9018)

Long Form and Investigative Journalism (9309)

Newsroom (9028)

Open Elective Unit

Semester 2

Communication Technologies and Change (8131)

Industry & Community Engagement (Internships) (10115)

Journalism Project (9035)

Open Elective Unit

B Journalism - Creative Writing

Standard Full Time, Semester 1 Commencing (2017)

Year 1

Semester 1

Foundations of Professional Planning (9799)

Introduction to Communication (9023)

Introduction to Creative Writing (8304)

Introduction to Journalism (5565)

Semester 2

Editing Sound and Image (8120)

Literary Studies: True Stories (8623)

Mobile Reporting (9923)

Writing Short Narratives (8147)

Year 2**Semester 1**

Audio Journalism (9019)

Journalism and Society (9303)

Screenwriting (8905)

Semester 2

Law of Communication (9424)

Research and Practice (9989)

Video Journalism (9036)

Writing Narrative Non-Fiction (9921)

Year 3**Semester 1**

Long Form and Investigative Journalism (9309)

Newsroom (9028)

Writing for Young People (7479)

Semester 2

Creative Project (8298)

Industry & Community Engagement (Internships) (10115)

Journalism Project (9035)

Journalism and Political Process (8127)

Standard Full Time, Semester 1 Commencing (2018)

Year 1

Semester 1

Introduction to Communication (9023)

Introduction to Creative Writing (8304)

Introduction to Journalism (5565)

Professional Orientation (Communication and Media) (10335)

Semester 2

Editing Sound and Image (8120)

Literary Studies: True Stories (8623)

Mobile Reporting (9923)

Writing Short Narratives (8147)

Year 2

Semester 1

Audio Journalism (9019)

Journalism and Society (9303)

Screenwriting (8905)

Semester 2

Law of Communication (9424)

Research and Practice (9989)

Video Journalism (9036)

Writing Narrative Non-Fiction (9921)

Year 3

Semester 1

Long Form and Investigative Journalism (9309)

Newsroom (9028)

Writing for Young People (7479)

Semester 2

Creative Project (8298)

Industry & Community Engagement (Internships) (10115)

[Journalism Project \(9035\)](#)

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

B Journalism - No Specialisation

Standard Full Time, Semester 1 Commencing (2017)

Year 1

Semester 1

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

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

[Introduction to Journalism \(5565\)](#)

[Networked Media Production \(7881\)](#)

Semester 2

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

[Editing Sound and Image \(8120\)](#)

Faculty of Arts and Design Restricted Choice Unit

[Mobile Reporting \(9923\)](#)

Year 2

Semester 1

[Journalism and Society \(9303\)](#)

Two Open Elective Units

[Audio Journalism \(9019\)](#)

Semester 2

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

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

[Video Journalism \(9036\)](#)

[Writing Narrative Non-Fiction \(9921\)](#)

Year 3

Semester 1

[Long Form and Investigative Journalism \(9309\)](#)

Two Open Elective Units

[Newsroom \(9028\)](#)

Semester 2

[Journalism Project \(9035\)](#)

Two Open Elective Units

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

Standard Full Time, Semester 1 Commencing (2018)**Year 1****Semester 1**

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

[Introduction to Journalism \(5565\)](#)

[Networked Media Production \(7881\)](#)

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

Semester 2

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

Faculty of Arts and Design Restricted Choice Unit

[Editing Sound and Image \(8120\)](#)

[Mobile Reporting \(9923\)](#)

Year 2**Semester 1**

[Audio Journalism \(9019\)](#)

Two Open Elective Units

[Journalism and Society \(9303\)](#)

Semester 2

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

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

[Video Journalism \(9036\)](#)

[Writing Narrative Non-Fiction \(9921\)](#)

Year 3

Semester 1

[Long Form and Investigative Journalism \(9309\)](#)

[Newsroom \(9028\)](#)

Two Open Elective Units

Semester 2

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

Two Open Elective Units

[Journalism Project \(9035\)](#)

B Journalism - Social & Digital Campaigning

Standard Full Time, Semester 1 Commencing (2017)

Year 1

Semester 1

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

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

[Introduction to Journalism \(5565\)](#)

[Networked Media Production \(7881\)](#)

Semester 2

[Editing Sound and Image \(8120\)](#)

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

[Mobile Reporting \(9923\)](#)

[Web Design and Production \(9292\)](#)

Year 2

Semester 1

[Audio Journalism \(9019\)](#)

Communication and Media Research (7003)

Introduction to International Development (8669)

Journalism and Society (9303)

Semester 2

Digital Campaigning (9922)

Journalism and Political Process (8127)

Law of Communication (9424)

Video Journalism (9036)

Year 3

Semester 1

Elections, Campaigns and Lobbying (8125)

Long Form and Investigative Journalism (9309)

Newsroom (9028)

Semester 2

Communication Technologies and Change (8131)

Industry & Community Engagement (Internships) (10115)

Journalism Project (9035)

Standard Full Time, Semester 1 Commencing (2018)

Year 1

Semester 1

Introduction to Communication (9023)

Introduction to Journalism (5565)

Networked Media Production (7881)

Professional Orientation (Communication and Media) (10335)

Semester 2

Editing Sound and Image (8120)

Globalisation and Resistance (8169)

Mobile Reporting (9923)

Web Design and Production (9292)

Year 2

Semester 1

[Audio Journalism \(9019\)](#)

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

[Introduction to International Development \(8669\)](#)

[Journalism and Society \(9303\)](#)

Semester 2

[Digital Campaigning \(9922\)](#)

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

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

[Video Journalism \(9036\)](#)

Year 3

Semester 1

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

[Long Form and Investigative Journalism \(9309\)](#)

[Newsroom \(9028\)](#)

Semester 2

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

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

[Journalism Project \(9035\)](#)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
9. Understand the theoretical principles of communication in society,	- employ up-to-date and relevant knowledge and skills;

particularly in a rapidly changing digital environment.

- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- communicate effectively in diverse cultural and social settings;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

7. Understand and apply the legal and ethical principles of contemporary journalism and media law.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

11. Develop generic communication and personal presentation skills to equip graduates for success in professional life.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- understand issues in their profession from the perspective of other cultures;

behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

- evaluate and adopt new technology.

7. Develop professional networks and workplace competencies through a compulsory internship.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- understand issues in their profession from the perspective of other cultures;

behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

- evaluate and adopt new technology.

2. Understand the role of commercial messaging in the contemporary global media market.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- communicate effectively in diverse cultural and social settings;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

1. To produce flexible, adaptable, ethical and reflective practitioners who can apply their journalism skills in a constantly changing, global media environment.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- think globally about issues in their profession;
- adopt an informed and balanced approach across professional and international boundaries;
- understand issues in their profession from the perspective of other cultures;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
- evaluate and adopt new technology.

1. Produce feature-rich audio, video, social and other online media content.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- think globally about issues in their profession;
- adopt an informed and balanced approach across professional and international boundaries;
- understand issues in their profession from the perspective of other cultures;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
- evaluate and adopt new technology.

5. Develop analytical and critical thinking skills.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;

- understand issues in their profession from the perspective of other cultures;

- communicate effectively in diverse cultural and social settings

- behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

6. Experience in a professional journalism or creative writing environment through a compulsory internship.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- understand issues in their profession from the perspective of other cultures;

behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

	<ul style="list-style-type: none"> - be self-aware; - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; - evaluate and adopt new technology.
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2. Produce quality journalistic audio, video, social media and online content for use in Social and Digital Campaigning.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- communicate effectively in diverse cultural and social settings;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

<p>7. Understand and apply media research methods.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - display initiative and drive, and use their organisational skills to plan and manage their workload; - make creative use of technology in their learning and professional lives; - reflect on their own practice, updating and adapting
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	<p>their knowledge and skills for continual professional and academic development;</p>
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10. Understand the nature of global networked communities.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

<p>11. Develop generic communication and personal presentation skills to equip graduates for success in professional life.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational
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	<p>skills to plan and manage their workload;</p> <ul style="list-style-type: none"> - take pride in their professional and personal integrity. - understand issues in their profession from the perspective of other cultures; <p>behave ethically and sustainably in their professional and personal lives.</p> <ul style="list-style-type: none"> - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; - be self-aware; - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; - evaluate and adopt new technology.
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8. Understanding of the role of the media in society and the impact of journalism on public debate. In particular, understand the rapid changes occurring in media industries.

- employ up-to-date and relevant knowledge and skills;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- make creative use of technology in their learning and professional lives;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

<p>3. Demonstrate production and presentation techniques in traditional broadcast, print, audio, video, online and social media environments to industry standard.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research
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skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- communicate effectively in diverse cultural and social settings;

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

1. Develop online campaign skills to engage and mobilise publics on cultural and social justice issues.

employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- think globally about issues in their profession;

- adopt an informed and balanced approach across professional and international boundaries;

- understand issues in their profession from the perspective of other cultures;

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and

academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

- evaluate and adopt new technology.

Bachelor of Journalism (Content Marketing)	.
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9. Develop generic communication and personal presentation skills to equip graduates for success in professional life.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- understand issues in their profession from the perspective of other cultures;

behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

- evaluate and adopt new technology.

9. Understand and apply the legal and ethical principles of contemporary journalism.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

7. Understand and apply cultural research methods.

- employ up-to-date and relevant knowledge and skills;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- make creative use of technology in their learning and professional lives;
- reflect on their own practice, updating and adapting

their knowledge and skills for continual professional and academic development;

3. Create short and feature length works of journalism and creative writing.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- communicate effectively in diverse cultural and social settings;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

6. Understand and apply media research methods in the professional context of permanent innovation.

- employ up-to-date and relevant knowledge and skills;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- make creative use of technology in their learning and professional lives;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

6. Develop analytical and critical thinking skills, and apply them to journalistic practice.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

6. Understand and apply media research methods.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings

- behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

4. Demonstrate an ability to apply the journalistic and communication theories which underpin journalism practice.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- communicate effectively in diverse cultural and social settings;

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

1. Develop narrative non-fiction writing skills ζ using journalism and creative writing techniques.

- employ up-to-date and relevant knowledge and skills;

- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

-
- work collaboratively as part of a team, negotiate, and resolve conflict;
 - display initiative and drive, and use their organisational skills to plan and manage their workload;
 - take pride in their professional and personal integrity.
 - think globally about issues in their profession;
 - adopt an informed and balanced approach across professional and international boundaries;
 - understand issues in their profession from the perspective of other cultures;
 - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
 - be self-aware;
 - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
 - evaluate and adopt new technology.

2. Produce journalism content to media industry standards.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- communicate effectively in diverse cultural and social

	<p>settings;</p> <ul style="list-style-type: none"> - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
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4. Understand the role of writing in contemporary society.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- communicate effectively in diverse cultural and social settings;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

<p>2. Develop a solid foundation in journalism research and production across audio, video, online and social media platforms.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational skills to plan and manage their workload;
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	<ul style="list-style-type: none"> - take pride in their professional and personal integrity. - communicate effectively in diverse cultural and social settings; - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
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Bachelor of Journalism

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<p>10. Develop generic communication and personal presentation skills to equip graduates for success in professional life</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational skills to plan and manage their workload; - take pride in their professional and personal integrity. - understand issues in their profession from the perspective of other cultures; <p>behave ethically and sustainably in their professional and personal lives.</p> <ul style="list-style-type: none"> - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; - be self-aware; - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
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	- evaluate and adopt new technology.
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8. Develop professional networks and workplace competencies through a compulsory internship.

- employ up-to-date and relevant knowledge and skills;
 - communicate effectively;
 - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
 - work collaboratively as part of a team, negotiate, and resolve conflict;
 - display initiative and drive, and use their organisational skills to plan and manage their workload;
 - take pride in their professional and personal integrity.
 - understand issues in their profession from the perspective of other cultures;
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
 - be self-aware;
 - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
 - evaluate and adopt new technology.

Bachelor of Journalism (Creative Writing)	.
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9. Understand the theoretical principles of communication in society, particularly in a rapidly changing digital environment.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- take pride in their professional and personal integrity.

- understand issues in their profession from the perspective of other cultures;

behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

- evaluate and adopt new technology.

4. Understand and apply the ethical and legal principles of contemporary media practice.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

- work collaboratively as part of a team, negotiate, and resolve conflict;

- display initiative and drive, and use their organisational skills to plan and manage their workload;

- understand issues in their profession from the perspective of other cultures;

- communicate effectively in diverse cultural and social settings

	<ul style="list-style-type: none"> - behave ethically and sustainably in their professional and personal lives. - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; - be self-aware; - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
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4. Develop awareness of local and global social justice and environmental issues.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

<p>5. Experience in a professional journalism or digital campaigning environment through a compulsory internship.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills;
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	<ul style="list-style-type: none"> - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - display initiative and drive, and use their organisational skills to plan and manage their workload; - make creative use of technology in their learning and professional lives; - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
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5. Develop analytical and critical thinking skills, and apply them to journalistic and creative non-fiction writing practice.

- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- understand issues in their profession from the perspective of other cultures;
- communicate effectively in diverse cultural and social settings
- behave ethically and sustainably in their professional and personal lives.
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- be self-aware;
- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

<p>5. An understanding of the theoretical principles of communication in</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills;
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<p>society.</p>	<ul style="list-style-type: none"> - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - display initiative and drive, and use their organisational skills to plan and manage their workload; - make creative use of technology in their learning and professional lives; - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
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<p>3. Understand how to target media content to key commercial audiences.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational skills to plan and manage their workload; - take pride in their professional and personal integrity. - communicate effectively in diverse cultural and social settings; - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
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<p>3. Develop analytical and critical thinking skills, and apply them to journalistic practice and advocacy.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
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	<ul style="list-style-type: none"> - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational skills to plan and manage their workload; - take pride in their professional and personal integrity. - communicate effectively in diverse cultural and social settings; - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
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Bachelor of Journalism (Social and Digital Campaigning)

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<p>8. Understand and apply the legal and ethical principles of contemporary journalism and media law.</p>	<ul style="list-style-type: none"> - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational skills to plan and manage their workload; - understand issues in their profession from the perspective of other cultures; - communicate effectively in diverse cultural and social settings - behave ethically and sustainably in their professional and personal lives. - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; - be self-aware;
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	<ul style="list-style-type: none"> - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;
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8. Understand key contemporary and historical media theories.

- employ up-to-date and relevant knowledge and skills;
- communicate effectively;
- use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- work collaboratively as part of a team, negotiate, and resolve conflict;
- display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity.
- communicate effectively in diverse cultural and social settings;
- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

<p>10. Experience in a professional journalism or media environment through a compulsory internship.</p>	<ul style="list-style-type: none"> - employ up-to-date and relevant knowledge and skills; - communicate effectively; - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; - work collaboratively as part of a team, negotiate, and resolve conflict; - display initiative and drive, and use their organisational skills to plan and manage their workload; - take pride in their professional and personal integrity. - understand issues in their profession from the
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perspective of other cultures;

behave ethically and sustainably in their professional and personal lives.

- reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

- be self-aware;

- adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

- evaluate and adopt new technology.

Majors

- [Minor in Journalism Studies \(MN0200\)](#)
- [Major in Journalism \(MJ0217\)](#)
- [Major in Creative Writing \(MJ0030\)](#)
- [Major in Content Marketing Strategy \(MJ0272\)](#)
- [Major in Social and Digital Campaigning \(MJ0282\)](#)

Awards

Award	Official abbreviation
Bachelor of Journalism	B Jnl
Bachelor of Journalism (Content Marketing)	B Jnl (Content Marketing)
Bachelor of Journalism (Social and Digital Campaigning)	B Jnl (Social and Digital Campaigning)
Bachelor of Journalism (Creative Writing)	B Jnl (Creative Writing)

Honours

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

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	Email FAD.Student@canberra.edu.au or Phone 1300 301 727

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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.