Making News: Engaging the Media

Overview

This course is offered in two modes: either face to face (on-campus) and fully online.

This exciting course provides an introductory overview of contemporary trends in mass media and the key concepts necessary to understand what media is and how to contextualise news. The course has a specific focus on engaging with media to promote health and social wellness issues, highlight health issues and challenges through media advocacy, and to raise awareness and mobilise for social change. The course provides opportunities to engage with inspirational people from across all aspects of media, from print to social media and in between. The current Australian media landscape is examined through analysis of readings and special guest lectures from different media outlets providing a close insight into their industry, how to best choose the best channel and how to tailor the message for it. The second half of the course gives practical instruction and training on developing content for mass media, providing the students with tools to tailor content, to writing for media, planning, developing a strategy and managing journalists.
Faculty
Faculty of Medicine

School
School of Public Health & Community Medicine

Study Level
Undergraduate

Delivery Mode
Fully online

Indicative contact hours
3

Timetable
Visit timetable website for details
Conditions for Enrolment

Excluded: Not available to Undergraduate Faculty of Medicine single/dual program students
Course Outline

To access course outline, please visit:

GENM0510 Course Outline
Additional Information

This course is offered as General Education.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
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