



Program

Media (Comm & Journalism)

3429 | 144 Units of Credit

Not admitting new students

Overview

This program structure applies to students commencing prior to 2019.

If you are commencing from 2019 please refer to program [3454 Media \(Communication and Journalism\)](#)

The **Bachelor of Media (Communication and Journalism) [UNSW BMedia (C&J)]** will provide you with foundational and applied skills, knowledge and capabilities in professional communication and journalism. It will prepare you to be effective producers and analysts of a wide range of communication practices, informed by a solid understanding of media theory. Relevant career pathways include journalism, corporate and organizational communication, public sector communication and public relations. While specialising in Communication and Journalism, you will also be immersed in the culture and philosophy of media studies through your courses in the media core. In Single mode, you will also be able to complete a minor stream chosen from a wide range of subject areas

Level 1 and 2 courses cover contextual knowledge of communication and journalism, and practical and theoretical skills in text production and analysis. As you proceed into Level 3, the program expands and deepens your knowledge and understanding of these skills through application to contemporary communication contexts, requiring demonstration of the ability to situate, produce and evaluate effective communication texts.

The UNSW BMedia (C&J) aims to prepare you for a leadership role in the thoughtful application of communication skills to the professional and journalistic domains, informed by a solid understanding of media theory. In this program you are not

simply skilled up as writers, but you are also encouraged to become, influential and strategic communicators able to tackle complex issues by drawing on your integrated practical and theoretical expertise. You will become immersed in the current cultures of contemporary media text production and are encouraged to engage with emerging communication practices in both print-based and participatory online media, and to look for novel ways to produce and evaluate texts in these domains.

Graduates will have expertise in a range of foundational communication skills, but more importantly, will be able to contribute to, evaluate and intervene in emerging practices, enabling them to take leading roles in these rapidly changing industries.

Faculty

Faculty of Arts and Social Sciences

Campus

Kensington

Study Level

Undergraduate

Typical duration

3 Years

Delivery Mode

Face-to-face

Intake Period

Term 1, Term 3

Academic Calendar

3+ Calendar

Minimum Units of Credit

144

Award type

Bachelors Pass

Award(s)

Bachelor of Media -
BMedia

CRICOS Code

064366G

Learning Outcomes

1. Collaborate effectively across a range of contexts in communications and journalism professions.
2. Critically analyse and creatively solve problems in the context of communication and journalism.
3. Locate, evaluate and use relevant information to develop content for communication and journalism.
4. Show enterprise, initiative and creativity in the practice of communication and journalism.
5. Apply an appreciation of, and respect for, the cultural diversity of media audiences, media forms and media delivery contexts.
6. Adapt to changes in the audiences, platforms, tools and practices of communication and journalism.
7. Conduct research as applied to and appropriate for the fields of communications and journalism.
8. Situate communication and journalism in the context of media studies.
9. Produce effective communication and journalism texts for a range of media platforms.
10. Contribute to, and work within, an international community of media professionals.
11. Create, discuss and evaluate communication and journalism texts.
12. Deploy ethically informed and socially aware practice.

Graduate Capabilities:

For more information on Graduate Capabilities, please click on this [link](#).

Program Structure

Students must complete 144 UOC as a standalone program.

1. Media Core (12 UOC)
2. Communication and Journalism Core (36 UOC)
3. Prescribed Media Elective (24 UOC)
4. Prescribed Communication and Journalism Electives (24 UOC)
5. Breadth component (48 UOC) as follows:
 - 24 UOC Home minor
 - 12 UOC of Free Electives
 - 12 UOC of General Education

OR

- 24-36 UOC External minor
- 12 UOC Arts & Social Sciences Prescribed Electives
- 0-12 UOC Free Electives

OR

- 12 UOC Arts & Social Sciences Prescribed Electives
- 24 UOC Free Electives
- 12 UOC of General Education

Optional Minors

You may substitute the Prescribed Arts and Social Sciences Electives and/or Free Electives for an optional minor from the list of UNSW BA approved home or external minors.

If you are completing an External Minor you will complete 24-36 UOC in the minor and by doing so also meet the 12 UOC General Education requirement of the single program.

MINOR:

[ARTHB2](#) | 24 UOC
[Art History and Theory](#)

[ARTSB2](#) | 24 UOC
[Arts and Social Sciences](#)

ASIAB2 | 24 UOC

Asian Studies

ATSIC2 | 24 UOC

Indigenous Studies

AUSTB2 | 24 UOC

Australian Studies

CHINE2 | 24 UOC

Chinese Studies

CHINF2 | 24 UOC

Advanced Chinese Studies

CRIMC2 | 24 UOC

Criminology

CRWTA2 | 24 UOC

Creative Writing

ECONA2 | 30 UOC

Economics

ENGLC2 | 24 UOC

English

ENVPE2 | 24 UOC

Environmental Humanities

EUROC2 | 24 UOC

European Studies

FILMB2 | 24 UOC

Film Studies

FRENF2 | 24 UOC

French Studies

FRENG2 | 24 UOC

Advanced French Studies

GEOGS2 | 36 UOC

Geography

GERSF2 | 24 UOC

German Studies

GREKC2 | 24 UOC

Modern Greek Studies

HISTD2 | 24 UOC

History

IBUSA2 | 30 UOC

International Business

INDOC2 | 24 UOC

Indonesian Studies

ITALB2 | 24 UOC

Italian Studies

JAPNF2 | 24 UOC

Japanese Studies

JAPNG2 | 24 UOC

Advanced Japanese Studies

KOREF2 | 24 UOC

Korean Studies

KOREG2 | 24 UOC

Advanced Korean Studies

LINGC2 | 24 UOC

Linguistics

MGMTH2 | 30 UOC

Human Resource Management

MUSCJ2 | 24 UOC

Music Studies

PHILE2 | 24 UOC

Philosophy

POLSG2 | 24 UOC

Politics and International Relations

PSYCB2 | 24 UOC

Studies in Psychology

PSYCM2 | 36 UOC

Psychology

SOCAD2 | 24 UOC

Sociology and Anthropology

SPANH2 | 24 UOC

Spanish and Latin American Studies

THSTC2 | 24 UOC

Theatre and Performance Studies

WOMSB2 | 24 UOC
Women's and Gender Studies

Level 1 Communication and Journalism Core Courses

You must take 12 UOC of the following courses.

MDIA1002 | 6 UOC
Media & Communication Contexts

MDIA1004 | 6 UOC
News Fundamentals

Level 1 Media Core Courses

You must take 12 UOC of the following courses.

ARTS1090 | 6 UOC
Media, Culture and Everyday Life

ARTS1091 | 6 UOC
Media, Society, Politics

Level 2 Communication and Journalism Core Courses

You must take 12 UOC of the following courses.

MDIA2002 | 6 UOC
Analysing Media Communication

MDIA2003 | 6 UOC
Media Content Creation

Level 3 Communication and Journalism Core Courses

You must take 12 UOC of the following courses.

MDIA3002 | 6 UOC
Multiplatform Media

Arts and Social Sciences Prescribed Electives

You must complete 12 UOC of Arts & Social Sciences Prescribed Electives.

OR

You may substitute the Arts and Social Sciences Prescribed Electives for an optional minor from the list of UNSW BA approved home minors.

Note: Indigenous Studies courses (ATSIxxxx) cannot be studied as Arts and Social Sciences Prescribed Electives.

[any course offered by Faculty of Arts and Social Sciences](#)

Level 2 Media Prescribed Electives

You must take 12 UOC of the following courses.

ARTS2091 | 6 UOC
Mobile Cultures

ARTS2092 | 6 UOC
Global Media: Markets, Flows and Cultures

ARTS2093 | 6 UOC
Social Media

ARTS2095 | 6 UOC
Digital Technologies and the Self

ARTS2096 | 6 UOC
Media Rights, Media Wrongs

Level 3 Media Prescribed Electives

You must take 12 UOC of the following courses.

ARTS3091 | 6 UOC

Advanced Media Issues

ARTS3092 | 6 UOC

Media and Transformation in the Asia-Pacific

ARTS3093 | 6 UOC

Media Power

ARTS3096 | 6 UOC

Media and Climate Change

ARTS3097 | 6 UOC

Current Debates in Media and Culture

MDIA3007 | 6 UOC

Media and Arts Internship

Prescribed Communication and Journalism Electives

You must take 24 UOC of the following courses.

ARTS1010 | 6 UOC

The Life of Words

ARTS1032 | 6 UOC

The Literature Laboratory: Writing Beyond Limits

ARTS1060 | 6 UOC

Introduction to Film Studies

ARTS1062 | 6 UOC

Hollywood Film: Industry, Technology, Aesthetics

ARTS1064 | 6 UOC

Screen Production I

ARTS1121 | 6 UOC
The Life of Performance

ARTS2063 | 6 UOC
National Cinemas

ARTS2066 | 6 UOC
Writing for the Screen

ARTS2091 | 6 UOC
Mobile Cultures

ARTS2092 | 6 UOC
Global Media: Markets, Flows and Cultures

ARTS2093 | 6 UOC
Social Media

ARTS2094 | 6 UOC
Visual Communication

ARTS2126 | 6 UOC
Reviewing the Arts

ARTS2128 | 6 UOC
Art and Social Change

ARTS3068 | 6 UOC
Doing Film Festivals

ARTS3092 | 6 UOC
Media and Transformation in the Asia-Pacific

ARTS3093 | 6 UOC
Media Power

ARTS3872 | 6 UOC

Media Publics

HUMS1006 | 6 UOC

Presentation and Communication Skills

HUMS2000 | 6 UOC

Arts Internship

MDIA1000 | 6 UOC

Working with Time, Space and Experience

MDIA1003 | 6 UOC

Public Relations and Advertising Foundations

MDIA1005 | 6 UOC

Creative Sound Technologies

MDIA2000 | 6 UOC

Animating Media

MDIA2001 | 6 UOC

Bodies and Interfaces

MDIA2005 | 6 UOC

Advertising: The Creative Dimensions

MDIA2006 | 6 UOC

Communication Strategies

MDIA2007 | 6 UOC

Political Communication

MDIA2008 | 6 UOC

Broadcast Media Practices

MDIA2010 | 6 UOC

Serious Games

MDIA2011 | 6 UOC

Media Design for Change

MDIA3000 | 6 UOC

Discourse and Promotion

MDIA3004 | 6 UOC

Festivals and Exhibitions

MDIA3006 | 6 UOC

Production Studio

MDIA3007 | 6 UOC

Media and Arts Internship

MDIA3009 | 6 UOC

Brand Communications and Cultures

MDIA3010 | 6 UOC

Professional Media Practices: Creating, Publishing and Publicising Digital Journalism

MDIA3011 | 6 UOC

Communication Design: Multimodality, Meaning and Media

Free Electives

You must complete 24 UOC of Free Electives

OR

You may substitute the Free Electives for an optional minor from the list of UNSW BA approved home minor and external minors.

[any course](#)

General Education

You must complete 12 UOC of General Education courses

OR

You may substitute 12 UOC General Education courses for 12 UOC in an external minor from the list of UNSW BA approved external minors.

Note: Indigenous Studies courses (ATSIxxxx) can be studied as General Education only if you are not following a minor in Indigenous Studies.

[any General Education course](#)

Maturity Requirements

You must complete at least 24 UOC before enrolling in any Level 2 courses.

You must complete at least 66 UOC before enrolling in any Level 3 courses.

Sample Programs

To access sample program(s), please visit:

[UNSW Arts & Social Sciences](#)

Enrolment Disclaimer

Unless advised otherwise by your program authority, you should follow the rules for the handbook for the year you commenced your program. You are also responsible for ensuring you enrol in courses according to your program requirements. myUNSW enrolment checks that you have met enrolment requirements such as pre-requisites for individual courses but not that a course will count towards your program requirements.

Related Programs

Related Double Degree Programs

Bachelor of Music - **BMus**

Bachelor of Media - **BMedia**

3465 Music / Media (Comm & Journalism)

Faculty: Faculty of Arts and Social Sciences

Campus: Kensington

Units of Credit: 240

Typical Duration: 5 Years

[Read More](#)

Bachelor of Music (Honours) - **BMus (Hons)**

Bachelor of Media - **BMedia**

3466 Music (Honours) / Media (Comm & Journalism)

Faculty: Faculty of Arts and Social Sciences

Campus: Kensington

Units of Credit: 240

Typical Duration: 5 Years

[Read More](#)

Bachelor of International Studies - **BInSt**

Bachelor of Media - **BMedia**

3475 International Studies / Media (Comm & Journalism)

Faculty: Faculty of Arts and Social Sciences

Campus: Kensington

Units of Credit: 240

Typical Duration: 5 Years

[Read More](#)

Bachelor of Media - **BMedia**

Bachelor of Laws - **LLB**

4753 Media (Comm & Journalism) / Law

Faculty: Faculty of Law, Faculty of Arts and Social Sciences

Campus: Kensington

Units of Credit: 240

Typical Duration: 5 Years

[Read More](#)

Program Requirements

Progression Requirements

Progression rules are in accordance to university policy.

For more information on university policy on progression requirements please visit [Academic Progression](#).

Pathways

Honours Programs

Bachelor of Media (Honours) - **BMedia (Hons)**
4510 Media (Honours)

Faculty: Faculty of Arts and Social Sciences

Campus: Kensington

Units of Credit: 48

Typical Duration: 1 Years

[Read More](#)

Professional Outcomes

Career Opportunities

Reporter, copywriter, journalist, advocacy, blogger, corporate and organisational communicator, digital marketer, social media manager, publisher, novelist, public sector communications officer, not-for-profit communicator, public relations officer.

Recognition of Achievement

University Medal

The University Medal is awarded to recognise outstanding academic performance by a bachelor degree student in line with the University Medal Policy and University Medal Procedure.

Award of Pass with Distinction

The Award of Pass with Distinction is awarded when a weighted average mark (WAM) of at least 75% has been achieved and at least 50% of the requirements of the award completed at UNSW. All eligible programs will award Pass with Distinction except in special circumstances where approval of Academic Board has been given for a program to opt out.

For more information, please visit:

[Current Students Pass With Distinction](#)

Additional Information

Further Information

Contact the [UNSW Arts and Social Sciences Student Services](#) for advice.

Program Fees

At UNSW fees are generally charged at course level and therefore dependent upon individual enrolment and other factors such as student's residency status. For generic information on fees and additional expenses of UNSW programs, click on one of the following:

[Domestic Students](#)

[Commonwealth Supported Students](#)

[International Students](#)

Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

[Pre-2019 Handbook Editions](#)

© UNSW Sydney (CRICOS Provider No.: 00098G), 2019. The information contained in this Handbook is indicative only. While every effort is made to keep this information up-to-date, the University reserves the right to discontinue or vary arrangements, programs and courses at any time without notice and at its discretion. While the University will try to avoid or minimise any inconvenience, changes may also be made to programs, courses and staff after enrolment. The University may also set limits on the number of students in a course.

Authorised by Deputy Vice-Chancellor (Academic)

CRICOS Provider Code 00098G

ABN: 57 195 873 179