

# Media and Communications



THE UNIVERSITY OF  
SYDNEY

Bachelor of Arts/  
Bachelor of Advanced Studies

Digital Cultures major  
Media & Comms stream

Honours program  
2023 units of study

Postgraduate programs  
Research program





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Information in this booklet is to be used as a guide only, as there may be changes closer to the start of the academic year.

Please check the Faculty of Arts and Social Sciences Future Students web page for complete course and study information:

[sydney.edu.au/arts/study.html](http://sydney.edu.au/arts/study.html)

## Welcome

Over the past two decades the media landscape has changed dramatically, and we have followed suite by evolving our teaching and research to keep pace with complex issues, emerging technologies and innovative content practices.

We have equipped thousands of MECO graduates with the depth of knowledge and versatility you need to thrive in a dynamic environment where the reach and scale of digital giants is challenged by the enduring need for quality journalism, and traditional media brands are capitalising on established trust and shouting louder across all platforms.

Our degrees and programs are designed to develop your skills as a scholar, critical thinker and media-maker while helping you build the adaptive capacity and resilience to succeed in your chosen field. This is what you have to look forward to, and we will be there to support you.

As world-class researchers and practitioners we bring our diverse expertise to our teaching with the aim of giving you a world-class experience throughout your time at University of Sydney. Thank you for giving us that opportunity.

**Professor Catharine Lumby**  
**Chair of Discipline**  
**Media and Communications**

# Why study Media and Communications



Media and Communications (MECO) at the University of Sydney is a leading centre for teaching, research and public engagement in the rapidly changing media and communications environment.

MECO's highly qualified staff bring industry experience and professional connections, as well as scholarly knowledge to their teaching, so that MECO students enjoy up-to-date, culturally aware and historically informed courses. MECO boasts high-level, fully equipped production facilities, with computer labs, television and radio studios.

Together with its Digital Cultures program, MECO offers online media production and a broad understanding of digital arts, publishing and mobile media.

MECO also has one of Australia's biggest humanities internship programs, providing career and portfolio building opportunities. We have two full-time internship coordinators to assist you in finding the right work placement and make sure you're ready for whatever career you're hoping to embark on.

MECO is renowned for its friendly, receptive and collaborative teaching and research. We look forward to learning from you, too, and working together.

## Career opportunities

- Journalist, including cross-media, online, print (newspapers, magazines), radio, or television reporting, producing, editing or research
- Digital content producer or editor (web, mobile, social media platforms)
- Engagement editor
- Social media strategist, analyst, adviser or researcher
- Media researcher in corporate, public or non-government sectors
- Media regulation and policy advisor
- Media relations advisor or press secretary
- Communications manager or coordinator
- Publicist or publicity coordinator
- Public relations manager
- Social media marketing and promotions
- Community manager or moderator
- Web producer, manager, editor or designer
- Content developer or user experience designer
- Magazine designer and editor for print, online or mobile platforms
- Publisher, development editor or publications editor
- Content writer and copy editor
- Social issues marketing, design and health promotion

# Digital Cultures as major or minor

Digital Cultures critically investigates the internet, new media and digital technologies and the roles they play in contemporary society, culture, business, politics, the arts and everyday life. As students progress through the Digital Cultures major, they explore the interfaces between digital media technologies and cultural practices involving information, play, sociality, communication, work, knowledge, identities and power. They build a rich understanding of how new technologies are designed, circulated, regulated and consumed. Topics covered in the Digital Cultures major include digital histories and futures, the internet, social media, computer games, online identities, mobile media, virtual communities, algorithmic culture, theories of technology and culture, digital research, and media arts.

The Digital Cultures major places intelligent, interactive, mobile and networked technologies in context, taking both a critical and interdisciplinary approach that draws on sociology, history, philosophy, media studies, cultural studies and new media studies to understand the dramatic changes emerging as digital media proliferate. Our teaching combines face-to-face coursework with online exercises and practical work in computer labs. Graduates in Digital Cultures are skilled communicators and critical analysts of new technologies and the latest developments in digital media across Australian and global contexts. They are well positioned to develop careers as communicators, producers, strategists, innovators and leaders.

Media and Communications also offers the Open Learning Environment units such as OLET2110 Telling True Stories, available from Table O Open Learning Environment (OLE) of the Interdisciplinary Studies handbook.

Consult the course resolutions in your faculty handbook for advice on taking a second major or minor in your degree:

- [sydney.edu.au/handbooks/](http://sydney.edu.au/handbooks/)

## Requirements for completion

A **major** in Digital Cultures requires 48 credit points including:

- 12 credit points of 1000-level core units
- 12 credit points of 2000-level core units
- 6 credit points of 3000-level core unit
- 12 credit points of 3000-level selective units
- 6 credit points of 3000-level Interdisciplinary Project units

A **minor** in Digital Cultures requires 36 credit points including:

- 12 credit points of 1000-level core units
- 12 credit points of 2000-level core units
- 6 credit points of 3000-level core unit
- 6 credit points of 3000-level selective units

## 1000-level units of study

### Core

ARIN1001 The Past and Futures of Digital Cultures  
 ARIN1010 Elements of Digital Cultures

## 2000-level units of study

### Core

ARIN2610 Internet Transformations  
 ARIN2620 Everyday Digital Media

## 3000-level units of study

### Core

ARIN3610 Technology and Culture  
 ARIN3630 Digital Arts  
 ARIN3640 Games and Play  
 ARIN3611 Social Media Cultural Production  
 ARIN3612 Demystifying Algorithms

## Interdisciplinary project unit of study

If you are completing two majors and both of your majors are from the Faculty of Arts and Social Sciences, please select the Interdisciplinary Impact unit of study for your first major, and the Industry and Community Project unit of study for your second major.

If you are completing two majors but only one of your majors is from the Faculty of Arts and Social Sciences, please select the Interdisciplinary Impact unit of study for that major.

If you are completing one major only and that major is from the Faculty of Arts and Social Sciences, please select the Interdisciplinary Impact unit of study for your major.

FASS3999 Interdisciplinary Impact  
 FASS3333 Industry and Community Project

### Learning outcome

- Demonstrate extensive knowledge of the contemporary cultural changes in media, communication and digital technologies.
- Apply disciplinary skills and theoretical knowledge in digital cultures to reflect critically on and analyse the role of digital technologies in the production, distribution and consumption of knowledge, culture and identity.
- Demonstrate an understanding of the contributions of the critical humanities and qualitative social sciences to theories regarding the interrelationships between technology and culture.
- Apply disciplinary and interdisciplinary knowledge and skills to further their own work in digital cultures and make a positive contribution to other communities.
- Demonstrate theoretical and practical knowledge of oral, written, visual and electronic communication genres through analysis and production.
- Apply creative problem solving skills to conceive of, develop and present ideas for specific briefs, clients and audiences, and demonstrate ethical integrity and responsibility.

Bachelor of Arts with Digital Cultures major (example pathway)					
Year 1	Sem 1	Bachelor of Arts Core: FASS1000 Studying the Arts	Core: ARIN1010 Elements of Digital Cultures	1000-level unit	1000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN1001 The Past & Futures of Digital Cultures	1000-level unit	1000-level unit	1000-level unit in another major/minor from Table A or S
Year 2	Sem 1	Core: ARIN2620 Everyday Digital Media	2000-level unit	2000-level unit/OLE	2000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN2610 Internet Transformations	2000-level unit	2000-level unit/OLE	2000-level unit in another major/minor from Table A or S
Year 3	Sem 1	Interdisciplinary project unit: FASS3999 Interdisciplinary Impact	3000-level unit from Digital Cultures major	3000-level unit in another major/minor from Table A or S	2000/3000-level unit in another major/ minor from Table A or S
	Sem 2	Core: ARIN3620 Researching Digital Cultures	3000-level unit from Digital Cultures major	3000-level unit in another major/minor from Table A or S	3000-level unit in another major/minor from Table A or S

Digital Cultures minor pathway		
Year 1	Sem 1	Core: ARIN1010 Elements of Digital Cultures
	Sem 2	Core: ARIN1001 The Past & Futures of Digital Cultures
Year 2	Sem 1	Core: ARIN2620 Everyday Digital Media
	Sem 2	Core: ARIN2610 Internet Transformations
Year 3	Sem 1	Selective: 3000 level selective unit listed in the Digital Cultures major table
	Sem 2	Core: ARIN3620 Researching Digital Cultures

\* Table S: University shared pool of majors, minors and units of study, excluding Visual Arts major or minor

\* OLE: Open Learning Environment unit. For more, visit [sydney.edu.au/handbooks/](http://sydney.edu.au/handbooks/)

## Advanced Coursework

In the Bachelor of Advanced Studies offered through the School of Art, Communication and English (SACE), students will engage in advanced seminars that complement their individual research in project units. In SACE, this may be within the study of arts-based practices such as visual art, film, performance and writing, as well as literature, linguistics, or live and digitised media. Students will have the opportunity to apply disciplinary knowledges and methodologies to the legacies of the past, present and possible futures in the areas of communication, technology, literature and art in creative ways.

### Advanced Coursework units of study

SLAM4003 Meaning in the Anthropocene  
 SLAM4004 Working the Arts and Humanities  
 CAVA4001 Art Writing and Artists

### Advanced Coursework project units of study

FASS4903 ABC Innovation Research Project Unit  
 SLAM4001 SLAM Project: Pasts, Presents, Futures A  
 SLAM4002 SLAM Project: Pasts, Presents, Futures B  
 FASS4901 Advanced Industry and Community Project A  
 FASS4902 Advanced Industry and Community Project B

Advanced Coursework requires completion of a minimum of 24 credit points, including:

- a research, community, industry or entrepreneurship project of at least 12 and up to 36 credit points.

Students completing Advanced Coursework in this subject area should complete 12 credit points of advanced coursework units of study and 12 credit points of advanced coursework project units of study.

Bachelor of Arts/Bachelor of Advanced Studies with a Digital Cultures major(example pathway)					
Year 1	Sem 1	FASS1000 Studying the Arts	Core: ARIN1010 Elements of Digital Cultures	Elective unit/minor	1000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN1001 The Past & Futures of Digital Cultures	1000-level unit in another major/minor from Table A or S	Elective unit/minor	1000-level unit in another major/minor from Table A or S
Year 2	Sem 1	Core: ARIN2620 Everyday Digital Media	OLE	Elective unit/minor	2000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN2610 Internet Transformations	OLE	Elective unit/minor	2000-level unit in another major/minor from Table A or S
Year 3	Sem 1	Interdisciplinary project unit: FASS3999 Interdisciplinary Impact	3000-level unit from Digital Cultures major	Elective unit/minor	2000/3000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN3620 Researching Digital Cultures	3000-level unit from Digital Cultures major	Elective unit/minor	3000-level unit in another major/minor from Table A or S
Year 4	Sem 1	Selective : SLAM4004 Working the Arts and Humanities or CAVA4001 Art Writing and Artists	Project Unit: SLAM4001 SLAM Project: Pasts, Presents, Futures A*	Elective unit/minor	2000/3000-level unit in another major/minor from Table A or S
	Sem 2	Selective: SLAM4003 Meaning in the Anthropocene	Project unit: SLAM4002 SLAM Project: Pasts, Presents, Futures B*	Elective unit/minor	3000-level unit in another major/minor from Table A or S

\*Instead of SLAM4001 and SLAM4002, students in the Digital Cultures major have the option of taking FASS4903 ABC Innovation Research Project which is a 12 credit point unit usually offered in Semester 2.

## Honours

In the Honours program, students enrol in two Honours seminar units and submit a thesis of 18,000–20,000 words on an approved topic. Assessments will focus on research design, methodology and critical readings undertaken in first semester.

Mid-year enrolment is not available. Part-time enrolment is available with permission from the Honours Coordinator. Students interested in doing Honours are advised to contact the Honours Coordinator and a possible Supervisor by 1 October of the year prior to the intended Honours year. This will allow sufficient time for students to work out a research proposal to be approved by the discipline by 1 November, and for students to meet the final University deadlines.

### Honours admission requirements

Honours is a separate fourth year program in the Bachelor of Advanced Studies. Admission into Honours requires the completion of a major in Digital Cultures with an average of 70 percent or above and completion of a second major.

Prior to commencing Honours, you will need to ensure you have completed all other requirements of the Bachelor of Arts or other Bachelor degree, including Open Learning Environment (OLE) units.

Honours in Digital Cultures requires 48 credit points including:

- 12 credit points of 4000-level Honours seminar units
- 36 credit points of 4000-level Honours thesis units

### Honours seminar unit of study

MECO4113 Theoretical Traditions and Innovations  
MECO4114 Research Methods

### Honours thesis units of study

MECO4211 Digital Cultures Honours Thesis 1  
MECO4212 Digital Cultures Honours Thesis 2

Digital Cultures Honours (example pathway)					
Year 1	Sem 1	Bachelor of Arts Core: FASS1000 Studying the Arts	Core: ARIN1010 Elements of Digital Cultures	Elective unit	1000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN1001 The Past & Futures of Digital Cultures	1000-level unit	Elective unit	1000-level unit in another major/minor from Table A or S
Year 2	Sem 1	Core: ARIN2620 Everyday Digital Media	OLE	Elective unit	2000-level unit in another major/minor from Table A or S
	Sem 2	Core: ARIN2610 Internet Transformations	OLE	Elective unit	2000-level unit in another major/minor from Table A or S
Year 3	Sem 1	Interdisciplinary project unit: FASS3999 Interdisciplinary Impact	3000-level unit from Digital Cultures major	Elective unit	2000/3000-level unit in another major/ minor from Table A or S
	Sem 2	Core: ARIN3620 Researching Digital Cultures	3000-level unit from Digital Cultures major	Elective unit	3000-level unit in another major/minor from Table A or S
Year 4	Sem 1	MECO4113 Theoretical Traditions and Innovations	MECO4114 Research Methods	MECO4211 Digital Cultures Honours Thesis 1	
	Sem 2	MECO4212 Digital Cultures Honours Thesis 2			

# Bachelor of Arts/Bachelor of Advanced Studies (Media and Communications)

The Bachelor of Arts / Bachelor of Advanced Studies (Media and Communications) is a degree that provides professional training in the main areas of media production and an advanced education in the history, theory and professional practices of the field. You will complete a program in Media and Communications, focusing on media production, the structure of the media and communications industries, the media's role in culture and politics, and contemporary legal and ethical issues prevalent in the field. In addition, you will add breadth to your degree by completing a second major from either the disciplinary pool or the shared pool and units from the Open Learning Environment. You will take elective units as needed to make up the requirements of the course.

## What you'll study

You will:

- complete a core program in Media and Communications (72 credit points in years 1-3) with studies including media theory, media law, online, visual and audio media, news and feature journalism and data storytelling
- complete a second major from Table S
- undertake a compulsory internship to gain hands-on experience

In the final year of your degree, you have two options, Advanced Coursework OR Honours:

- **Advanced Coursework:** Enhance your leadership, critical thinking and problem-solving skills and increase your employment prospects. You will undertake challenging coursework and a substantial real-world project individually or in collaboration with other students.
- **Honours:** Develop deep analytical skills and prepare yourself for further research opportunities, such as pursuing a PhD. You will undertake a supervised but independent research project as well as connected discipline-based and/or research-focused coursework. Admission to the Honours pathway is subject to meeting the specified WAM and additional entry requirements. Check with your faculty for details.

## Degree structure and requirements

### Media and Communications stream within the Bachelor of Arts/Bachelor of Advanced Studies

The Media and Communications stream within the Bachelor of Arts/Bachelor of Advanced Studies requires a maximum of 120 credit points from the Media and Communications table including:

- A 72 credit point program in Media and Communications
- 30 credit points of 4000-level Advanced Coursework units, or
- Students with a WAM of 70 or above can choose the Honours track and complete 48 credit points of Honours units.

### Media and Communications program\*

Achievement of the program in Media and Communications requires 72 credit points including:

- 48 credit points of major in Media Studies
- 12 credit points of 1000-level program core units
- 6 credit points of 2000-level program core unit
- 6 credit points of 3000-level program core unit

### Media Studies major (embedded in the program)

A major in Media Studies requires 48 credit points including:

- 12 credit points of 1000-level major core units
- 18 credit points of 2000-level major core units
- 12 credit points of 3000-level major core units
- 6 credit points of 3000-level Interdisciplinary Project units

\*This program is only available to students in the combined Bachelor of Arts/Bachelor of Law degree. Where eligible, students that do not complete the full 102-120 credit points from Media and Communications table will exit with a Media Studies major. The completion of the 48 credit points Media Studies major does not qualify students in the Bachelor of Arts/Bachelor of Laws for admission to the Bachelor of Advanced Studies (Media and Communications) and the Bachelor of Advanced Studies (Media and Communications) (Honours) unless students have completed the 72 credit point program in addition to other admission requirements.

**Table S – Interdisciplinary Studies (Shared pool)**

Students enrolled in the Bachelor of Arts and Bachelor of Advanced Studies (Media and Communications) can complete a second major or minor from a wide range of subject areas offered by the University of Sydney through the shared pool of majors and minors. The available subject areas for majors and minors and their requirements can be found in the Interdisciplinary Studies Handbook.

The following areas offer majors and minors in this shared pool:

- Architecture and Interaction Design;
- Arts and Social Sciences;
- Business and Commerce;
- Education and Social Work;
- Engineering and Computer Science;
- Health, Medicine and Dentistry;
- Music;
- Science, Agriculture, Environment and Veterinary Science.

**Table O – Open Learning Environment (OLE)**

Students enrolled in the Bachelor of Arts and Bachelor of Advanced Studies (Media and Communications) are required to complete at least 12 credit points in units of study from the Open Learning Environment (OLE) to meet the requirements for their degree/s. Media and Communications offers Open Learning Environment (OLE) units such as OLET2110 Telling True Stories – which can be found in Table O in the Interdisciplinary Handbook. Students may take these units as part of the 12 credit point OLE requirement for the degree.

**Electives**

Students enrolled in the Bachelor of Arts and Bachelor of Advanced Studies (Media and Communications) can complete elective units of study from the subject areas listed in Table A (Arts and Social Sciences) and Table S (shared pool).

The available units of study are listed in Table A Subject Areas of this handbook and Table S in the Interdisciplinary Studies handbook.

**Dalyell stream**

The Dalyell stream is a targeted stream for high achievers. Students who participate in the Dalyell stream are known as the ‘Dalyell Scholars’. As a Dalyell Scholar students will have access to curricular and extra-curricular activities.

Dalyell Scholars must take 12 credit points of Dalyell stream units in addition to their degree requirements.

Dalyell stream units emphasise the development of vision, depth of understanding, adaptability, breadth of perspective, societal contribution and a high level of capability in operating across disciplinary and cultural boundaries. Dalyell Scholars may take Dalyell stream units offered by any faculty.

Additionally with the permission of the Dalyell Program Director, students will have access to enrichment and accelerated units of study that can be competed as electives.

# Honours

Admission into Honours requires the completion of 72 credit points in the Media and Communications program, with an average weighted mark of 70 percent or above, as well as the completion of a second major. The 72 credit points (cps) of Media and Communications units include the following:

- 24 cps of 1000-level major and program core units
- 24 cps of 2000-level major and program core units
- 18 cps of 3000-level major and program core units
- 6 cps of 3000-level Interdisciplinary Project unit

Mid-year entry to Honours is not available. Part-time Honours enrolment is not available.

**Honours in Media and Communications requires 48 credit points including:**

- 12 credit points of Honours seminar units
- 6 credit points of Internship unit
- 30 credit points of Honours thesis units

Students interested in doing Honours are advised to contact the Honours Coordinator and a possible Supervisor by 1 October of the year prior to the intended Honours year. This will allow sufficient time for students to work out a research proposal to be approved by MECO by 1 November, and for students to meet the final University application deadline of 30 November.

More information can be found online:

[https://www.sydney.edu.au/handbooks/arts/coursework/media\\_communications.shtml](https://www.sydney.edu.au/handbooks/arts/coursework/media_communications.shtml)

<b>Bachelor of Arts/Bachelor of Advanced Studies (Media &amp; Communications) with Digital Cultures as second major (example pathway)</b>					
<b>Year 1</b>	S 1	Major core: MECO1001 Introduction to Media Studies	Program core: MECO1004 Introduction to Media Production	Second major core: ARIN1010 Elements of Digital Cultures	Elective unit/Open Learning Environment (OLE)
	S 2	Major core: MECO1002 Media 4.0: Work and Policy	Program core: MECO1003 Principles of Media Writing	Elective unit/Open Learning Environment (OLE)	Second major core: ARIN1001 The Pasts and Futures of Digital Cultures
<b>Year 2</b>	S 1	Major core: MECO2601 Media Production: Radio & Podcasting	Major core: MECO2604 Telling Stories with Data	Elective unit/Open Learning Environment (OLE)	Second major core: ARIN2620 Everyday Digital Media
	S 2	Major core: MECO2603 Public Relations	Program core: MECO2602 Media Production: Video	Elective unit/Open Learning Environment (OLE)	Second major core: ARIN2610 Internet Transformations
<b>Year 3</b>	S 1	Major core: MECO3603 Media, Law and Ethics	Program core: MECO3606 Media Production: Advanced Media Writing	Second major interdisciplinary project unit: FASS333 Industry & Community Project	Second major selective: 3000 level Digital Cultures selective unit
	S 2	Major core: MECO3605 Issues in Global & Digital Media	Interdisciplinary project unit: FASS3999 Interdisciplinary Impact	Elective unit/Open Learning Environment (OLE)	Second major core: ARIN3620 Researching Digital Cultures
<b>Year 4 Advanced Course-work</b>	S 1	MECO4116 Research Practices	MECO4115 Media & Communications Internship	Elective unit/Open Learning Environment (OLE)	Second major selective: 3000 level Digital Cultures selective unit
	S 2	MECO4117 Critical Practice	FASS4903 ABC Innovation Research Project Unit		Elective unit/Open Learning Environment (OLE)
<b>or</b>					
<b>Year 4 Honours</b>	S 1	MECO4113 Theoretical Traditions and Innovations	MECO4114 Research Methods	MECO4115 Media and Communications Internship	MECO4021 Media and Communications Honours Thesis 1
	S 2	MECO4022 Media and Communication Honours Thesis 2			

# Bachelor of Arts and Bachelor of Laws (Media and Communications)

## Degree structure and requirements

To qualify for the award of the combined degree, candidates must complete 240 credit points in total, comprising:

- a Media Studies major (48 credit points) from Table A Subject Areas (including the option of completing a Media and Communications major (72 credit points) with an embedded Media Studies major\*).
- 12 credit points of units from the Open Learning Environment as set out in Table O;
- 36 credit points of elective units from Table A Subject Areas or Table S and;
- 144 credit points of Law units of study as specified in the University of Sydney Law School Undergraduate Table, of which 48 credit points are Combined Law compulsory units of study for Years 1, 2 and 3 of the combined degree and are credited towards the requirements for both the Bachelor of Arts and the Bachelor of Laws.

## Media and Communications program

Achievement of the program in Media and Communications requires 72 credit points including:

- 48 credit points of the Media Studies major
- 12 credit points of 1000-level program core units
- 6 credit points of 2000-level program core unit
- 6 credit points of 3000-level program core unit

The **Media Studies major** is embedded in the Media and Communications program. A **Media Studies major** requires 48 credit points (cps) including:

- 12 cps of 1000-level core units
- 18 cps of 2000-level core units
- 12 cps of 3000-level core units
- 6 cps of 3000-level Interdisciplinary Project unit

\*student also has the option of completing the Media and Communications stream which requires concurrent enrolment in the Bachelor of Advanced Studies (Media and Communications).

## Dalyell stream

The Dalyell stream is a targeted stream for high achievers. Students who participate in the Dalyell stream are known as the 'Dalyell Scholars'. As a Dalyell Scholar students will have access to curricular and extra-curricular activities. Dalyell Scholars must take 12 credit points of Dalyell stream units in addition to their degree requirements. Dalyell stream units emphasise the development of vision, depth of understanding, adaptability, breadth of perspective, societal contribution and a high level of capability in operating across disciplinary and cultural boundaries. Dalyell Scholars may take Dalyell stream units offered by any faculty. Additionally with the permission of the Dalyell Program Director, students will have access to enrichment and accelerated units of study that can be completed as electives. For further details regarding the Dalyell stream, please refer to the Interdisciplinary Studies Handbook.

## Table O – Open Learning Environment (OLE)

Students enrolled in the Bachelor of Arts and Bachelor of Laws are required to complete 12 credit points in units of study from the Open Learning Environment (OLE) to meet the requirements for their degree/s. Details of available OLE units can be found in Table O in the Interdisciplinary Studies Handbook.

## Electives

Students enrolled in the Bachelor of Arts and Bachelor of Laws can complete elective units of study from the subject areas listed in Table A and Table S (shared pool). The available units of study are listed in Table A Subject Areas and Table S in the Interdisciplinary Studies handbook.

# Bachelor of Arts/Bachelor of Advanced Studies (Media and Communications)

## Units of study

Undergraduate program taught within the discipline:

### 1000-level units of study

#### Major core

MECO1001	Introduction to Media Studies
MECO1002	Media 4.0: Work and Policy

#### Program core

MECO1003	Principles of Media Writing
MECO1004	Introduction to Media Production

### 2000-level units of study

#### Major core

MECO2601	Media Production: Radio and Podcasting
MECO2603	Public Relations
MECO2604	Telling Stories with Data

#### Program core

MECO2602	Media Production: Video
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### 3000-level units of study

#### Major core

MECO3603	Media, Law and Ethics
MECO3605	Issues in Global and Digital Media

#### Program core

MECO3606	Media Production: Advanced Media Writing
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### Interdisciplinary project unit of study

If you are completing two majors and both of your majors are from the Faculty of Arts and Social Sciences, please select the Interdisciplinary Impact unit of study for your first major, and the Industry and Community Project unit of study for your second major.

If you are completing two majors but only one of your majors is from the Faculty of Arts and Social Sciences, please select the Interdisciplinary Impact unit of study for that major.

If you are completing one major only and that major is from the Faculty of Arts and Social Sciences, please select the Interdisciplinary Impact unit of study for your major.

FASS3999	Interdisciplinary Impact
FASS3333	Industry and Community Project

### Advanced Coursework units of study

MECO4115	Media and Communications Internship
MECO4116	Research Practices
MECO4117	Critical Practice in Media

### Advanced Coursework Project units of study

FASS4901	Advanced Industry and Community Project A
FASS4902	Advanced Industry and Community Project B
FASS4903	ABC Innovation Research Project Unit

### Honours seminar units of study

MECO4113	Theoretical Traditions and Innovations
MECO4114	Research Methods

### Internship unit

MECO4115	Media and Communications Internship
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### Honours thesis units of study

MECO4021	Media and Communications Honours Thesis 1
MECO4022	Media and Communications Honours Thesis 2

\*Please note that some units of study are not taught every academic year. Some units are taught on a rotational basis.



## 2023 units of study

Undergraduate units of study taught within the Discipline

### Semester 1

ARIN1010	Elements of Digital Cultures
MECO1001	Introduction to Media Studies
MECO1004	Introduction to Media Production
ARIN2620	Everyday Digital Media
MECO2601	Media Production: Radio and Podcasting
MECO2604	Telling Stories with Data
MECO3603	Media, Law and Ethics
MECO3606	Media Production: Advanced Media Writing
ARIN3610	Technology and Culture
ARIN3640	Games and Play
MECO4021	Media and Communications Honours Thesis 1
MECO4022	Media and Communications Honours Thesis 2
MECO4115	Media and Communications Internship
MECO4211	Digital Cultures Honours Thesis 1
MECO4212	Digital Cultures Honours Thesis 2
MECO4113	Theoretical Traditions and Innovations
MECO4114	Research Methods
MECO4116	Research Practices
SLAM4001	SLAM Project: Pasts, Presents, Futures A
SLAM4002	SLAM Project: Pasts, Presents, Futures B
SLAM4004	Working the Arts and Humanities

### Semester 2

ARIN1001	The Past and Futures of Digital Cultures
MECO1002	Media 4.0: Work and Policy
MECO1003	Principles of Media Writing
ARIN2610	Internet Transformations
MECO2602	Media Production: Video
MECO2603	Public Relations
OLES2107	Designing Influence through Social Media
OLET2110	Telling True Stories
ARIN3611	Social Media Cultural Production
ARIN3620	Researching Digital Cultures
MECO3605	Issues in Global and Digital Media
FASS4903	ABC Innovation Research Project Unit
MECO4021	Media and Communications Honours Thesis 1
MECO4022	Media and Communications Honours Thesis 2
MECO4115	Media and Communications Internship
MECO4117	Critical Practice in Media
MECO4211	Digital Cultures Honours Thesis 1
MECO4212	Digital Cultures Honours Thesis 2
SLAM4001	SLAM Project: Pasts, Presents, Futures A
SLAM4002	SLAM Project: Pasts, Presents, Futures B
SLAM4003	Meaning in the Anthropocene

### Intensive February

ARIN1001	The Past and Futures of Digital Cultures
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## Unit of study descriptions

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### 1000-level units

#### **MECO1001 Introduction to Media Studies**

This unit offers an introduction to the history and theory of media and communications studies. Students will gain a foundation in key concepts, methodologies and theorists in the field. They will also explore the interdisciplinary roots of media and communications studies and acquire basic research skills. By the end of the unit students should be familiar with major shifts in the history and theory of media and communications studies and with basic concepts and methodologies in the field.

#### **MECO1002 Media 4.0: Work and Policy**

This unit explores media policy, industry change, and work practices. Within this framework, it explores concepts of labour and practical responses to workplace dynamics. Students will review their digital media footprint and develop professional branding strategies.

#### **MECO1003 Principles of Media Writing**

This unit will give students foundational skills in information gathering and writing for media, with a focus on news and journalistic styles. Students will be introduced to the principles of interviewing and journalistic research.

#### **MECO1004 Introduction to Media Production**

This unit provides an introduction to the theory and practice of media production. It combines a holistic investigation of contemporary media practices with an exploratory first-hand account of media production techniques. Students will have the opportunity to create their own media production using a variety of technologies. They will create a major media piece by the end of the semester, and learn how to promote and publish their work.

#### **ARIN1001 The Past and Futures of Digital Cultures**

This unit introduces Digital Cultures, the critical interdisciplinary field of research into the cultural and social dimensions of digital technologies. It explores the histories, imaginaries, ideas, platforms and thinkers that inform the study of digital cultures. Students will examine tools and theories that explain the interrelated processes of digital media and communications development and social change. This unit will explore what it means to be a digital cultures researcher and practitioner, offering students

foundational knowledge and skills for the major as well as investigating the latest technologies and trends.

#### **ARIN1010 Elements of Digital Cultures**

This unit offers a comprehensive introduction to the core elements of digital cultures. Students will gain a combination of practical skills and theoretical understanding of digital elements including video, text, images, data, sound, algorithms and networks. Combining creative exercises with critical discussion, the unit will equip students with skills and concepts to plan, construct and deconstruct digital artefacts, in order to understand their significance within the digital cultures and communication fields.

#### **OLET2110 Telling True Stories**

Students learn to write a narrative nonfiction story that communicates specialist knowledge they have gained in their university course to a general audience. Twelve modules guide students through the writing process, from pitching a story idea to preparing their piece for publication. Topics covered include narrative nonfiction subgenres, research, scene building, structure, ethics and style.

### 2000-level units

#### **ARIN2610 Internet Transformations**

The Internet is a communications and media infrastructure that supports constant economic and social change, as well as being integrated into the routines of our everyday life across the planet. Internet Transformations critically examines the online technologies, platforms and industries at the heart of these changes. It introduces key skills in analysis, evaluation and critique of these objects, situated in a historical context. It also interrogates the implications of emerging internet-worked phenomena such as the internet of things, augmented reality and algorithmic cultures.

#### **ARIN2611 Demystifying Algorithms**

This is an introductory programming unit that informs a critical understanding of computer code in its sociotechnical contexts. Combining skills-based training with conceptual insights, it will equip students to build, interpret, and critique algorithms, understanding their structural, functional, and normative significance within digital cultures, commerce, law, politics, and society. Drawing on data and metadata from a variety

of sources, students will learn the basics of the R programming language to be able to collect, mine, analyse, and critique data-based representations, as well as to think critically and ethically about the role of data-driven epistemologies in everyday life.

### **ARIN2620 Everyday Digital Media**

Are online encounters different from face-to-face encounters? What is the difference between the real and the virtual? How do online identities relate to offline identities? This unit of study introduces students to key perspectives, themes and debates in the expanding world of online interaction and cultural production including social media, art, games, virtual worlds, augmented reality and participatory culture. Is the term 'cyberworld' redundant in a world where online and offline experiences, cultural forms and identities have become increasingly enmeshed?

### **MECO2601 Media Production: Radio and Podcasting**

This unit introduces students to the theories and practices of radio broadcasting and podcasting. They will explore audio research and spoken content along with the principles of sound design. Students will learn to plan, produce and distribute their own audio segments using a range of tools and technologies from the accessible through to the professional, and in the process will develop an understanding of the relationship between theory and critical practice.

### **MECO2602 Media Production: Video**

This unit introduces students to the history, theory and practice of video production. The unit will equip students with practical skills in planning and researching a video, as well as skills in digital camera operation, video recording, lighting, sound and digital non-linear video editing. The unit emphasises factual, non-fiction video.

### **MECO2603 Public Relations**

This unit of study introduces students to strategic public relations: the use of effective communication to build mutual understanding and positive relationships between organisations (or individuals) and their publics. Students learn to develop a public relations campaign using appropriate strategies and tactics, and objective measurement metrics. Core topics include: media relations, issues management, crisis communication, communication plans, public relations strategies and ethical practice.

### **MECO2604 Telling Stories with Data**

In this unit students will explore theories and practices of information and data mediation within contemporary media and communications industries. Students will be introduced to key concepts and debates about the relationship between data and information, the uses and misuses of information, and the development of data journalism. From this theoretical base students will learn industry relevant practice in information verification and data storytelling using public databases and data visualisation tools.

## **3000-level units**

### **ARIN3610 Technology and Culture**

Technology and Culture explores the relationships between technological developments and cultural change, with a particular focus on digital media. This unit of study interrogates the changing theorisations of technology in society by tracing the influence of key texts in media studies, philosophy of technology, sociology, cultural studies and science and technology studies. Through close readings of advanced texts, students explore the significance of technology in social power, identity, gender, social shaping, class, space, assemblages, actor-networks, experience, thought, time, and materiality. We mobilise and evaluate these theories in relation to emerging technologies today.

### **ARIN3611 Social Media Cultural Production**

This unit explores the rapidly evolving contexts and processes of digital cultural production and consumption. Drawing on a grounded knowledge of social media, digital influencers and platform cultures, students will critically evaluate issues relating to diversity, inclusion and social harms in contemporary social media ecologies. Students will analyse the technical, social and economic structures shaping digital cultural production and evaluate their own agency and opportunities for changemaking. They will apply their skills in social media practice and demonstrate their emerging expertise in the field of digital cultures to produce social media artefacts and campaigns.

### **ARIN3612 Demystifying Algorithms**

This is an introductory programming unit that informs a critical understanding of computer code in its sociotechnical contexts. Combining skills-based training with conceptual insights, it will equip students to build, interpret, and critique algorithms, understanding their structural, functional, and normative significance within digital cultures, commerce, law, politics, and society. Drawing on data and metadata from a variety of sources, students will learn the basics of the R

programming language to be able to collect, mine, analyse, and critique data-based representations, as well as to think critically and ethically about the role of data-driven epistemologies in everyday life

### **ARIN3620 Researching Digital Cultures**

How do people make and use new media technologies? To answer this question you need to know how to conduct research: a systematic investigation using carefully chosen and ethically sound methods. In this unit students prepare a research proposal to improve knowledge about the social implications of the latest developments in information technologies. They build their methodology by choosing a combination of methods: big data analysis; ethnography, interviews, surveys, online methods, discourse analysis, content analysis and/or case studies.

### **ARIN3630 Digital Arts**

Digital Arts explores the ways digital and new media technologies are being used to transform cultural production, distribution and reception in the visual and performing arts, machine vision and popular culture. Students will learn about the changing aesthetic, cultural and technical dimensions of new digital technologies and will develop the critical and analytical tools and a practical skillset with which to discuss, evaluate, and appreciate works of digital art.

### **ARIN3640 Games and Play**

Games are distinctive cultural forms, with histories, aesthetics, design cultures, player communities and academic theory. This unit explores how games work, how they are situated in culture, and some of the practices behind designing and critically assessing games as media items. Drawing on game studies, game design, and media studies, students analyse games and develop a game concept from scratch.

### **MECO3603 Media, Law and Ethics**

This unit will introduce students to the area of media, law and ethics through discussion of key legal, ethical, and cultural issues relevant to journalism and the professional fields of public communication. Students will be given an introductory survey of the main ethical theories in Western thought to establish a framework within which to examine specific ethical issues that relate to media. They will also be introduced to those aspects of the law that impinge on the work of media professionals.

### **MECO3605 Issues in Global & Digital Media**

The unit examines the social, political and economic dynamics of media and communication in global settings. It considers the interplay among the global, regional

and local in communication systems as well as the role that new technologies play in contemporary formations of global media. It assists students in consolidating their critical understanding of the factors that play the greatest role in shaping the globalisation of informational capitalism.

### **MECO3606 Media Production: Advanced Media Writing**

MECO3606 aims to further develop students' writing, research and interviewing skills. The course is framed around the exploration of different feature genres of journalism that have developed in the print media (magazines and newspapers) and are now evolving online. We will explore various types of feature journalism via close reading and student writing. The unit aims not just to teach students how to write in various journalistic genres, but to think about journalism critically and creatively in order to respond to the challenges the profession is facing in the 21st century.

### **FASS333/MECO3998 Industry and Community Project**

This unit is designed for third year students to undertake a project that allows them to work with one of the University's industry and community partners. Students will work in teams on a real-world problem provided by the partner. This experience will allow students to apply their academic skills and disciplinary knowledge to a real-world issue in an authentic and meaningful way.

### **ARIN3999/MECO3999 Interdisciplinary Impact**

Interdisciplinarity is a key skill in fostering agility in life and work. This unit provides learning experiences that build students' skills, knowledge and understanding of the application of their disciplinary background to interdisciplinary contexts. In this unit, students will work in teams and develop interdisciplinarity skills through problem-based learning projects responding to 'real world problems'.

## **4000-level units**

### **SLAM4001 SLAM Projects: Pasts, Presents, Futures A**

Each student will develop, in consultation with their teacher, a project involving the application of contemporary scholarship in their discipline to a question arising within their disciplinary specialisation, for example: issues concerned with cultural, institutional or digital archives (with links to Fisher Library or other libraries/online data repositories/community organisations); the creation and development of contemporary practice[s]; or how cultural practices, from arts-based work through to the practice of language, address futures, dystopian, utopian or otherwise.

### **SLAM4002 SLAM Projects: Pasts, Presents, Futures B**

Each student will complete, in consultation with their teacher, a project involving the application of contemporary scholarship in their discipline to a question arising within their disciplinary specialisation, for example: issues concerned with cultural, institutional or digital archives (with links to Fisher Library or other libraries/online data repositories/community organisations); the creation and development of contemporary practice[s]; or how cultural practices, from arts-based work through to the practice of language, address futures, dystopian, utopian or otherwise.

### **SLAM4003 Meaning in the Anthropocene**

This unit focuses on key themes for understanding meaning in the Anthropocene, an age of human planetary impact: human-nature relations, social and environmental activism. Students will learn how the various disciplines in the School of Literature, Art and Media engage with the Anthropocene in literary, visual, digital and performative modes. Collaborating with the Sydney Environment Institute, the unit underscores the contribution of the arts to the ethics and aesthetics of meaning in an age of global economic crisis. This unit is team-taught and assessment will accommodate a student's research interests.

### **SLAM4004 Working the Arts and Humanities**

We will explore how we might think about 'work' in the arts and humanities. First: works of art, culture, literature, film. What is a work of art? How do works 'work'? How do they function? Second, labour in the humanities and arts: the industrial conditions cultural work in contemporary conditions of precarity and uberisation? Third, how the arts and humanities are put to work. What values are associated with these fields, to the labour involved? How are the knowledges generated in the arts and humanities put to use, appropriated, marginalised, dismissed? The unit is team taught and accessible to students from diverse backgrounds; assessment tailored to student's research interests.

### **FASS4901 Advanced Industry & Community Project A & FASS4902 Advanced Industry & Community Project B**

In this unit students work collaboratively in interdisciplinary teams on authentic, complex problem-based projects developed with project partners. Students will conduct self-directed research to address industry problems or identify industry opportunities which will provide context for their final recommendations. The unit will enhance a student's problem-solving ability through experiential evidence-based teaching approaches focused on project management, professional conduct, reflective practices and collaboration. This experience will equip

students with a toolkit to become more adaptive and agile in responding to dynamic industry and community organisational environments.

### **MECO4021 Media & Communications Honours Thesis 1**

Research towards and preliminary writing of an Honours thesis of 18,000-20,000 words, in collaboration with a supervisor approved by the Honours Coordinator. In this unit students complete and submit a substantial, independent research project in Media and Communications. Regular meetings with a supervisor approved by the Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, and develop their expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.

### **MECO4022 Media and Communications Honours Thesis 2**

In this unit students complete and submit a substantial, independent research thesis in Media and Communications. Regular meetings with a supervisor approved by the Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, and develop their expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.

### **MECO4113 Theoretical Traditions & Innovations**

The unit gives students an advanced understanding of the foundational traditions in communications, media, and digital cultures. It relates these traditions to contemporary innovations, rethinking ideas to grasp present and future media and communications forms, practices, structures, and meanings. The unit features detailed reading and analysis of key ideas, texts, thinkers, and contexts.

### **MECO4114 Research Methods**

This unit will develop students' knowledge of key research methods used in media, communications and digital cultures research. Students will be introduced to a range of research techniques and methods, including quantitative, qualitative and mixed methods, and will have the opportunity to reflect critically on these methods through practitioner presentations and directed discussion. The assessment tasks will help students develop their skills to design and undertake a supervised research dissertation and enhance their abilities as researchers and practitioners.

**MECO4115 Internship**

The internship consists of a work placement comprising a minimum of 140 working hours in a media organisation, assisted and supervised by both the workplace and the discipline. Placements include print, broadcast, and online, in journalism, public relations and advertising organisations.

**MECO4116 Research Practices**

This unit provides an introductory understanding of key research methods and practices relevant to media and communications, organised in 'clusters' such as multimedia, literary journalism, public relations, magazines and audio/podcasting. Cluster choices are dependent upon staff availability each year. Students will choose a 'cluster' by end of Week 3 and write an essay and media project proposal. The proposal will form the basis of a major project which they will complete in S2 in MECO4117 Critical Practice in Media. MECO4116 and 4117 are linked and 4th year unit choices should accord with this year-long structure.

**MECO4117 Critical Practice in Media**

This unit of study is designed to draw together elements of theoretical and practical knowledge that students have acquired in their studies of media and communications. Students will produce a significant piece of work which demonstrates an awareness of how critical thinking and media production are capable of mutually informing each other in practice.

**MECO4211 Digital Cultures Honours Thesis 1**

In this unit students complete and submit a substantial, independent research project in Digital Cultures. Regular meetings with a supervisor approved by the Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, developing expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.

**MECO4212 Digital Cultures Honours Thesis 2**

In this unit students complete and submit a substantial, independent research project in Digital Cultures. Regular meetings with a supervisor approved by the Media and Communications Honours Coordinator will guide their progress. Students will continue to submit drafts at agreed times, developing expertise in relevant research methods and analytical skills as well as in the subject matter of their specialist topic.



# Health Communication

The Master of Health Communication is a postgraduate coursework degree that will develop your communication skills to become an effective communicator across health and medicine, public affairs, public relations, community relations, and media aspects of public health. You will also learn how to communicate effectively using a variety of channels and technologies.

## What you'll study

You will complete core units covering relevant themes and skillsets in health communication, and a capstone unit, choosing from a professional project, an internship or a dissertation. Additionally, you will complete elective units relevant to one of five career pathways that to meet the requirements of the course.

**Master of Health Communication** requires completion of 72 credit points including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 42 credit points from elective units of study. With the permission of the Degree Coordinator a maximum of 12 credit points can be taken as electives from units of study outside those listed in the Health Communication subject area of the postgraduate unit of study and pathways table (p 21) , including a maximum of 6 credit points from units of study offered by other faculties; and
- at least 6 cp of capstone units of study.

## Completion requirement

Under normal progression, a full-time student completes prescribed units of study to the value of 24 credit points per semester. Part-time students may undertake prescribed units of study up to the value of 12 credit points per semester. You are required to attend all lectures, tutorials and other activities prescribed for your units of study.

## Capstone experience

While undertaking the degree of Master of Health Communication, you have the option of completing an internship. The placement host is any company or organisation within the health, healthcare, or health related industry. This includes but is not limited to: media, health departments, hospitals, community centres, not-for-profit organisations, non-government organisations, pharmaceutical companies and public relations companies. The internship is equivalent to 20 days of full-time work, and you are required to submit a reflective journal and a research essay. You also have the alternative option of completing a dissertation on an approved topic over two units of study, normally undertaken over two semesters, with a value of 12 credit points, under the supervision of an academic staff member.

## Graduate Diploma and Graduate Certificate requirements

### Graduate Diploma in Health Communication

requires completion of 48 credit points including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 24 credit points from elective units of study
  - with the permission of the Degree Coordinator a maximum of 6 credit points can be taken as elective units outside those listed on the next page.

### Graduate Certificate in Health Communication

requires completion of 24 credit points including:

- a minimum of 12 credit points of core units of study; and
- a maximum of 12 credit points from elective units of study.

## Contact

Dr Olaf Werder  
(olaf.werder@sydney.edu.au)

**Core**

MECO6909	Crisis Communication
MECO6919	Health Communication
MECO6927	Leadership Communication
MECO6934	Social Issues Marketing

**Capstone**

MECO6904	Dissertation Part 1
MECO6905	Dissertation Part 2
MECO6928	Media and Communication Internship
MECO6935	Professional Project
MECO6932	Advanced Video/TV Project
MECO6946	Industry Research Project
MECO6947	Advanced Audio Project

**Elective**

ARIN6902	Internet Cultures and Governance
ARIN6903	Digital Media and Society
ARIN6905	Digital Creators and Audiences
ARIN6906	Emerging Technologies and Issues
BETH5203	Ethics and Public Health
BETH5207	Creativity and Creative Arts in Health
BETH5209	Medicines Policy, Economics and Ethics
CISS6004	Health and Security
DVST6906	Culture, Gender, Health in Development
EDPK5003	Developing a Research Project
GCST5910	Health, Pleasure and Consumption
GLOH5112	Global Communicable Disease Control
GLOH5115	Women's and Children's Health
GLOH5124	Humanitarian Crises and Refugee Health
HPOL5000	Health Policy and Health Economics
HPOL5003	Analysing Health Policy
HPOL5007	Global Health Policy
LAWS6052	Govt Regulation, Health Policy and Ethics
LAWS6839	Critical Issues in Public Health Law
LAWS6848	Law, Business and Healthy Lifestyles
LNGS7002	Language, Society and Power
LNGS7006	Cross-Cultural Communication
LNGS7504	Medical Discourse
MECO6900	News Writing
MECO6901	Media Relations
MECO6908	Strategy Selection in Corporate PR
MECO6915	Writing Feature Stories
MECO6926	International Media Practice
MECO6936	Social Media Communication
MECO6939	Research Methods
MECO6942	Managing Social Media Communities

NURS5099	Promoting Health and Care in the Community
PUBH5010	Epidemiology Methods and Uses
FMHU5002	Introductory Biostatistics
PUBH5033	Disease Prevention and Health Promotion
PUBH5120	Aboriginal/Torres Strait Islander Health
PUBH5121	Environmental Health
PUBH5145	Alcohol, drug use and health
PUBH5227	Public Health Program Evaluation
PUBH5418	Tobacco Control in the 21st Century
PUBH5426	Vaccines in Public Health
PUBH5430	Public Health Advocacy
FMHU5003	Introduction to Qualitative Research in Health
FMHU5004	Advanced Qualitative Analysis and Writing in Health
PUBH5551	Climate Change and Public Health
SCLG6902	Ethics of Social Research
SCWK6910	Working with Communities
SEXH5410	Sexual and Reproductive Health Promotion

Students are advised to consult the Degree Coordinator before enrolling in the units below.

FASS7001	Academic English for Postgraduates
FASS7002	Critical Thinking and Persuasive Writing
WRIT6000	Professional Writing
WRIT6001	Professional Editing

View full course information including the admission requirements here:

- <https://www.sydney.edu.au/courses/courses/pc/master-of-health-communication.html>

To guide your choice of electives, please consult the table below. The table groups units of study within the Health Communication program by areas of professional practice pursued by graduates. Note that these groupings are not award specialisations and are offered as suggestions only, meant to provide direction for designing a beneficial study plan. Students may choose other electives based on availability and meeting any prerequisites.

Master of Health Communication suggested pathways				
Health communication research	Health promotion/marketing	Health journalism/writing	Health PR/policy support	Community Engagement
BETH5207 Creativity and Creative Arts in Health	ARIN6905 Digital Creators and Audiences	ARIN6903 Digital Media and Society	ARIN6902 Internet Cultures and Governance	ARIN6905 Digital Creators and Audiences
BETH5209 Medicines Policy, Economics and Ethics	BETH5203 Ethics and Public Health	BETH5203 Ethics and Public Health	ARIN6903 Digital Media and Society	BETH5203 Ethics and Public Health
EDPK5003 Developing a Research Project	GCST5910 Health Pleasure and Consumption	CISS6004 Health and Security	BETH5203 Ethics and Public Health	BETH5207 Creativity and Creative Arts in Health
LNGS7002 Language, Society and Power	LNGS7504 Medical Discourse	GLOH5112 Global Communicable Disease Control	BETH5209 Medicines, Policy, Economics & Ethics	DVST6906 Culture and Politics of Health Development
LNGS7006 Cross-cultural Communication	MECO6901 Media Relations	GLOH5115 Women's and Children's Health	CISS6004 Health and Security	EDPK5003 Developing a Research Project
LNGS7504 Medical Discourse	MECO6936 Social Media Communication	LAWS6839 Critical Issues in Public Health Law	GLOH5124 Humanitarian Crises and Refugee Health	GCST5910 Health Pleasure and Consumption
MECO6939 Research Methods	MECO6941 Podcasting	LNGS7504 Medical Discourse	HPOL5000 Health Policy and Health Economics	GLOH5115 Women's and Children's Health
MECO6940 Theoretical Traditions & Innovations	MECO6942 Managing Social Media Communities	MECO6900 News Writing	HPOL5007 Global Health Policy	HPOL5003 Analysing Health Policy
MECO6942 Managing Social Media Communities	PUBH5033 Disease Prevention and Health Promotion	MECO6901 Media Relations	LAWS6052 Gov't Regulations, Health Policy & Ethics	LAWS6848 Law and Health Lifestyles
PUBH5010 Epidemiology Methods and Uses	PUBH5120 Aboriginal/Torres Strait Islander Health	MECO6915 Writing Features: Narrative Journalism	LAWS6839 Critical Issues in Public Health Law	LNGS7504 Medical Discourse
FHMU5002 Introductory Biostatistics	PUBH5227 Public Health Program Evaluation Methods	MECO6926 International Media Practice	LAWS6848 Law and Health Lifestyles	MECO6936 Social Media Communication
PUBH5121 Environmental Health	PUBH5430 Public Health Advocacy	MECO6936 Social Media Communication	MECO6901 Media Relations	MECO6941 Podcasting
PUBH5227 Public Health Program Evaluation	PUBH5551 Climate Change & Public Health	MECO6941 Podcasting	MECO6908 Strategy Selection in Corporate PR	MECO6942 Managing Social Media Communities
FHMU5003 Intro to Qualitative Research in Health	SEXH5410 Sexual Health Promotion	PUBH5121 Environmental Health	MECO6926 International Media Practice	NURS5099 Promoting Health & Care in the Community
SCLG6902 Ethics of Social Research		PUBH5145 Alcohol, Drug Use and Health	MECO6936 Social Media Communication	PUBH5120 Aboriginal/Torres Strait Islander Health
		PUBH5426 Vaccines in Public Health	MECO6941 Podcasting	PUBH5430 Public Health Advocacy
		PUBH5418 Tobacco Control in the 21st Century	PUBH5430 Public Health Advocacy	SCWK6910 Working with Communities
		PUBH5551 Climate Change & Public Health		





# Digital Communication and Culture

The Master of Digital Communication and Culture is a postgraduate coursework degree that equips you to deal with recent technological and social transformations in communication, culture, politics, consumption, work and everyday life.

## What you'll study

You will complete core units exploring key themes in digital communication and cultures, and a professional project, internship or dissertation capstone investigating some aspect of cultural change associated with digital technologies. For the remainder of the degree you choose from a wide range of electives in design, social media, film, media, podcasting, cultural studies and IT.

To qualify for the **Master of Digital Communication and Culture**, you will complete:

- 24 credit points of core units of study:
  - ARIN6902 Internet Cultures and Governance
  - ARIN6903 Digital Media and Society
  - ARIN6905 Digital Creators and Audiences
  - ARIN6906 Emerging Technologies and Issues
- up to 42 credit points from elective units of study; and
- at least 6 credit points of capstone units of study.

Candidates are encouraged to complete core units of study in their first year of study. Students intending to take a dissertation should contact the Degree Coordinator.

View full course information including the admission requirements here:  
[- sydney.edu.au/courses/courses/pc/master-of-digital-communication-and-culture.html](https://sydney.edu.au/courses/courses/pc/master-of-digital-communication-and-culture.html)

## Requirements

### Master of Digital Communication and Culture

Candidates for the Master of Digital Communication and Culture must complete 72 credit points (cps) typically including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 42 credit points from elective units of study.
  - with the permission of the Degree Coordinator a maximum of 12 credit points can be taken as elective units outside those listed on the next page, including:
    - a maximum of 6 credit points from units of study offered by other faculties.
- a minimum of 6 credit points of capstone units of study.

### Graduate Diploma in Digital Communication and Culture

Candidates for the Graduate Diploma in Digital Communication and Culture must complete 48 credit points typically including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 24 credit points from elective units of study.
  - with the permission of the Degree Coordinator a maximum of 6 credit points can be taken as elective units outside those listed on page 25.

### Graduate Certificate in Digital Communication and Culture

Candidates for the Graduate Certificate in Digital Communication and Culture must complete 24 credit points typically including:

- a minimum of 12 credit points of core units of study; and
- a maximum of 12 credit points from elective units of study.

## Contact

Dr Chris Chesher  
 (chris.chesher@sydney.edu.au)

**Core**

ARIN6902	Internet Cultures and Governance
ARIN6903	Digital Media and Society
ARIN6904	Games and Mixed Realities
ARIN6905	Digital Creators and Audiences
ARIN6906	Emerging Technologies and Issues

**Capstone**

MECO6904	Dissertation Part 1
MECO6905	Dissertation Part 2
MECO6928	Media and Communication Internship
MECO6935	Professional Project
MECO6932	Advanced Video/TV Project
MECO6946	Industry Research Project
MECO6947	Advanced Audio Project

**Elective**

ARHT6930	Film Theory: Art, Industry, Culture
CISS6022	Cybersecurity
ENGL6970	Reading Magazines
GCST5210	Transforming Everyday Life
GCST5909	Key Thinkers for Cultural Studies
GCST6901	Cultural Policy
IDEA9103	Design Programming
IDEA9105	Interface Design
IDEA9106	Design Thinking
INFO5990	Professional Practice in IT
INFO5992	Understanding IT Innovations
INFO6007	Project Management in IT
LNGS7006	Cross-Cultural Communication
MECO6900	News Writing
MECO6902	Legal and Ethical Issues in Media Practice
MECO6908	Strategy Selection in Corporate PR
MECO6912	Political Public Relations
MECO6916	Editing and Proofreading
MECO6925	Online Journalism
MECO6926	International Media Practice
MECO6929	Chinese Media Studies in Global Contexts

MECO6930	Publication Design
MECO6934	Social Issues Marketing
MECO6936	Social Media Communication
MECO6937	Producing Books in the Digital Age
MECO6938	The Interview
MECO6939	Research Methods
MECO6940	Theoretical Traditions and Innovations
MECO6941	Podcasting
MECO6942	Managing Social Media Communities
MFDI9303	Digital Effects for Film and Video
MFDI9313	Digital Editing for Film and Video
MUSM7036	Museums and the Digital
USSC6919	Hollywood vs. Netflix
USSC6920	US Media: Politics, Culture, Technology
WMST6903	Gender, Media Consumer Societies
FASS7001	Academic English for Postgraduates
FASS7002	Critical Thinking and Persuasive Writing
WRIT6000	Professional Writing
WRIT6001	Professional Editing

Note: Each unit of study is worth 6 credit points. Not every unit is offered every year. A full list of 2023 units is on page 32.

# Strategic Public Relations

The Master of Strategic Public Relations is a postgraduate coursework degree that will develop your critical, creative and strategic thinking skills required to design, implement and evaluate public relations campaigns for a range of contexts and stakeholders.

## What you'll study

You will complete core units of study in Strategy Selection in Corporate PR, Crisis Communication, Political Public Relations, and Public Opinion, Policy and Public Sphere. You will also complete a capstone experience comprising either a semester-long special project, an internship or a year-long dissertation. Additionally, you will complete elective units from a range of specialisations, from Financial and Investor Communication to Media Relations, as needed to meet the requirements of the course.

To qualify for the **Master of Strategic Public Relations** you must complete 72 credit points, including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 42 credit points from elective units of study. With the permission of the Degree Coordinator a maximum of 12 credit points can be taken as elective units from units of study outside those listed in the Strategic Public Relations subject area of the postgraduate unit of study table (p 27), including a maximum of 6 credit points from units of study offered by other faculties.
- at least 6 credit points of capstone units of study.

## Graduate Diploma and Graduate Certificate requirements

### Graduate Diploma in Strategic Public Relations

Students complete 48 credit points, including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 24 credit points from elective units of study
  - with the permission of the Degree Coordinator a maximum of 6 credit points can be taken as elective units outside those listed on page 27.

Candidates for the **Graduate Certificate in Strategic Public Relations** are required to complete 24 credit points including:

- a minimum of 12 credit points of core units;
- a maximum of 12 credit points from elective units of study.

View full course information including the admission requirements here:

- <https://www.sydney.edu.au/courses/courses/pc/master-of-strategic-public-relations.html>

## Why study with us?

### Leaders in communications

Combining scholarly knowledge, industry experience and technical expertise, we are at the forefront of media and communications research and teaching, positioned to respond to the vicissitudes of a media landscape in flux. We bring the critical power of the humanities to bear on all forms of media to investigate rapidly emerging technologies and contemporary content practices. Our multidisciplinary nature fosters a vibrant culture that values diversity of thought, rigorous analysis and the creative process.

### Practical, job-ready experience

We offer one of the largest internship programs in the university, giving students the opportunity to enhance their academic studies by engaging with professional organisations and practitioners.

### Contact

Dr Mitchell Hobbs  
(mitchell.hobbs@sydney.edu.au)

**Core**

MECO6908	Strategy Selection in Corporate PR
MECO6909	Crisis Communication
MECO6912	Political Public Relations
MECO6913	Public Opinion, Policy and Public Sphere

**Elective**

ARIN6906	Emerging Technologies and Issues
GOVT6159	Emotions, Agenda Setting, and Public Policy
GOVT6316	The Politics of Policy Making
INFS5001	Project Management
INFS6015	Business Process Management
MECO6900	News Writing
MECO6901	Media Relations
MECO6902	Legal and Ethical Issues in Media Practice
MECO6911	Financial and Investor Communication
MECO6919	Health Communication
MECO6924	Television and Video Journalism
MECO6926	International Media Practice
MECO6927	Leadership Communication
MECO6930	Publication Design
MECO6934	Social Issues Marketing
MECO6936	Social Media Communication
MECO6938	The Interview
MECO6939	Research Methods
MECO6940	Theoretical Traditions and Innovations
MECO6941	Podcasting
MECO6942	Managing Social Media Communities
SCLG6901	Citizenship Rights and Social Movements
FASS7001	Academic English for Postgraduates
FASS7002	Critical Thinking and Persuasive Writing
WRIT6000	Professional Writing
WRIT6001	Professional Editing
USSC6920	US Media: Politics, Culture, Technology

**Capstone**

MECO6904	Dissertation Part 1
MECO6905	Dissertation Part 2
MECO6928	Media and Communication Internship
MECO6935	Professional Project
MECO6932	Advanced Video/TV Project
MECO6946	Industry Research Project
MECO6947	Advanced Audio Project

# Publishing

The Master of Publishing is a postgraduate coursework degree that focuses on developing the skills and knowledge required for the dynamic world of print and digital publishing. Taught by publishing practitioners and academics, the degree provides a solid grounding in the art and business of book and magazine publishing across trade, educational, scholarly and corporate sectors.

## What you'll study

You will complete core and elective units covering the fundamentals of various aspects of publishing such as editorial; commissioning and acquisition; budgeting and finance; design and production for print, digital and audio delivery; sales and marketing. In addition, you can choose a variety of elective units offered across the University. Finally, you will complete a capstone unit comprising one of the following: a professional research project, an internship or a dissertation.

To qualify for the **Master of Publishing** you must complete 72 credit points of units of study comprising:

- a minimum of 24 credit points of core units of study; and
- a maximum of 42 credit points from elective units of study. With the permission of the Degree Coordinator a maximum of 12 credit points can be taken as elective units from units of study outside those listed in the Publishing subject area of the postgraduate unit of study table (p 29), including a maximum of 6 credit points from units of study offered by other faculties; and
- at least 6 credit points of capstone units of study.

### Capstone

Towards the end of your degree you will complete a capstone experience. This can be: a competitive elective Media and Communication internship (6 credit points); or

- a Professional Practice project (6 credit points); or
- a Dissertation (12 credit points).

If you wish to undertake an internship, you must discuss your professional placement with the academic coordinator prior to enrolment. If you wish to undertake a dissertation, you must prepare a research proposal and discuss your topic with the academic coordinator prior to enrolment. Approval is subject to MECO's discretion and the availability of an appropriate academic supervisor. The dissertation is normally undertaken over two semesters and comprises research and writing toward a project of approximately 12,000 words.

## Awards and requirements

Please refer to the course rules in this handbook for information on the specific admission requirements for different coursework award courses.

## Graduate Diploma and Graduate Certificate requirements

### Graduate Diploma in Publishing

Candidates for the Graduate Diploma in Publishing are required to complete 48 credit points including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 24 credit points from elective units of study
  - with the permission of the Degree Coordinator a maximum of 6 credit points can be taken as elective units.

### Graduate Certificate in Publishing

Candidates for the Graduate Certificate in Publishing are required to complete 24 credit points including:

- a minimum of 12 credit points of core units of study; and
- a maximum of 12 credit points from elective units of study.

## Contact

Dr Agata Mrva-Montoya  
 (agata.mrva-montoya@sydney.edu.au)

**Core**

MECO6914	Making Magazines
MECO6916	Editing and Proofreading
MECO6917	Book Publishing Business
MECO6930	Publication Design
MECO6937	Producing Books in the Digital Age
ENGL6970	Reading Magazines

**Elective**

MECO6900	News Writing
MECO6901	Media Relations
MECO6902	Legal and Ethical Issues in Media Practice
MECO6908	Strategy Selection in Corporate PR
MECO6909	Crisis Communication
MECO6915	Writing Feature Stories
MECO6924	Television and Video Journalism
MECO6925	Online Journalism
MECO6927	Leadership Communication
MECO6934	Social Issues Marketing
MECO6936	Social Media Communication
MECO6938	The Interview
MECO6939	Research Methods
MECO6940	Theoretical Traditions and Innovations
MECO6941	Podcasting
MECO6942	Managing Social Media Communities
MECO6943	Book Marketing and Sales
MECO6944	Manuscript Acquisition and Development
ARIN6902	Internet Cultures and Governance
ARIN6906	Emerging Technologies and Issues
ENGL6917	Literary Culture: Sydney
ENGL6936	Writers at Work
FASS7001	Academic English for Postgraduates
FASS7002	Critical Thinking and Persuasive Writing
GCST6905	Gender in Cultural Theory
WRIT6000	Professional Writing
WRIT6001	Professional Editing

**Capstone**

MECO6904	Dissertation Part 1
MECO6905	Dissertation Part 2
MECO6928	Media and Communication Internship
MECO6935	Professional Project
MECO6932	Advanced Video/TV Project
MECO6946	Industry Research Project
MECO6947	Advanced Audio Project

Note: Each unit of study is worth 6 credit points.

Not every unit is offered every year.

A full list of 2023 units is on page 32.

# Media Practice

The Master of Media Practice is a postgraduate coursework degree that will broaden your written and spoken communication skills and your production skills in print, broadcast and online media.

## What you'll study

You will complete core units in media industries, audiences and the global media environment, and a capstone unit comprising one of the following: a professional research project, an audio or video production project, an internship (for onshore students), or a dissertation. Additionally, you will complete elective units as needed to meet the requirements of the course.

Candidates for the **Master of Media Practice** are required to complete:

- a minimum of 24 credit points of core units of study
- a maximum of 42 credit points from elective units of study\*\*
- at least 6 credit points of capstone units of study.

\*\*With the permission of the Degree Coordinator a maximum of 12 credit points can be taken as elective units from units of study outside those listed in the Media Practice subject area of the postgraduate unit of study table (p 31), including a maximum of 6 credit points from units of study offered by other faculties.

## Why study with us?

### Hands-on experience

Part of the internship component allows you to work alongside media experts, picking up plenty of hands-on experience, valuable contacts and a preview of what professional life looks like before graduation. Internships are available in a variety of industries, including national and international journalism outlets, public relations and advertising agencies, national television and radio, and major print and online media organisations. Some of our internship hosts include: The People's Daily, NBC, Channel 9, ABC, SBS, Publicis Media, Sydney Writers Festival, Sydney Opera House, Thrive PR.

### #1 graduate employability in Australia

Our graduates are consistently ranked 1st in Australia and 4th in the world for graduate employability (QS Graduate Employability Ranking 2022). Our graduates are highly sought after, with our alumni including leaders in the Reserve Bank, the Treasury and other government departments, international agencies, financial institutions and NGOs.

### Graduate Diploma and Graduate Certificate requirements

#### Graduate Diploma in Media Practice

Candidates for the Graduate Diploma in Media Practice are required to complete 48 credit points including:

- a minimum of 24 credit points of core units of study; and
- a maximum of 24 credit points from elective units of study.
  - With the permission of the Degree Coordinator a maximum of 6 credit points can be taken as elective units from units outside the listing on page 31.

#### Graduate Certificate in Media Practice

Candidates for the Graduate Certificate in Media Practice are required to complete 24 credit points including:

- a minimum of 12 cp of core units of study
- a maximum of 12 cp from elective units of study.

### Contact

Associate Professor Tim Dwyer  
(timothy.dwyer@sydney.edu.au)

<b>Core</b>			
MECO6900	News Writing	WRIT6001	Professional Editing
MECO6936	Social Media Communication	USSC6920	US Media: Politics, Culture, Technology
MECO6902	Legal and Ethical Issues in Media Practice	USSC6922	The US in the Indo-Pacific
MECO6926	International Media Practice		
<b>Capstone</b>			
MECO6904	Dissertation Part 1		
MECO6905	Dissertation Part 2		
MECO6928	Media and Communication Internship		
MECO6935	Professional Project		
MECO6932	Advanced Video/TV Project		
MECO6946	Industry Research Project		
MECO6947	Advanced Audio Project		
<b>Elective</b>			
MECO6901	Media Relations		
MECO6908	Strategy Selection in Corporate PR		
MECO6909	Crisis Communication		
MECO6911	Financial and Investor Communication		
MECO6912	Political Public Relations		
MECO6913	Public Opinion, Policy and Public Sphere		
MECO6914	Making Magazines		
MECO6915	Writing Feature Stories		
MECO6919	Health Communication		
MECO6924	Television and Video Journalism		
MECO6925	Online Journalism		
MECO6927	Leadership Communication		
MECO6929	Chinese Media Studies in Global Contexts		
MECO6930	Publication Design		
MECO6934	Social Issues Marketing		
MECO6938	The Interview		
MECO6939	Research Methods		
MECO6940	Theoretical Traditions and Innovations		
MECO6941	Podcasting		
MECO6942	Managing Social Media Communities		
MFDI9303	Digital Effects for Film and Video		
ARIN6904	Games and Mixed Realities		
ARIN6906	Emerging Technologies and Issues		
ASNS6905	Asian Popular Culture		
ASNS6908	Media Industries in East Asia		
GCST6901	Cultural Policy		
LNGS7006	Cross-Cultural Communication		
LNGS7274	Media Discourse		
PACS6914	Conflict-Resolving Media		
WMST6903	Gender, Media and Consumer Societies		
FASS7001	Academic English for Postgraduates		
FASS7002	Critical Thinking and Persuasive Writing		
WRIT6000	Professional Writing		

## 2023 units of study

Postgraduate program taught within the Discipline

### Semester 1

ARIN6902	Internet Cultures and Governance
ARIN6905	Digital Creators and Audiences
MECO6900	News Writing
MECO6902	Legal and Ethical Issues in Media Practice
MECO6904	Dissertation Part 1
MECO6905	Dissertation Part 2
MECO6908	Strategy Selection in Corporate PR
MECO6909	Crisis Communication
MECO6911	Financial and Investor Communication
MECO6915	Writing Feature Stories
MECO6916	Editing and Proofreading
MECO6919	Health Communication
MECO6924	Television and Video Journalism
MECO6925	Online Journalism
MECO6926	International Media Practice
MECO6928	Media and Communication Internship
MECO6930	Publication Design
MECO6932	Advanced Video/TV Project
MECO6935	Professional Project
MECO6936	Social Media Communication
MECO6937	Producing Books in the Digital Age
MECO6939	Research Methods
MECO6940	Theoretical Traditions and Innovations
MECO6943	Book Marketing and Sales
MECO6946	Industry Research Project
MECO6947	Advanced Audio Project

### Semester 2

ARIN6903	Digital Media and Society
ARIN6904	Games and Mixed Realities
ARIN6906	Emerging Technologies and Issues
MECO6900	News Writing
MECO6901	Media Relations
MECO6902	Legal and Ethical Issues in Media Practice
MECO6904	Dissertation Part 1
MECO6905	Dissertation Part 2
MECO6912	Political Public Relations
MECO6913	Public Opinion, Policy and Public Sphere
MECO6914	Making Magazines
MECO6917	Book Publishing Business
MECO6926	International Media Practice
MECO6927	Leadership Communication
MECO6928	Media and Communication Internship
MECO6929	Chinese Media Studies in Global Contexts
MECO6930	Publication Design
MECO6932	Advanced Video/TV Project
MECO6934	Social Issues Marketing
MECO6935	Professional Project
MECO6936	Social Media Communication
MECO6941	Podcasting
MECO6944	Manuscript Acquisition and Development
MECO6946	Industry Research Project
MECO6947	Advanced Audio Project

### Intensive sessions

MECO6909	Crisis Communication (April)
MECO6919	Health Communication (May)
MECO6928	Media and Communication Internship (June)
MECO6928	Media and Communication Internship (July)
MECO6930	Publication Design (July)
MECO6927	Leadership Communication (September)
MECO6934	Social Issues Marketing (October)
MECO6938	The Interview (Semester 1A)
MECO6942	Managing Social Media Communities (February, July)

## Unit of study descriptions

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### **ARIN6902 Internet Cultures and Governance**

As the internet plays an increasingly important role in all aspects of social, cultural and economic life, many of the central issues with the internet and digital cultures revolve around 'governance'. Governance is about the rules of the internet and associated digital platforms and technologies. It is related to policy and regulation, but also includes corporate and civil society actors as well as governments. This unit explores cultures and governance of the online world and investigates how politics manifest in both public debates and policy and in the struggle to develop new information architectures and digital ecosystems, at local, national and international levels.

### **ARIN6903 Digital Media and Society**

Digital media technologies are increasingly central to society, culture and everyday life. They mediate individual experience, reconfigure communities and build connections into networks. This unit introduces key theories and explores the role of digital media in visuality, feelings, identities, power relations, activist practices, mobilities and algorithmic cultures. Students are equipped with tools for researching digital cultures and sociality to design a research project using ethnographic and/or text-mining methods.

### **ARIN6904 Games and Mixed Realities**

Digital games and other playable media such as mobile and mixed reality devices are increasingly prominent in today's mediascapes. This unit of study critically examines the aesthetics, politics and everyday uses of these emerging cultural technologies. It draws on new media studies, game studies and digital cultures to explore themes such as the complication of leisure and work spaces, new media industries, gamification, playbour, and virtual and augmented reality.

### **ARIN6906 Emerging Technologies and Issues**

The introduction and adoption of new technologies have always had profound social, cultural, political and ethical impacts. This unit explores theories for understanding how technologies emerge and are adopted, and critically interrogates the nature and potential impacts of contemporary emerging technologies such as AI, Robotics, live-streaming, deep fakes, social network manipulation, machine learning, computer vision and the automation of work. Students are equipped with a deep understanding of emerging technologies and issues.

### **ARIN6905 Digital Creators and Audiences**

Digital Creators and Audiences investigates contemporary practices of production, distribution and consumption associated with digital platforms and technologies. We examine the sites where new media content is created – bespoke software packages, content sharing websites, third-party actors and specialists, sponsors and social media influencers – and where and how audiences experience digital media – smartphones, platforms, social networks, games consoles, and more. We analyse how these spaces and interfaces structure the making and increasing professionalisation of online creative content, audience experiences, and how they afford and structure interaction and encourage participation.

### **MECO6900 News Writing**

This core unit introduces students to news writing skills required by print media, including the elements of journalistic style, the structure of news articles, interviewing, researching, news gathering and editing skills. The unit of study focuses on journalistic news writing but will also be useful to anyone seeking to work in fields that require professional communication skills, such as public relations and communication management, or corporate roles that require strong writing ability.

### **MECO6901 Media Relations**

Media Relations provides students with practical experience in seeking media coverage for a specific issue on behalf of a non-profit organisation. It requires students to research, design, present, implement and evaluate a communication strategy, and to develop key tactical elements including media releases for distribution across multi-media platforms.

### **MECO6902 Legal & Ethical Issues in Media Practice**

MECO6902 will introduce students to key legal and ethical issues relevant to journalism and the professional fields of public communication. Students will be given an introductory survey of the main ethical theories in Western thought to establish a framework within which to examine specific ethical issues that relate to media systems. They will also be introduced to the structure of Australia's legal system in comparison with other legal systems, and explore selected law, regulation and policy issues.

### **MECO6904 Dissertation Part 1**

This unit requires students to commence the conduct of their own research projects under the supervision of a member of staff and write a dissertation of 12000 words (completed in the second semester of enrolment in MECO6905). In some cases these projects will give students the opportunity to extend lines of enquiry suggested by units of study already completed for the degree. In other cases, students may have an interest in an area not covered by the coursework programs offered during their candidature that can be developed as a supervised project.

### **MECO6905 Dissertation Part 2**

This unit requires completion of a dissertation of 12000 words, begun in the previous semester. Together with MECO6904, the unit allows students to conduct their own research projects under the supervision of a member of staff.

### **MECO6908 Strategy Selection in Corporate PR**

This core unit of study analyses corporate communication strategy selection in organisations to determine effectiveness. Students examine the strategic intent of a national or international corporation by studying its corporate communication tactics, specifically its annual reports and other marketing collateral. The unit will equip students to determine the effectiveness of the organisation's communication with stakeholders and strategic publics including customers, employees, environmental groups, governments and shareholders.

### **MECO6909 Crisis Communication**

The unit will examine how organisations use public relations (PR) to deal with crisis situations. Throughout the unit we will use case studies to explore frameworks, risk prioritisation, issues management, planning, response and evaluation strategies for diverse organisations and topics from environmental and corporate to health and social.

### **MECO6911 Financial and Investor Communication**

Effective communication of financial and business information stems from an understanding of how corporations should communicate and the environment in which they operate. This course links public relations theory with the practice areas of financial communication and investor relations. It combines an understanding of how investment markets work from a communications perspective with how to communicate with key stakeholders such as the media, investment community, shareholders and consumers of financial products.

### **MECO6912 Political Public Relations**

This unit of study analyses and examines the convergence of public relations, advertising and political consulting in the history of political campaigning. The unit's objectives are to demonstrate an understanding of the relationships that exist in the political process between politicians, the media and public relations. It develops student skills specific to the delivery of political public relations and political campaigns. Its focus is the process of professionalisation and internationalisation of electioneering and campaign practices in media-centred democracies.

### **MECO6913 Public Opinion, Policy and Public Sphere**

This unit analyses the relationship between professional communication and public opinion. It focuses on theories of influence and persuasion in the context of the development of policy, and how these are reflected in the public sphere. It develops the notion of the public sphere as represented by Habermas, Fraser, Schudson and others, focusing in particular on the transformation of the public sphere in terms of postmodern public relations.

### **MECO6914 Making Magazines**

Making Magazines explores practical and theoretical aspects of contemporary magazine culture. Students work in small groups to conceive, plan, write and design a small prototype magazine using InDesign software. The unit emphasises writing, editing and design rather than marketing, although students will learn the importance of producing a magazine for the commercial media landscape.

### **MECO6915 Writing Features Stories**

In this unit, we read many features and texts about features. We consider why features are valuable and how to find newsworthy ideas. Students learn how to gather materials, attribute their sources and structure their research into a compelling story. Students learn why scenes are important and how to write them well. We discuss ethics, develop the skill of 'straightforwardness,' and examine the burgeoning mode of multimedia features. Students learn how to pitch ideas and pursue publication, and they workshop drafts with their peers. By the end of the semester, students have written several pitches, two polished features and two reflections about the ways those features took shape.

### **MECO6916 Editing and Proofreading**

The unit of study offers core skills of copy and structural editing for trade, academic, scholarly and cross-over markets. It also analyses the editor's role in different compositional practices, the process of manuscript

evaluation, development and preparation, and the relationship with the author and publisher. Students will have the option of working in an editing team that will select, shape and prepare an anthology of writing, published on completion of MECO6917 at the end of the following Semester.

#### **MECO6917 Book Publishing Business**

This unit of study introduces students to the book publishing ecosystem in the global context. Students will acquire knowledge of basic business operations and processes including project management, supply chain and business models as well as financial and contractual management. Students will gain insight into recent innovations in publishing and the full range of career options via guest lectures and discussions.

#### **MECO6919 Health Communication**

This unit introduces key concepts in health communication. Students will explore micro- and macro-level theories of health (behaviour) communication that inform the design and implementation of health communication campaigns, planned and unplanned effects of communication campaigns, and the evaluation of such campaigns. It aims to give students a critical and practical understanding of theory and research concerning the role of communication in health promotion efforts.

#### **MECO6924 Television and Video Journalism**

This unit will give students a grounding in reporting for Television Journalism as well as Video for online publication from the idea to final story. Students will learn how to record video using professional standard equipment. Students will also learn how to script and edit sound and vision for Television reporting packages. Students will learn about production planning - including multi-camera Television Studio operations - as well as the ethical and legal considerations which underpin current multimedia and convergent working environments.

#### **MECO6925 Online Journalism**

This unit introduces students to reporting for online news and information services, with a focus on web and mobile delivery. It is a practical unit involving writing exercises in different genres, including news, feature and opinion pieces. Students will also examine theoretical issues in convergent media publishing and be encouraged to develop basic skills in text, image and audio-visual production for the web. They will be encouraged to publish to a range of participatory journalism publications.

#### **MECO6926 International Media Practice**

This core unit in the Master of Media Practice introduces the foundations of comparative analysis to advance understanding of diverse media systems, cultures, patterns of thinking and practices beyond one's own society. It aims to equip students with the knowledge and skills to become culturally-competent and influential media professionals, with expertise in producing and evaluating communication practices and processes across global South and global North settings. Students will investigate the transformation processes reconfiguring hierarchies of media visibility, attention, and power in digital, legacy and hybrid international media, and their implications for social inclusion/exclusion.

#### **MECO6927 Leadership Communication**

This unit of study introduces key concepts in Leadership Communication. Students will explore various structures of organisations and how those structures affect the flow of communication within workplaces. Upon the completion of the unit, students will develop their understanding of key concepts in Leadership Communication and apply them to analyse communication problems in organisations. Students will also be able to offer well-grounded criticism on selected organisational issues.

#### **MECO6928 Media and Communication Internship**

This Media and Communications (MECO) capstone unit of study offers Master degree students a placement with a host organisation, for 20 days (140 hours), in roles related to their degree. Internships provide work-integrated learning opportunities to enhance employability. Typical placement tasks include multi-media content creation, social media communication, digital media design and engagement, public relations and client-facing media, editing and publishing, health promotion and marketing.

#### **MECO6929 Chinese Media Studies in Global Contexts**

This unit introduces students to the systems, regulation and uses of Chinese media. Designed for all students, with or without knowledge of the Chinese language, it draws on theories and concepts of global media studies for understanding situations in mainland China, Taiwan, Hong Kong, and Chinese communities in other countries. Implications of media uses by the Chinese authorities, professionals, and ordinary citizens, in the context of globalised communication, are discussed with regard to a range of media, including the Internet.

**MECO6930 Publication Design**

Publication design focuses on the design and production of magazines and other small-scale publications in print and online form. The unit of study explores the visual language of contemporary magazines and introduces students to basic design principles. Students learn about the complex interplay of text, image and sequence occurring in magazine design through the practical experience of creating their own publication using Adobe InDesign software. The unit links creative design processes to current digital and print practice.

**MECO6932 Advanced Media Project**

This is a project-based capstone unit focusing on specific publication and project outcomes. It builds on knowledge, techniques, professionalism and skills acquired by students who have satisfactorily completed the prerequisite units, and further opportunity to enhance that knowledge, and practice those skills. Students will produce a substantial factual video or TV project and experience many facets of production and problem solving encountered in delivering a major media project in a convergent production environment.

**MECO6934 Social Issues Marketing**

Social Issues Marketing integrates marketing concepts with other approaches to influence behaviours that benefit individuals and communities. Examples include smoking cessation, HIV prevention and recycling. Key elements include research, theory, competition and segmentation. This unit builds students' knowledge of how social issues marketing can be used to facilitate behaviour change and improve social outcomes, including health, environment, economic and education programs. It will include how to design, manage and communicate social and behaviour change programs in Australia and internationally.

**MECO6935 Professional Project**

This unit of study is designed to provide students with the opportunity to integrate their learning over their degree and apply this to a project relevant to their professional discipline. This unit is one of the capstone units for MECO masters level students, and is designed to be taken in their final semester of study. Working with the coordinator, students alternatively choose a research essay or an industry-focused critical report or project. Learning is supported by writing/data collection training, group meetings (face-to-face and online) and independent consultations.

**MECO6936 Social Media Communication**

This unit introduces the fundamentals of strategic social media use for professional and organisational communication, media practice and cultural production. It aims to equip students with the knowledge and skills to become competent, ethical social media communicators and to critically analyse social media forms, services and cultures. Students will explore online, mobile and locative platforms for interacting with audiences, publics and online communities, including professional networks.

**MECO6937 Producing Books in the Digital Age**

This unit explores practical and theoretical aspects of contemporary book design and the creation of books in print, digital and audio formats. Students will acquire sought-after skills in book design and production of print and digital formats and an overview of the key technologies, workflows and processes, including the implementations of accessibility standards. Using various software and digital content development tools, students will develop publishing projects for print, and digital delivery on iPad, Kindle and other devices.

**MECO6938 The Interview**

Interviewing covers a range of styles from the performative to the investigative and is a fundamental skill for media work and much scholarly research. This unit will introduce students to interview research, design and practice for both media and academic outlets. Students will examine best practice examples of a range of interview approaches and techniques, as well as delivering a substantial interview project.

**MECO6939 Research Methods**

This unit will develop students' knowledge of key research methods used in media, communications and digital cultures research. Students will be introduced to a range of research techniques and methods, including quantitative, qualitative and mixed methods, and will have the opportunity to reflect critically on these methods through practitioner presentations and directed discussion. The assessment tasks will help students develop their skills to design and undertake a supervised research dissertation and enhance their abilities as researchers and practitioners.

**MECO6940 Theoretical Traditions and Innovations**

This unit gives students an advanced understanding of the foundational traditions in communications, media, and digital cultures. It relates these traditions to contemporary innovations, rethinking ideas to grasp current and future media and communications forms, practices, structures, and meanings. The unit features detailed reading and analysis of key ideas, texts, thinkers, and contexts.

**MECO6941 Podcasting**

Podcasting is a method of audio distribution with its own aesthetics and values, influenced by but distinct from broadcast radio. In this practical unit students learn to identify and produce audio stories in a range of genres and formats. They develop the foundational skills necessary for working professionally in audio.

**MECO6942 Managing Social Media Communities**

Most businesses and institutions are building online communities in order to strategically engage their workers, audiences, consumers or publics. Community management is a critical aspect of communications, market intelligence, marketing and innovation. This unit investigates how those communities are scoped, fostered, facilitated, and governed to provide mutual benefit for host organisations and members. The unit will develop theoretical knowledge of community dynamics, deployment, ethics and governance, and practical skills in strategy, analysis, moderation and facilitation. Students will evaluate existing communities and create strategic plans for community development.

**MECO6943 Book Marketing and Sales**

This unit delves into sales, marketing and publicity techniques and skills used to get books to buyers and readers. Theoretical and practical study will equip students with the required skills to develop a marketing, publicity and sales plan for a new title in the different sectors of the publishing industry.

**MECO6944 Manuscript Acquisition and Development**

Students will acquire skills in manuscript assessment, the process of acquiring books, scheduling and budgeting, writing reader's reports, structural editing and managing the dynamics of the author/publisher and agent/publisher relationships.

**MECO6946 Industry Research Project**

This capstone unit is designed for students completing a second master's degree in the Media and Communications. This unit provides students with the opportunity to apply learning from their degree to the completion of a researched project relevant to their

career goals. Working with the coordinator, students choose an academic essay, industry report, media campaign or journalism project. Learning is supported by training in literature reviewing and data collection, research methods, project planning and independent consultations.

**MECO6947 Advanced Audio Project**

This is a project-based capstone unit focusing on specific publication and project outcomes. It builds on knowledge, techniques, professionalism and skills acquired by students who have satisfactorily completed the prerequisite units, and further opportunity to enhance that knowledge, and practice those skills. Students will produce a substantial audio media project and experience many facets of production and problem solving encountered in delivering a major media project in a convergent production environment.



# Postgraduate Programs Media and Communications Research Degree Programs

The discipline offers the following postgraduate research degrees:

Doctor of Philosophy (PhD)  
Doctor of Social Sciences (DSOCSCI)  
Master of Arts (Research)  
Master of Philosophy (MPhil)

The Media and Communications at Sydney welcomes inquiries about its postgraduate research programs. These include Master of Arts (Research), Doctor of Social Sciences, Master of Philosophy, and Doctor of Philosophy.

Staff are active researchers. You are encouraged to browse through our staff pages to get a sense of our research interests and strengths.

## How do coursework and research programs differ?

This distinction is not always clear outside of Australia. Postgraduate coursework programs consist of units of study rather than research work. Students usually attend seminars. Graduate certificates, graduate diplomas and master's degrees can all be obtained by coursework. In postgraduate research programs, students undertake supervised research leading to the production of a thesis or other piece of written or creative work over a prescribed period of time. The research component must comprise 66 per cent or more of the overall course requirements.

In general terms, and with the exception of the Master of Arts and Doctor of Arts/Doctor of Social Sciences, enrollment in a postgraduate research degree requires:

Prior study in the area of media and communications, or an area related to your thesis work completion of a Bachelor degree plus degree such as Honours or MA that involves a substantial research/dissertation component high achievement at distinction level in your previous study International students will require an acceptable academic qualification equivalent to the above and a demonstrated English language competency.

As part of making a decision on your application MECO will consider whether it is:

- suitable in scope and standard for the research degree a program in which you have the competence to satisfactorily complete the proposed course of study and research
- one in which adequate supervision and facilities for carrying out the work can be provided

## Doctor of Philosophy (PhD)

Candidates complete a research thesis of 70,000–80,000 words on an approved topic under the supervision of an academic member of staff.

## Doctor of Social Sciences (DSocSci)

Students complete either a research thesis of 60,000 to 80,000 words or a thesis of 20,000 to 30,000 words and a significant creative project under the supervision of an academic member of staff. All students also complete 12 credit points of coursework.

## Master of Philosophy (MPhil)

The Master of Philosophy in the Faculty of Arts and Social Sciences is normally completed over two years full-time or four years part-time. Candidates complete a research thesis of 40,000–50,000 words on an approved topic under the supervision of an academic member of staff.

### **Master of Arts (Research)**

The Master of Arts (Research) is normally completed over two years full-time and four years part-time. Candidates undertake an approved program of study devised in consultation with the faculty, which may comprise: supervised research and a thesis of 30,000–35,000 words; one unit of study and a thesis of 28,000–30,000 words; or two units of study and a thesis of 26,000–28,000 words.

### **Contact**

Dr Jonathon Hutchinson  
(jonathon.hutchinson@sydney.edu.au)

Further information about research courses:  
[sydney.edu.au/study/study-options/postgraduate-research.html](https://sydney.edu.au/study/study-options/postgraduate-research.html)

**Dr Bunty Avieson**  
**bunty.avieson@sydney.edu.au**

Dr Bunty Avieson spent a year in 2008–2009 in the Himalayan kingdom of Bhutan, jointly funded by the United Nations and the Bhutan Observer newspaper, to teach journalists and editors, as well as to advise media stakeholders, as part of the country's move to democracy. She worked for 25 years a journalist in Britain, Australia and Asia and has written three crime novels, two travel memoirs and a novella, which have been variously translated into Thai, German and Japanese. Bunty teaches Principles of Media Writing and News Writing.

**Dr Olga Boichak**  
**olga.boichak@sydney.edu.au**

Dr Olga Boichak is a sociologist of digital media and a Lecturer in Digital Cultures at the University of Sydney. In her research, she fuses ethnographic and computational methods to illuminate the social and cultural implications of the use of digital media in non-Western contexts. Dr Boichak holds a doctorate in Social Science and a Master of Public Administration from Syracuse University. Building upon a background in public diplomacy and political activism, she co-led an interdisciplinary research project that explored the role of automated accounts, or bots, in political conversations online. She has published on the use of digital media in identity building, international migration, legitimizing state power and transnational activism, and is currently working on decolonial resistance and activism in contemporary Ukraine.

**Dr Benedetta Brevini**  
**benedetta.brevini@sydney.edu.au**

Before joining MECO in 2013, Dr Brevini lectured at City University, London. She is also an experienced journalist who has worked in Milan, New York and London for CNBC and RAI. She writes for a number of print and web publications and is a member of the coordinating committee of the UK based Media Reform Coalition whose role is to coordinate the most effective contributions by civil society groups, academics and media campaigners to debates over media regulation, ownership and democracy. Benedetta edited the widely acclaimed collection *Beyond Wikileaks* (Palgrave 2013) and authored *Public Service Broadcasting Online* (Palgrave 2013); she teaches *Media Globalisation, Internet*

*Governance, Critical Practice, Theoretical Traditions and Innovations* and leads the Masters dissertations unit.

**Dr Marcus Carter**  
**marcus.carter@sydney.edu.au**

Marcus Carter joined the University of Sydney in 2017 and is a Lecturer in Digital Cultures with a specialisation in Games Research. Prior to joining the University of Sydney, Marcus was a Research Fellow in the Microsoft Research Centre for Social NUI at the University of Melbourne. His research bridges the fields of Game Studies and Human-Computer Interaction, focusing on the social dimensions and experiences of game play. He has studied and published on a wide range of games, including *EVE Online*, *DayZ*, *Candy Crush Saga*, *Warhammer 40,000* and the reality TV series *Survivor*. Marcus also has an ongoing research project developing novel digital games for Orangutans in collaboration with Zoos Victoria.

**Dr Chris Chesher**  
**chris.chesher@sydney.edu.au**

Chris Chesher is a Senior Lecturer in Digital Cultures who is currently researching social robotics, mobile robots, invocational media, smart homes and smart cities. His approach combines media studies, cultural studies, science and technology studies, media history, social robotics and philosophy of technology. Some of his previous work has looked at the history of robot voices, the smartphone camera in the history of photography, the visual and spatial experiences of games, mobile phones in space, robotic toys and virtual reality.

**Associate Professor Timothy Dwyer**  
**timothy.dwyer@sydney.edu.au**

Associate Professor Tim Dwyer teaches Media Law and Ethics, and Legal and Ethical Issues in Media Practice. His research focuses on the critical evaluation of media and communications industries, regulation, media ethics and policy. His research also explores how news practices are evolving in multi-platform media organisations, and analyses the implications of these transformations for media diversity and pluralism. He is the author of *Convergent Media and Privacy* (Palgrave Macmillan, 2016), *Legal and Ethical Issues in the Media* (Palgrave Macmillan, 2012), *Media Convergence* (Open University, 2010) and the co-editor (with Virginia Nightingale) of

*New Media Worlds: Challenges for Convergence* (Oxford, 2007). Before moving to academia he has worked for the Australian Broadcasting Corporation, and the federal government agencies responsible for privacy rights, and electronic media regulation in Australia.

**Dr Joanne Gray**

**joanne.gray@sydney.edu.au**

Dr Joanne Gray is a Lecturer in Digital Cultures in Media and Communications, Faculty of Arts and Social Sciences. She is an interdisciplinary academic with expertise in digital platform policy and governance. Her research seeks to understand how digital platforms, such as Google/Alphabet and Facebook/Meta, exercise private power and explore relevant policy options. Dr Joanne Gray Tweets as @jograycy7.

**Professor John Hartley**

**john.hartley@sydney.edu.au**

John Hartley is a research professor in Media and Communications. Previously he was Head of the School of Journalism, Media and Culture at Cardiff University, Dean of Creative Industries at QUT, is John Curtin Distinguished Emeritus Professor at Curtin University. He has held visiting professorships at New York University, The London School of Economics and City, University of London, Shenzhen University, WZB Berlin, Southern Denmark University; and was Adjunct Professor at the ANU. At QUT, he was ARC Federation Fellow and Research Director of the ARC Centre of Excellence for Creative Industries and Innovation. Hartley founded the *International Journal of Cultural Studies* (Sage), which he edited for 20 years, and *Cultural Science Journal* (Sciendo).

**Dr Margaret Van Heekeren**

**margaret.vanheekeren@sydney.edu.au**

Dr Margaret Van Heekeren joined the University of Sydney as a Lecturer in (education focused) Media and Communications in 2019. Margaret's current research explores the teaching of journalism and media history in higher education. A former journalist, she has been a journalism educator since 2004. Margaret is an editorial board member of the national university collaborative project, Junction Journalism.

**Dr Justine Humphry**

**justine.humphry@sydney.edu.au**

Justine Humphry is a researcher of mobile and digital media focusing on networked publics, inequalities, and transformations to work and everyday life. She is committed to research that builds community capacity through digital technology and user participation. Justine has 20 years of experience in community media and IT and

ran a digital networking company in the key forming years of the internet, from 1998 until it was sold in 2004. She was the Chief Investigator of research on homelessness and mobile connectivity for the Australian Communications Consumer Action Network (ACCAN) from 2013-14 and for the Young and Well Cooperative Research Centre (2015-16). A selection of her publications can be found in the *Routledge Companion to Mobile Media*, the *Journal of Information, Communication & Society*, *M/C Journal*, *Journal of Media, Culture and Society* and the *Australian Journal of Telecommunications and the Digital Economy*.

**Dr Jonathon Hutchinson**

**jonathon.hutchinson@sydney.edu.au**

Dr Jonathon Hutchinson arrived at the University of Sydney in 2012; and has held teaching positions at RMIT and UTS. His research interests are primarily internet governance models, especially the role human and non-human cultural intermediation plays in the collaborative production of cultural goods. He is also interested in user relationships in mediated environments, prompting his development of eResearch methodologies for social media network analysis. Jonathon teaches Online Media, and Social Media Communications.

**Dr Mitchell Hobbs**

**mitchell.hobbs@sydney.edu.au**

Dr Mitchell Hobbs is Lecturer in Media and Public Relations. Mitchell previously worked in the field of political public relations, most notably for Prime Minister Julia Gillard. His research activities concern political communication, public relations and media power, and his publications are regularly assigned as core texts at universities in Australia, the United Kingdom and the United States. Mitchell's professional experiences and research activities have given him unique insights into communications power and social change. He teaches MECO2603 Public Relations, MECO6912 Political Public Relations and MECO6908.

**Dr Catherine Page Jeffery**

**catherine.pagejeffery@sydney.edu.au**

Dr Catherine Page Jeffery is a lecturer and researcher in Media and Communication at the University of Sydney. Catherine's current research addresses digital media and families, with a particular focus on parenting in the digital age. Building on more than a decade of professional experience within the public and research sector, Catherine undertook a PhD at the University of Canberra examining parental anxieties about digital media. Since completing her doctorate in 2019, her work on digital media and families has been published in leading international journals.

**Dr Mark Johnson****mark.johnson@sydney.edu.au**

Dr Johnson is a game studies scholar researching the intersections of play and money – live streaming, esports, loot boxes, gamification, gambification, playbour – and their impacts on leisure, labour, and culture. He is also a game developer and a public figure in games writing and podcasting. His recent projects include the increasingly important role of data and metricisation in the careers and labour of live streaming, and the role of Blockchain are a potential means for tracking and trading virtual goods with real-world value, such as items in many contemporary digital games. He teaches into the Digital Cultures program.

**Dr Megan Le Masurier****megan.lemasurier@sydney.edu.au**

Dr Megan Le Masurier began working for Media and Communications in 2005 and teaches in the undergraduate and postgraduate programs. She studied music at the Sydney Conservatorium, graduated with Honours in History from the University of Sydney and received her PhD there in 2008. Her professional life began briefly in the academy, after which she worked in the magazine industry for many years (as journalist and editor). She is currently researching and writing a book on Magazines, Journalism and Everyday Life.

**Blue Lucine****blue.lucine@sydney.edu.au**

Blue Lucine is a writer, a director and a lecturer in Media and Communications at the University of Sydney. Blue experimented with many modes of storytelling, from circus and sideshows to commercial newsrooms. After running away from the circus, Blue turned her interest to the screen and in particular, documentary. Blue's current research explores the imprimatur of participants in the cinematic landscape, new ideas about story and post-colonial imagery. Driven by questions about ethics in the film industry, Blue's doctoral research is led by creative practice, which she is completing at the University of Technology, Sydney.

**Catharine Lumby****catharine.lumby@sydney.edu.au**

Professor Catharine Lumby is the Chair of Media and Communications at the University of Sydney. A former print and television journalist, she worked for the *Sydney Morning Herald*, the ABC and *The Bulletin* magazine. She is the author of ten books and her research interests include young people's use of social and online media, online hate speech and gender and sexuality. She is currently completing a biography of the author Frank Moorhouse.

**Associate Professor Fiona Martin****fiona.martin@sydney.edu.au**

Associate Professor Fiona Martin researches the uses, politics and regulation of online media (internet, web, mobile devices and IPTV) and the implications of these technologies for media industry change. She is co-author of *Sharing News Online* (Palgrave, 2017), co-author and editor of *The Value of Public Service Media: RIPE@2013* (Nordicom, 2013) with Gregory Ferrell Lowe; and contributor to *Ethics for Digital Journalists* (Routledge, 2014) and *A Companion to Australian Media* (Australian Scholarly Press, 2014). Fiona is a former community and ABC radio broadcaster and a cross-media journalist. She is researching the political economics of online news sharing and innovation in news commenting governance.

**Agata Mrva-Montoya****agata.mrva-montoya@sydney.edu.au**

Agata has a Master in archaeology from the Jagiellonian University (Poland). After finishing her PhD, also in archaeology, she decided to follow her passion for books, and pursue a career in publishing. She worked for over 15 years in scholarly and educational book publishing, commissioning and project-managing a wide range of non-fiction titles, producing ebooks and implementing accessible publishing practices.

**Dr Joyce Nip****joyce.nip@sydney.edu.au**

Joyce Nip joined the University of Sydney in 2010 and is a senior lecturer in Media and Communications as well as Chinese Studies. Before coming to Sydney, she has had more than 20 years of experience in journalism teaching, research and practice as assistant professor and journalist (in television, radio, newspapers and magazine) mainly in Hong Kong. In 2013-4, Joyce was a visiting associate professor at the University of Hong Kong, and in 2004-5, a Fulbright visiting scholar at the University of Maryland, College Park, US. Joyce's research focuses on media in Chinese societies, particularly the social and political implications of the Internet and social media, and journalism.

**Dr Penny O'Donnell****penny.odonnell@sydney.edu.au**

Dr Penny O'Donnell joined Media and Communications at Sydney in 2008 as Senior Lecturer in International Media and Journalism. Penny's current research investigates employment trends and job loss in journalism around the world. She is a Chief Investigator on the *New Beats Project* ([www.newbeatsblog.com](http://www.newbeatsblog.com)), a five-year collaborative industry-university study of the aftermath of job loss in journalism, funded by an Australian Research Council

Linkage Project LP140100341 (2014–2016), and Discovery Project DP150102675 (2015–2017). Recent publications can be found in *Journalism*, *Journalism Practice*, *Ethical Space: The International Journal of Communication Ethics*, *Australian Journalism Review*, and *African Communication Research*.

### **Alison Ray**

**alison.ray@sydney.edu.au**

Alison Ray has more than 30 years media experience. She has produced, directed, presented and written for media in Australia, the United States and the UK. Alison has worked for Granada Television in the UK as a news reporter, news editor and a feature documentary producer. In Australia she has worked for ABC Television as a factual program producer and as a senior news producer. Alison was the 2003 Reuters Fellow to Oxford University, and has a Master of Science from the University of Illinois at Urbana-Champaign as well as a Bachelor of Arts from UTS.

### **Lea Redfern**

**lea.redfern@sydney.edu.au**

Lea Redfern is an internationally recognised audio producer in radio and podcasting with over 20 years' experience at the Australian Broadcasting Corporation (ABC). She has been awarded both in Australia and internationally, with an Australian Human Rights award for documentary radio, and the 2016 inaugural Sarah Award for radio drama in New York. Lea is an engaged educator who delights in sharing the lessons of audio with students.

### **Dr Olaf Werder**

**olaf.werder@sydney.edu.au**

Olaf Werder (Ph.D. 2002 University of Florida, USA) holds a lectureship and is the Degree Coordinator of the Master of Health Communication after having held positions at the University of Florida and the University of New Mexico. Prior to his academic appointment, he has worked in the communication industry on the media and agency side in two countries for about ten years. His research is centred on community and patient collaborative communication models, community-based participation research (CBPR), and analysis of socio-cultural understanding of health in population and media. He is an affiliated researcher at the Charles Perkins Centre, where he leads a research group on health humanities research. He is also a research network member on infectious disease prevention (SIBRN).

## **Academic Coordinators 2023**

For the current list of academic coordinators, please refer to the MECO webpage at [bit.ly/usyd-meco](https://bit.ly/usyd-meco) or email us at [SACE.enquiries@sydney.edu.au](mailto:SACE.enquiries@sydney.edu.au).

## **Degree Coordinators**

### **Master of Digital Communication and Culture:**

Dr Chris Chesher

### **Master of Health Communication:**

Dr Olaf Werder

### **Master of Media Practice:**

Associate Professor Tim Dwyer

### **Master of Publishing:**

Dr Agata Mrva-Montoya

### **Master of Strategic Public Relations:**

Dr Mitchell Hobbs

## **Prizes, Scholarships & Financial Assistance**

Information on prizes and scholarships, and financial assistance available through the University can be found at: [sydney.edu.au/scholarships/](https://sydney.edu.au/scholarships/)

## **Policies**

For information on policies that apply to current students, please visit: [sydney.edu.au/students/](https://sydney.edu.au/students/)

## **Keys Dates 2023**

For the key dates in 2023 including semester start dates and breaks, please refer to the University webpage at [sydney.edu.au/students/study-dates.html](https://sydney.edu.au/students/study-dates.html).

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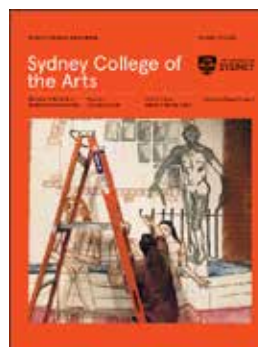
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Fretwell. 2020.

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# Media and Communications

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Faculty of Arts and Social Sciences**

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