

Diploma of Media and Communication

Example Course Plans for Students

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The following are example course plans for students studying in the Diploma of Media and Communication.

Pathways

- Bachelor of Media and Communication (Journalism) *
- Bachelor of Media and Communication (Public Relations)
- Bachelor of Media and Communication (Media Industries)
- Bachelor of Arts

*** WAM requirements apply – please refer to course plans for more details. (WAM is the average mark obtained across all subjects, including failed units)**

Subject Availability - Diploma of Media and Communication

Subject	Trimester 1 2019	Trimester 2 2019	Trimester 3 2019
MJRN1TEJ The Emerging Journalist	✓	x	x
MJRN1TIN The Interview	✓	x	x
MHUS1FAA Rethinking our Humanity	✓	x	x
MMAC1WFM Writing for Media	x	✓	x
MHUS1TEN Ideas that Shook the World	x	✓	x
MMSS1SSA Introduction to Screen and Sound	x	✓	x
MM1N1MME Making Media	x	x	✓
MSTC1ISC Introduction to Strategic Communication	x	x	✓

STUDY PLAN GUIDE

DIPLOMA OF MEDIA AND COMMUNICATION (LDMC – LA TROBE COLLEGE) 2019

(Pathway to Bachelor of Media and Communication: Major in Journalism)

YEAR 1 (DIPLOMA)	COMPULSORY ONLINE SUBJECT (must be completed in your first trimester of study) LTM1AIM Academic Integrity Module			
	Trimester 1	MJRN1TEJ (Core)	MJRN1TIN	MHUS1FAA (Core)
		The Emerging Journalist	The Interview	Rethinking our Humanity
	Trimester 2	MMAC1WFM (Core)	MHUS1TEN (Elective)	MMSS1SSA (Core)
		Writing for Media	Ideas that Shook the World	Introduction to Screen and Sound
	Trimester 3	MM1N1MME (Core)	MSTC1ISC (Core)	
Making Media		Introduction to Strategic Communication		

The Diploma of Media and Communication comprises eight subjects taken over three trimesters.

Core subjects are subjects you **must** enrol in and pass in order to progress to the second year of the Bachelor of Media and Communication (Journalism) at La Trobe University.

WAM requirement: 60

STUDY PLAN GUIDE

DIPLOMA OF MEDIA AND COMMUNICATION (LDMC – LA TROBE COLLEGE)

(Pathway to Bachelor of Media and Communication: Major in Public Relations)

YEAR 1 (DIPLOMA)	COMPULSORY ONLINE SUBJECT (must be completed in your first trimester of study) LTM1AIM Academic Integrity Module			
	Trimester 1	MJRN1TEJ (Core)	MJRN1TIN (Core)	MHUS1FAA (Core)
		The Emerging Journalist	The Interview	Rethinking our Humanity
	Trimester 2	MMAC1WFM (Core)	MHUS1TEN (Elective)	MMSS1SSA (Core)
		Writing for Media	Ideas that Shook the World	Introduction to Screen and Sound
	Trimester 3	MSTC1ISC (Core)	MM1N1MME (Core)	
		Introduction to Strategic Communication	Making Media	

The Diploma of Media and Communication comprises eight subjects taken over three trimesters.

Core subjects are subjects you **must** enrol in and pass in order to progress to the second year of the Bachelor of Media and Communication (Public Relations) at La Trobe University.

STUDY PLAN GUIDE

DIPLOMA OF MEDIA AND COMMUNICATION (LDMC – LA TROBE COLLEGE)

(Pathway to Bachelor of Media and Communication: Major in Media Industries)

YEAR 1 (DIPLOMA)	COMPULSORY ONLINE SUBJECT (must be completed in your first trimester of study) LTM1AIM Academic Integrity Module			
	Trimester 1	MJRN1TEJ (Core)	MJRN1TIN (Core)	MHUS1FAA (Core)
		The Emerging Journalist	The Interview	Rethinking our Humanity
	Trimester 2	MMAC1WFM (Core)	MHUS1TEN (Elective)	MMSS1SSA (Core)
		Writing for Media	Ideas that Shook the World	Introduction to Screen and Sound
	Trimester 3	MSTC1ISC (Core)	MM1N1MME (Core)	
		Introduction to Strategic Communication	Making Media	

The Diploma of Media and Communication comprises eight subjects taken over three trimesters. Core subjects are subjects you **must** enrol in and pass in order to progress to the second year of the Bachelor of Media and Communication (Media Industries) at La Trobe University.

STUDY PLAN GUIDE

DIPLOMA OF MEDIA AND COMMUNICATION (LDMC – LA TROBE COLLEGE)

(Pathway to Bachelor of Arts:)

YEAR 1 (DIPLOMA)	COMPULSORY ONLINE SUBJECT (must be completed in your first trimester of study)			
	LTM1AIM			
	Academic Integrity Module			
	Trimester 1	MJRN1TIN (Core)	MJRN1TEJ (Core)	MHUS1FAA (Core)
		The Interview	The Emerging Journalist	Rethinking our Humanity
	Trimester 2	MMAC1WFM (Core)	MHUS1TEN (Elective)	MMSS1SSA (Core)
		Writing for Media	Ideas that Shook the World	Introduction to Screen and Sound
	Trimester 3	MM1N1MME (Core)	MM1N1MME (Core)	
	Making Media	Introduction to Strategic Communication		

The Diploma of Media and Communication comprises eight subjects taken over three trimesters.

Core subjects are subjects you **must** enrol in and pass in order to progress to the second year of the Bachelor of Arts at La Trobe University.

When I transfer to La Trobe University I want to study

Bachelor of Media and Communication (Journalism)

Complete the Diploma of Media and Communication (Journalism) study plan, *AND*:

Campus: Bundoora

Credits: 8 units WAM of 60

English requirement (International students only): Overall IELTS 6 (with no individual band score less than 6.0)

Bachelor of Media and Communication (Public Relations)

Complete the Diploma of Media and Communication (Public Relations) study plan, *AND*:

Campus: Bundoora

Credits: 8 units

English requirement (International students only): Overall IELTS 6 (with no individual band score less than 6.0)

Bachelor of Media and Communication (Media Industries)

Complete the Diploma of Media and Communication (Media Industries) study plan, *AND*:

Campus: Bundoora

Credits: 8 units

English requirement (International students only): Overall IELTS 6 (with no individual band score less than 6.0)

Bachelor of Arts

Complete the Diploma of Media and Communication (any) study plan, *AND*:

Campus: Bundoora

Credits: 8 units

English requirement (International students only): Overall IELTS 6.0 (with no individual band score less than 6.0)

Subject Descriptions

MJRN1TEJ The Emerging Journalist

The Emerging Journalist introduces students to the shifting roles and responsibilities of journalists and journalism within liberal democratic societies. At the successful completion of The Emerging Journalist, you will appreciate the contemporary media landscape and the role of journalists and media organisations in relation to social, economic, political and cultural power structures.

Topics and issues covered include: the changing nature of audiences and the new ways that journalists are engaging and interacting with audiences; the journalistic applications of social media; best practices in reporting and writing; and the impacts of cultural and technological impacts on journalism as both a profession and as a practice.

Assessments:

News tests x 5 (20%), News story and reflective questions (40%), Feature story pitch (15%), Feature article (25%)

MHUS1FAA Rethinking our Humanity

This subject has two key agendas. It introduces students beginning their higher education to the interdisciplinary culture of the humanities and social sciences. It also develops skills for achieving overall academic success in higher education. The unit is conducted in small-group seminar settings that fine tune the academic skills of critical thinking, writing, oral communication, and effective team work. Students will engage in discussions of pivotal issues and big ideas in the humanities and social sciences. Each seminar is organised around questions concerning the shape of human identity and the prospects of our human future.

Assessments:

Seminar exercises x 2 (20%), Group presentation (20%), Critical research assignment (30%), Take home exam (30%)

MJRN1TEJ The Interview

As workplaces become more interactive and interconnected, interviewing skills are becoming more important across a range of vocations. In this subject, students study the processes and skills required for interviewing, focusing on key case studies in literature, print journalism, cinema, and broadcasting and online.

Assessments:

Interview analysis (30%), News interview research (30%), Profile article (40%)

MMAC1WFM Writing for Media

This subject will introduce you to the practice of writing in order of importance (inverted pyramid style) for various media platforms. You will learn to write short form news articles for print (newspapers and online news sites) and radio. Students will examine the fundamental skills of news-writing and information gathering for the media, including press releases, daily news stories and feature articles. The process of identifying and writing stories within these formats will be discussed and analysed.

The key learning outcomes of news judgement, distilling information, writing concisely and writing material in order of what is most important are transferable across a range of vocations. You do not have aspire to be a news journalist to use the skills you will learn in this subject.

Assessments:

Diagnostic Essay (15%), Writing Portfolio Part 1 (18%), Writing Portfolio Part 2 (27%), Quizzes (8 quizzes at 5% each = 40%)

MMSS1SSA Introduction to Screen and Sound

This subject is designed to introduce students to screen analysis and film narrative. It will provide students with knowledge and skills to analyse formal stylistic elements of film and television.

Assessments:

Critical diary (30%), Short film (30%), Research essay (40%)

MHUS1TEN Ideas that Shook the World

In this subject, students will explore some of the most influential ideas in the history of the West including: freedom, imperialism, secularisation and the individual. This subject traces the origins of these ideas and their manifestation in the world today. The subject is delivered in small seminar-style classes, allowing you to work closely with fellow students and your academic seminar leader.

This subject will help you identify and critically evaluate some of the central ideas underpinning the public discussion on a range of political and cultural issues. It will provide you with a solid foundation of cultural knowledge which will be invaluable as you continue your studies. As you work to discover, to reflect on, and to report about a single great innovating idea, you will receive guidance, step-by-step, on how to become a confident and independent researcher.

The disciplines studied in this subject include: Aboriginal Studies, Ancient Mediterranean Studies, Anthropology, Archaeology, English, History, Media and Communications, Philosophy, Politics, Sociology, and Sustainability and Development. This subject addresses La Trobe University's Innovation and Entrepreneurship Essential by asking you to think creatively, work collaboratively, and respond to real-world scenarios and issues in 21st Century Australia.

Assessments:

Seminar activity (20%), Public awareness campaign (30%), Research project (50%)

MST1ISC Introduction to Strategic Communication

This subject focuses on the relationship between advertising, public relations, journalism, and marketing in the theory and practice of strategic communication. It will provide students with grounding in the basic concepts strategic communication practitioners use.

In addition, it explores: the ethics and regulation of strategic communication including its political contexts; the role of strategic communication in the process of marketing products, ideas and people; essential components of strategic communication campaigns and associated professional specialities.

Assessments:

Media Release (30%), SWOT Analysis (30%), Event Planning and Presentation (30%), Campaign Reflection (10%)

MMIN1MME Making Media

In this introductory subject students will learn some basic television and news-gathering techniques and create their own news program. Students will learn a lot in a short time about working in a studio, as a member of a team while applying what is learned in journalism to activities and assessments in this class.

Although the culmination of this subject is the successful screening of a television news bulletin, almost all of the techniques students will learn are transferable to other areas of the media. Making Media will give students the opportunity to acquire foundation skills in video and sound editing, as well as writing and scripting a television news bulletin.

Assessments:

Short essay (30%), News production (40%), Written reflection (30%)