Unit Description

SIBT
CMEC111 Introduction to Media and Communication The unit introduces you to the study of media and communication by addressing foundational theories, concepts, and frameworks that will help you gain a better understanding of the role of media and communication in our everyday lives. You will explore current media cultures, industries, and practices, as well as communication processes more generally, to better understand how the media shapes us and the world in which we live. After completing this unit, you will have experimented with audio and visual communication tools to produce digital creative works, developed a theoretical framework for the study of media culture and industries, as well as investigated communication processes and media industries to gain a better understanding of the creation of meaning.
CSTM121 Storytelling for the Media In this unit, you will examine a set of theories and strategies for discovering storytelling in digital and networked environments and the way social and cultural experiences continue to shape and inform the way people read, write, and communicate. This unit aims to explore the meaning of digital literacy, the change and development of storytelling environments, and the way networked technologies have re-shaped contemporary reading/writing practices. You will also complete a range of practical and analytical tasks that will influence how you think about media networks and tools and technologies for writing. These tasks will develop your academic research and writing skills, and your ability to apply these skills to practice.
CDMI122 Digital Media, Data and Influence In this unit, you will learn about the nature of meaning and successful communication in a technologically mediated environment. You explore different forms of data and digital media, including computer technologies, software apps, interactive media and games, images, video and sound, and the various roles and influence they have in relation to culture and society. You will also examine the intersection of media, politics, and business with digital media and data, and how they contribute to the operation of power in society. The unit will teach you about data and its purpose in decision-making, algorithmic architecture, and the use of data analysis software to provide insights. Finally, you will develop your practical skills as you create a digital media product.
CPRC113 Public Relations and Communication In this unit, you will explore the world of contemporary public relations practice, learning the knowledge and skills required to solve the public relations problems of tomorrow. The unit surveys core disciplinary theories and practice models, introduces foundational practical skills, investigates emerging key issues and considers the role of public relations in a rapidly changing world. You will also learn how to research publics effectively in order to develop mutually beneficial relationships and produce public relations campaigns that carefully consider their needs and opinions. The unit also focuses on digital and social media, where you will learn how to use these tools effectively and ethically. In small groups, you will use your new knowledge and skills to create your own public relations

campaign that you will present in a showcase at the end of the session.

CADV111 Introduction to Advertising

This unit examines the relationship between advertising media, industry, and audiences. Exploring the literature, theory, history and practice of media and advertising, you will engage with case studies and media theory, and apply these theories to design an advertising project. You will learn about the advertising process, from receiving the brief to doing research, as well as considering media choices for the campaign. You will also be challenged to work on the creative aspect of the advertising process and work on sketching creative ideas for the campaign.

Upon successful completion of this unit, you will be able to put an advertising campaign together and provide a clear rationale for your choice and support for your ideas based on research, and you will also be able to present creative ideas for the campaign.

CNEW132 News and Journalism

This unit focuses on preparing you with the foundational knowledge required to practice journalism. It trains you to start thinking like journalists and content creators, learning to identify what news is in different contexts and why. You will learn to consider different journalism concepts, theories and strategies within the continuously evolving area of journalism in the digital age. The unit covers the role of journalists, identifying news values and writing for target audiences, social media news generation, an introduction to reporting news across platforms, truth and accuracy, and ethical obstacles. This unit will provide you with opportunities to develop your understanding of the key issues currently facing journalism, and the skills that will help you to overcome those issues.

Elective Units (Media Stream)

CMCC212 Intercultural Communication and Cultural Conflict

In this unit, you will explore concepts from the field of intercultural communication and their application to examples of contemporary cultural conflicts. You will begin by examining the nature of intercultural mis-communication and how it can lead to cultural conflict, and then explore different peacemaking strategies that can be used to address such conflicts. One of the key skills you will develop in this unit is questioning, which underpins critical thinking. You will learn how to use these skills to write an essay and become more confident in your ability to structure an argument.

CMGM212 National and Global Media

This unit introduces you to media audiences, cultures, and histories in national and global contexts. We will begin by examining the current Australian mediascape and ask how Australia is constructed, represented, and sold in the (Australian) media. We will explore different Australian and global industries, such as the press, radio, television, cinema, and film, as well as discover new digital media cultures and networks. Each time, we examine the changes and challenges these industries have gone through since their emergence and consider their present-day state. Upon completion of this unit, you will have gained a better understanding of the histories and contemporary issues of a variety of media industries, audiences, and cultures.

CMIS212 Ideas and Society
Society has always been shaped by ideas. In this unit, you will engage in critical exploration, discussion and reflection on the key ideas and intellectual movements that inform contemporary social, cultural, economic, and political through and practice. You will focus specifically on how ideas and worldviews frame and influence social, cultural, and political discourse.

Elective Units (Creative Industries Stream)

CICI202 Foundations of Creative Industries
Foundations of Creative Industries will equip you with the introductory knowledge and skills needed for a dynamic career in your chosen field. You will learn from local and international case studies spanning sectors including design, publishing and printed media, new media, audiovisuals, visual arts, the performing arts, creative services and traditional cultural expressions. You will learn about the creative process, from conception to production to circulation, informed by historical perspectives, contemporary trends, and future forecasts. You will emerge from this unit with a contextual understanding of the role of Creative Industries in shaping and reflecting society and the confidence to pursue your own creative projects with commercial acumen.

BMAN103 Managing and Leading
This unit will systematically develop your knowledge and understanding of the fundamental principles of management and leadership. You will acquire the skills and abilities necessary to understand how businesses and other organisations work and learn about the crucial role of managers and leaders. You will learn how to analyse vision and mission statements and how to craft mission statements to embed the process of planning, leading, organising, and controlling the efforts of stakeholders. In addition, this unit will teach you how to analyse and evaluate emerging leadership and management problems and how to solve these to meet organisational goals.