

## Bachelor of Mass Communication (BMCM) - BMassCom

CRICOS code (International applicants): 040075E

**This program is offered only to continuing students. No new admissions will be accepted. Students who are interested in this study area should consider the [Bachelor of Communication](#).**

	On-campus	Distance education
<b>Semester intake:</b>	No new admissions	
<b>Campus:</b>	Toowoomba	-
<b>Fees:</b>	Commonwealth supported place Domestic full fee paying place International full fee paying place	Commonwealth supported place Domestic full fee paying place International full fee paying place
<b>Standard duration:</b>	3 years full-time, 6 years part-time or external	
<b>Program articulation:</b>	From: <a href="#">Diploma of Arts</a> To: <a href="#">Bachelor of Arts (Honours)</a>	

### Contact us

#### Current students

Telephone 1800 007 252 (within Australia freecall), +61 7 4631 2285 (from outside Australia), email [usq.support@usq.edu.au](mailto:usq.support@usq.edu.au) or submit a question via [Ask USQ](#).

### Communication and media studies major

This major combines the study of human communication theory with the development of human communication skills. Students will analyse the areas of language, film, television and culture, while learning about interpersonal, group and mass communication, and communication in multicultural societies. Students will develop an understanding of communication problems in society by examining communication processes at all levels.

#### Career opportunities

Opportunities exist in public relations, communication policy, management, administration and the arts, culture and media industries, teaching and community development.

### Creative Media

This major focuses on providing a creative environment for students interested in the artistic use of computer driven digital technologies, with a focus on conceptualising, designing and applying self-generated projects sustained upon a firm technological base and professional application. Students will work in the field, in the television studio, sound studios and design and computer labs to realise their projects. Please note that no mid-year enrolments are accepted into this major. Students will need to consult the discipline coordinator regarding their enrolment.

#### Career opportunities

Television production, animator, video and sound production, secondary teacher (with further study).

### Journalism major

Students prepare for a career in journalism or a related field by reporting, writing, editing, designing and producing for the Web, television, radio, newspapers and magazines. A wide range of knowledge and skills across multiple media, and a focus on hands-on experience, enables students to work in the 21st century's digital newsrooms. Students are also encouraged to link with industry by undertaking internships as journalists.

## **Career opportunities**

Our graduates are working in radio, television, online and print media, throughout Australia and overseas. They include news and specialist reporters, columnists, commentators, copywriters, producers, sub-editors, editors, newsreaders and presenters. Journalism skills are also valued in public relations, publishing, law, commerce and business – where experienced journalists have become media officers, publishers, editors, speechwriters for government officials, politicians and executives, and corporate communicators.

## **Public relations major**

Students gain the skills and knowledge to review communication policies within an organisation and develop and implement communication programs and strategies. This major will also equip students with skills required in the industry, such as issues management, specialist writing, how to create public awareness campaigns and how to improve public and media relations. Students will identify communication problems of organisations through appropriate research and strategic planning.

## **Career opportunities**

Most organisations recognise the importance of public relations to ensure the support of the public, media, government and their own staff. Opportunities exist in the areas of corporate public relations, consulting, government organisations, lobby groups, fund-raising, publicity and promotion, and community development. This program is accredited by the Public Relations Institute of Australia (PRIA).

## **Program aims**

This program aims to produce graduates who have a mastery of a range of communication industry skills, supported by extensive contextual studies in communication/media theory, and professional skills in preferred areas of journalism, public relations, media production (continuing students only), organisation and business communication (continuing students only) and creative multimedia.

The program allows specific emphasis on those skills of a mass communication nature that produce graduates who have:

- a general understanding and appreciation of the complexities of human thought, expression and behaviour in a variety of subject areas
- developed further their personal, cultural, creative and intellectual capacities
- an awareness of, and ability to evaluate, various explanations of human behaviour
- the intellectual and practical skills necessary to apply knowledge in fields such as further study, research, employment and community service
- the ability to analyse, construct, and evaluate arguments critically.

The Bachelor of Mass Communication seeks to develop critical, articulate students by offering a range of five majors in areas that meet industry demand and increase the employability of graduates.

## **Program objectives**

On successful completion of the program students should be able to demonstrate:

- the ability to express themselves with clarity and coherence
- the ability to comprehend the fundamental nature of the process of communication in a range of mass communication forms including journalism, media production (continuing students only) and public relations
- having met the specified aims and objectives of those majors chosen in the mass communication degree
- a knowledge and understanding of the theoretical issues, problems and methodologies of mass communication
- an awareness of the ethical and social responsibilities that are integral to the function of professional endeavours.

## Admission requirements

Admission to the Bachelor of Mass Communication is in accordance with University admission guidelines for undergraduate programs.

International applicants must have met the [University's English language requirements](#) or have completed the [University's ELICOS/EAP programs](#).

## Program fees

### Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of your higher education and you as a student pay a [student contribution amount](#), which varies depending on the courses undertaken. You are able to calculate the fees for a particular course via the [Course Fee Finder](#). Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

### Domestic full fee paying place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who reside outside Australia pay full tuition fees.

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#).

### International full fee paying place

International students pay full fees. Full fees vary depending on the courses that are taken and whether they are studied on-campus, via distance education/online. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

## Program structure

The Bachelor of Mass Communication is a full-time three-year program that may be completed over six years of part-time study. Maximum time for completion is nine years. The Bachelor of Mass Communication consists of 24 units. Together with the core courses of [CMS1000 Communication and Scholarship](#) and [CSC1402 Foundation Computing](#), students should take one of the following combinations of elements.

Two major studies, minor, and/or electives. Majors and minor studies will consist of studies offered by the School of Humanities and Communication in any combination of Communication and Media Studies, Creative Media, Journalism and Public Relations.

On-campus students only	First Year Level	Second Year Level	Third Year Level	Total
Core courses *	<a href="#">CMS1000</a> , <a href="#">CSC1402</a>	Third core course		3
Major sequence 1	7 courses over first, second and third year levels, with at least 2 courses at third year level from a Mass Communication major			7
Major Sequence 2	7 courses over first, second and third year levels, with at least 2 courses at third year level from a Mass Communication major			7
Minor sequence	4 courses over first, second or third year levels from majors offered by School of Humanities and Communication			4
Elective courses	3 courses over first, second and/or third year levels from anywhere in the university provided they meet the pre-requisites.			3
				24

### Footnotes

- \* To satisfy Faculty of Arts program policy, students will need to complete three units of the following: [CMS1000 Communication and Scholarship](#), [CSC1402 Foundation Computing](#), and , an alternative Faculty of Arts Level 1 course not subject to audition, quota restriction or other enrolment requirements. The course must be chosen from outside the student's major or minors.

The following are therefore acceptable core courses:

- [ANT1000 World Archaeology: An Introduction](#)
- [ANT1001 Introductory Anthropology](#)
- [CMS1010 Introduction to Communication Studies](#)
- [CMS2017 Australian Television](#)
- [EDC2200 Indigenous Perspectives](#)
- [ENL1000 Introduction to Literature](#)
- [ENL1001 Australian Stories](#)
- [HIS1000 World Civilisations to 1500 CE](#)
- [HIS1001 Introduction to Australian History](#)
- [IND1000 Indonesian 1A](#)
- [INR1000 International Relations in a Globalizing Era](#)
- [INR1001 Global Transitions and Human Security](#)
- [LAC1001 Language Survival Skills](#)
- [MUI2006 Introduction to Popular Music](#) EXT only
- [SOC1000 Approaches to the Social Sciences](#)
- [THE1001 Introduction to History and Theory of Drama 1](#)
- [VSA1001 Contemporary Art Practice 1.](#)

The course should be chosen from outside the student's majors or minor study.

### Required time limits

Students have a maximum of 9 years to complete this program.

### Major studies

A Major Study is a specified group of courses with a value of seven units. A major must have courses over three levels and contain at least two courses at third level.

Students are NOT to select more than two majors or a minor from Journalism, Creative Media and Public Relations. The minor study should be selected from other majors/minors offered by the School of Humanities and Communication. Elective courses may be taken from other major areas offered elsewhere in the university.

A minor study of four units or three elective courses may be taken from Courses outside the Faculty of Arts on the approval of the student's Program Coordinator.

### Communication and Media Studies recommended enrolment pattern

Major study: Communication and Media Studies							
Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
<a href="#">CMS1010 Introduction to Communication Studies</a>	1	1	1	1			
<a href="#">CMS2017 Australian Television</a>	1	1	1	1			
<a href="#">CMS2022 Communication and Power</a>	3	2	3	2			
<a href="#">CMS3001 Global Conflict Communication</a>	3	1	2	1			

### Creative Media recommended enrolment pattern

Students enrolling in the Creative Media Major must choose 8 courses from the below table in consultation with Creative Media Program Coordinator on +61 7 4631 1105. Entry to the Creative Media major is subject

to a successful interview during Orientation Week. NB Students who commence their studies in Semester 2 cannot take MEA courses without the permission of the Discipline Head, Leonie Jones.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
MEA1000 Elements of Multimedia	1	1	1	1			
MEA1002 Creative Editing	1	1	1	1			
MEA1001 Single Camera Production	1	2					Pre-requisite: <a href="#">MEA1002</a>
MEA2006 Sound and Mix		2					Pre-requisite: <a href="#">MEA1001</a> and <a href="#">MEA1002</a> Co-requisite: <a href="#">MEA2001</a>
MEA1004 Cinematic Language	1	2			1	2	
MEA2000 Scriptwriting	2	1			2	1	
MEA2001 Location Sound and Image	2	1					Pre-requisite: <a href="#">MEA1001</a> and <a href="#">MEA2003</a> Co-requisite: <a href="#">MEA2006</a>
MEA2005 2D and 3D Modelling	2	1			2	1	Pre-requisite: <a href="#">MEA1000</a>
MEA2003 Through the Lens	2	1					Pre-requisite: <a href="#">MEA1001</a> and <a href="#">MEA1002</a>
MEA2002 Screen Aesthetics	2	2					Pre-requisite: <a href="#">MEA1000</a>
MEA2004 Animation	2	2					Pre-requisite: <a href="#">MEA2005</a>
BCA3000 BCA Project A	3	1	3	1			
MEA3000 Advanced Screen Media	3	1					Pre-requisite: <a href="#">MEA2001</a>
BCA3002 Arts Business Practice	3	1	3	1			
BCA3001 BCA Project B	3	2	3	2			Pre-requisite: <a href="#">BCA3000</a>
MEA3001 Digital Art Studio	3	2					Pre-requisite: <a href="#">MEA2004</a>

### Journalism recommended enrolment pattern

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
JRN1000 Journalism Practice	1	1		1, 3			
JRN2010 News Literacy					1	2	
JRN2000 News Reporting	1	2		2			Pre-requisite: <a href="#">JRN1000</a>
<b>Choose one of the following two courses</b>							
<a href="#">JRN2001 Publication Layout and Design</a>	2	2		2			Pre-requisite: <a href="#">JRN2003</a>
<a href="#">JRN2002 Radio Journalism</a>			2	1			Pre-requisite: <a href="#">JRN1000</a> and <a href="#">JRN2000</a>
<b>Choose one of the following two courses</b>							
<a href="#">JRN2003 Feature Writing</a>	2	1		1			Pre-requisite: <a href="#">JRN1000</a>
<a href="#">JRN2005 Broadcast Reporting</a>	2	2					Pre-requisite: <a href="#">JRN2002</a>
<b>Choose one of the following two courses</b>							
<a href="#">JRN3002 Broadcast Newsroom</a>	3	1					Pre-requisite: <a href="#">JRN2002</a> and <a href="#">JRN2005</a>
<a href="#">JRN3001 Online Journalism</a>	3	2		2			Pre-requisite: <a href="#">JRN2003</a>
<b>Compulsory course</b>							
<a href="#">JRN2006 Media Law and Ethics</a>	3	2		2			Pre-requisite: <a href="#">JRN1000</a>

## Public Relations recommended enrolment pattern

Course	Major study: Public Relations						Enrolment requirements
	Year of program and semester in which course is normally studied						
	On-campus (ONC)		External (EXT)		Online (WEB)		
Year	Sem	Year	Sem	Year	Sem		
<a href="#">PRL1002 Principles and Practice of Public Relations</a>	1	1	1	1			
<a href="#">PRL1003 Reputation Management</a>	1	2	1	2			
<a href="#">PRL2003 Writing for Public Relations</a>	2	1	2	1			
<a href="#">PRL2002 Community Consultation and Development</a>	2	1	2	1			
<a href="#">PRL2001 Issues and Crisis Management</a>	2	2	2	2			
<a href="#">PRL3001 Public Relations Campaign Development</a>	3	1	3	1			
<a href="#">PRL3002 Public Relations Project</a>			3	S1,S2,			Pre-requisite: PRL2000 or <a href="#">PRL3001</a>

**Notes:**

[PRL2004 Issues in Organisational Communication](#) is highly recommended as an elective for second level students.