CONNECT: COMMUNICATIONS & MEDIA
Kick-start your career in media with UOW. You’ll be able to tailor your program to suit your goals and interests, gain practical skills using cutting edge technology and facilities, and be supported by teaching staff who are actively involved in the industry. Your entry into this exciting and contemporary field starts with us.

FIVE REASONS TO STUDY COMMUNICATIONS & MEDIA AT UOW

1. YOU CHOOSE THE STRUCTURE OF YOUR DEGREE
When you study communications and media at UOW, you can tailor your degree to suit your interests and ambitions. Want to be a digital media strategist? Choose the Bachelor of Communication & Media Studies and major in Digital Media, then choose a language to unlock international opportunities, or learn to promote your work by studying marketing. Want to be a professional journalist? Choose the specialist Bachelor of Journalism degree and learn the full spectrum of video, audio and online publishing techniques, and complement these skills with specialist knowledge in a discipline of your choice. You can even choose from a range of double degrees. Whatever your interest or passion, UOW will help you grow into a multi-skilled media-savvy professional.

2. YOU GET PRACTICAL EXPERIENCE
We’re not here to just teach you what you need to know and send you on your way. We’ll help you build your voice and cultivate your media and communications identity from the beginning of your UOW degree. We do this by building practical elements into your degree, and placing you in the driver’s seat. In your very first subjects you will be using blogs, social media and other digital technologies to learn, publish and communicate with one another as well as developing your own media profile.

3. YOU LEARN FROM INDUSTRY PROFESSIONALS
The media and communications teaching staff that you will learn from at UOW are leading academics with professional experience. Their work appears in print, online, in respected journals, and on camera. They will give you valuable insight into the rapidly-changing media environment, teach you practical skills, and offer advice and support in navigating your future. See Learn From the Best over the page for profiles of some of our leading staff.

4. YOU LEARN TO LEAD, CHANGE, AND INNOVATE
Success in communications and media involves a high level of awareness about what is going on around us. More importantly though, being able to comment and make sense of current affairs is what sets UOW students apart. We want you to develop your voice and have the knowledge and skills to back it up. Our degrees are relevant and current, and we keep you in touch with the information you need to be successful as a graduate. You will be equipped to land the job you want, and also have an understanding of the impact of your work on the world around you.

5. YOU ACCESS A RANGE OF CAREER OPTIONS
Our graduates get jobs. In fact, our graduates create jobs that don’t even exist yet. We put this down to the fact that UOW degrees teach you to think critically, analyse, listen and innovate. Above all, we enable you to be adaptable in the application of what you learn. Is your aim to work on the media strategy for a humanitarian organisation or develop a digital storytelling project with remote communities? Maybe you want to be an international news reporter or a journalist for a specialist publication? Whatever your ambition, a UOW degree in communications and media will help you get there.
Chris is a researcher in game studies, a lecturer in digital media and communication, and a UOW academic, with a background in print journalism. Following his doctoral research on international copyright law, Chris published a study of First Person Shooter games, examined the effects of digital content distribution on the global games industry, and published on the role of games in the production of an online persona. His current research examines the role of social media, including Facebook and Twitter, in the cultures of independent and mainstream video game production in Australia and around the world. Chris is currently teaching first year subjects in the Bachelor of Media and Communication Studies (BCMS), and is the Subject Coordinator of the Digital Game Cultures subjects offered as part of the BCMS degree.

Sue co-ordinates the Bachelor of Communication and Media Studies at UOW and is co-editor of one of the most widely used media and communication text books in Australia. Sue is also chief crime fiction reviewer for the Sydney Morning Herald and a former television commentator for ABC Radio National Breakfast.

Her research interests include the study of media audiences, Australian screen comedy and the representation of crime in the media. Her most recent book is The TV Crime Drama and she is currently working on a volume in the series Key Concerns in Media Studies which will discuss how to conduct audience research in the digital media environment.

Sue encourages her students to participate with critical ideas about contemporary media issues, and with each other, via blogs, Twitter, and online forums, to engage in digital story-telling as they investigate the role of the media in society.

UOWTV marked its fifth birthday in 2014, as a showcase for UOW student creativity, storytelling and journalism. UOWTV Multimedia coordinator and award winning journalism lecturer Shawn Burns knows that this is an exciting time to be a part of the evolution of online and mobile media and journalism.

“Five years have flown by, and UOWTV has managed to carve out something of a place for itself in the university and the local media,” Shawn said. “We have always wanted to showcase multimedia content produced by UOW students across many fields of interest. This is our chance.” UOWTV Multimedia has launched a new website, and is running its ‘social first’ newsroom with an eye on the changing face of journalism and journalism publication. UOWTV Multimedia participation and content production is not limited to journalism students. As part of the broadcast journalism and convergent newsroom program, UOWTV provides ‘real-life’ reporting opportunities for students and volunteers from across the university. “We are determined to see it reach its potential as the ‘go-to’ location at the leading edge of journalism education in the digital world. Our social-first newsroom is an example of how we work with students from journalism and other disciplines to explore the future.”

“Excitingly, we are embracing live streaming and broadcasting our content on our UOWTV YouTube channel. We have had some great success with the program; from interviews with former High Court Justice Michael Kirby and then Prime Minister Julia Gillard. UOWTV Multimedia is about turning theory into practice and helping students learn through doing.”
Communication and Media Studies is an interdisciplinary degree that offers a broad introduction to the changing fields of communication and media industries.

The degree has a strong focus on international media, and encourages an understanding of how producers and consumers interact in a media saturated world. Students will gain knowledge about how communication practices and the use of different technologies are integrated with our professional, social and political lives. You will also address relevant global, economic and political issues affecting the media and communications industries.

The largest growth in employment opportunities has occurred in interactive media areas across Australia*.


MAJORS

DIGITAL MEDIA AND COMMUNICATION

Digital technologies underpin all sectors of the contemporary communications environment. In this major, students learn the key technological skills crucial to journalism, advertising, public relations and screen industries that are highly relevant and sought after.

INTERNATIONAL MEDIA AND COMMUNICATION

In a world of global media, messages are being broadcast across national, cultural and linguistic barriers. This major explores the cultural, commercial and social aspects of this phenomenon. This major is complemented very well by language studies.

JOURNALISM AND PROFESSIONAL WRITING

This major focuses on media convergence, based on a practical foundation of print media techniques. Students gain practical skills in feature writing, desktop publishing, investigative reporting, writing for the media, and copy editing. This major is popular with students studying a double degree programs such as the Bachelor of International Studies and Bachelor of Laws.

MARKETING COMMUNICATION AND ADVERTISING

This major provides students with an understanding of consumer behaviour, marketing communications, marketing principles, media ethics and media law. Students learn how to manipulate the ‘marketing mix’—the ways goods and services are promoted and advertised, and develop the skills needed to work in marketing and advertising.

Bachelor of Digital Media

go.uow.edu.au/bdgsmd

ATAR 75

DURATION 3 Years

STARTS Autumn (February)

LOCATION UOW Innovation Campus

UAC 754700

CRICOS 07818A

Dean's Scholar available

go.uow.edu.au/bdms-ds

Bachelor of Journalism

The Bachelor of Digital Media provides you with the skills and experience required to work in the rapidly expanding field of creative digital media production. It focuses specifically on digital film-making, animation and experimental media arts. You will be engaged in supported technical practice, collaborative learning activities, and project based opportunities that reflect real life creative industry collaborations.

This degree is for students who are interested in careers in media production, with the freedom to focus on technical or artistic aspects of the creative industries.

The degree incorporates theoretical studies in creative and professional practice with practical and studio based studies in media content production. You will complete history and theory subjects alongside practical subjects, fostering a critical understanding of contemporary media culture and practice. Opportunities for internships and engagement with industry are available throughout the program.

This program has links with the TAFE NSW Illawarra Institute, and is primarily located at the Digital Media Centre, on the UOW Innovation Campus.

The Bachelor of Journalism provides in-depth training in journalism and multimedia storytelling. It has a strong professional focus, with an emphasis on practical learning, community engagement and work placement opportunities. Students learn to research and present news and feature stories through video, audio, print and web based technologies.

In studio subjects you will work in the UOW student newsroom and radio studio. You will contribute to UOWTV, which broadcasts weekly updates on the university’s digital signage system and on its own YouTube channel. You will get to publish your work in the weekly web magazine ‘The Current’. This degree is for students who are interested in careers in media production, with the freedom to focus on technical or artistic aspects of the creative industries.

The degree incorporates theoretical studies in Creative and Professional Practice with practical and studio based studies in media content production. You will complete history and theory subjects alongside practical subjects, fostering a critical understanding of contemporary media culture and practice. Opportunities for internships and engagement with industry are available throughout the program.
The Bachelor of Arts (BA) allows you to gain foundational knowledge in many disciplines. It will equip you with essential bread skills, including critical and creative thinking, effective communication and problem solving, all of which are required for high achievement in a wide range of careers. This cross-discipline degree will give you new perspectives on approaching ideas and problems and expand your career options as you finish your studies. You will graduate with an interdisciplinary focus, flexibility, critical analysis, and practical skills to prepare you for real-world problems.

MAJORS

CREATIVE WRITING

This major is a perfect way to explore writing in a critical and creative context. In Creative Writing you will produce new work in poetry, drama and short stories and reflect on these practices in relation to the history and politics of writing. This major pairs well with BA majors in English Literatures, Cultural Studies, Languages, Indigenous Studies and Philosophy.

ENGLISH LITERATURES

The English Literatures major equips students to understand and critically analyse this mode of communication by focusing on the complex and fascinating kinds of stories found in literature, and the ways in which those stories are told. The major introduces a broad range of texts drawn from medieval to contemporary popular culture, including children’s literature, graphic novels, poetry, and film. Employers look for graduates who can demonstrate analytical thinking, exceptional written and oral communication skills, and the capacity to appreciate differences in cultural perspectives. The English Literatures major, with its emphasis on critical thinking and its strong international orientation, enables students to develop these skills to a high level.

PHOTOGRAPHY

Photography equips students with the technical, conceptual and theoretical skills to embark on a career as a practising visual artist or work in a diverse range of photography related fields. Students use both analogue and digital technologies across a diverse range of studio subjects, whilst developing an understanding of traditions and concepts relevant to photography in historical, theoretical and contemporary visual art contexts. You will study under the guidance of some of Australia’s leading contemporary photographic practitioners and scholars in the art industry.

WRITING & ENGLISH LITERATURES

The Writing & English Literatures major will give you the opportunity to complete a major combining a love of writing with the analytics of English Literatures. By combining subjects from Creative Writing and English Literatures, you can undertake a study in a creative stream, whilst partnering with another major. This major focuses on the study of literature from various periods and literary practice, and the practical application of this study through creative writing. You will develop analytical skills, critical understanding and the ability to create your own pieces of writing. You will also be exposed to a wide range of texts, with an emphasis on critical understanding and the practical formation of writing.

Andrew Moon

Bachelor of Journalism – Bachelor of Arts (2011)
Social Media Producer, ABC International

ABC News 24 Producer Andrew Moon found the UOW attitude of studying beyond the textbook invaluable to his career.

“I got a job with ABC News 24 in my last year of study, working on general news production, and then managing their social media strategy. At the end of 2013, I moved to ABC International, looking after the social media needs of Australia Plus, Australia Network and Radio Australia.

On a typical day I spend my time scouring the vast sea of ABC websites for content relevant for our overseas followers, and then ensuring that gets shared to the right platform in the right format. My passion now is how traditional stories can be told and spread using social media and new formats.

I think what attracted me to journalism is that I just enjoy talking to people, and finding out what they’re up to, and what motivates them. The social media world means it has never been easier to network, and it’s vital you do. Spend time establishing a strong presence online, build networks, and nurture them. You never know where a conversation will land you.”
When Morgan Way first came to UOW, he had his sights set on a career in animation, but quickly discovered a passion for directing. "I was so focused on animation at the start, but being exposed to all the different elements of digital media was such an eye opener. I am just lucky that the degree gave me an overall perspective and now, I couldn’t imagine doing anything else."

Morgan founded Way Ward Films with fellow UOW graduate Sam Doyon, and they’ve since produced their first feature film.

"The best things I got from my degree were all the creative connections. We have definitely used up every favour we were ever entitled to. UDIN staff helped us develop the script, they gave us so much of their time to get it right, and the Digital Media Centre loaned us so much great equipment. Students from our degree from every facet of filmmaking helped us make every element work. It was a great learning experience."

"Regardless of the outcome of our film, we set out to put into practice what we had learned in our degree and make a feature film from start to finish. We did that and I couldn’t be more proud."
LEARN MORE

SEE US FOR YOURSELF: CAMPUS TOURS

You don’t need to be a student at UOW to see firsthand why our campus is special and why we all love it here. UOW campus tours allow you to see our facilities and meet people doing what they do best. It’s your chance to check out UOW and ask as many questions as you like.

Our free, hour-long tours are conducted by current UOW students, and run at 10 am and 3 pm every Friday throughout the year. Arrange a tour via phone on 1300 367 869 or book online at uow.edu.au/future

COMMUNICATIONS & MEDIA ENQUIRIES

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GENERAL ENQUIRIES

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