

# Speak to the world with Communication and Media Studies

Whether it's traditional media (TV, newspaper and radio) or new media (social media, digital TV, digital radio or mobile applications), this course will give you the critical skills required to understand communications in an ever changing digital global industry.

## Understand how communication and media works

You'll be gaining both theoretical and real-life insights into the power of communication via traditional and newer forms of media.

You'll learn how to understand and analyze media messages and their impact on society and culture. You'll discover how the media industry operates in a world characterized by rapid change, digitalization and technological innovation.

## Communication and Media: No limits to future opportunities

This major provides students with skills and expertise for work in a contemporary communication and media industry characterized by rapid change, digitalization and technological innovation. Students are equipped with the knowledge base and skills for analyzing and producing both traditional and new media texts, as well as understanding communication and cultural processes in emerging creative industries.

The units in this major cover a wide range of critical communication issues and media concepts, students completing this program are also well-placed to embark on a research career in the global media industry or enroll for further studies at Honors and/or postgraduate level.

Professions	What they do
Public Relations Specialists	Public Relations Specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. Sometimes the subject is an organization and its policies toward its employees or its role in the community. Often the subject is a public issue, such as health, energy, or the environment, and what an organization does to advance that issue. They also arrange and conduct programs to keep up contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials.
Manager Public Relations Managers	Public Relations Managers supervise public relations specialists. These managers direct publicity programs to a targeted audience. They often specialize in a specific area, such as crisis management, or in a specific industry, such as health care. They use every available communication medium to maintain the support of the specific group upon whom their organization's success depends, such as consumers, stockholders, or the general public. For example, they may clarify or justify the firm's point of view on health or environmental issues to community or special-interest groups. They observe social, economic, and political trends that might ultimately affect the firm, and make recommendations to enhance the firm's image on the basis of those trends.
Copywriters	Copywriters and their assistants write the words of ads—both the written part of print ads as well as the scripts of radio and television spots.

**Advertising  
Managers**

Advertising Managers oversee advertising and promotion staffs, which usually are small, except in the largest firms. In a small firm, managers may serve as liaisons between the firm and the advertising or promotion agency to which many advertising or promotional functions are contracted out. In larger firms, advertising managers oversee in-house accounts, creative, and media services departments.