

# Welcome to the Diploma of Media & Communications (LDMC)

The Diploma of Media and Communications offers students an alternate path into either Arts or Media and Communications Bachelor courses at La Trobe University.

La Trobe College Australia has three trimesters each year beginning March, June, and October. Each trimester has a duration of twelve (12) weeks, followed by an exam period.

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***Please Note:***

***This document provides general information only and may be subject to change at any time without notice.***

# Diploma of Media & Communications (LDMC)

## Course Structure & Rules:

Students must pass **8 subjects** of the Diploma before receiving an offer into second year of the degree. Each subject in the diploma equals 15 credit points (cp). To complete the Diploma, you must have 120 credit points. In accordance with the enrolment policy, a student can do no more than 60 cp per trimester, that is, no more than four (4) subjects per trimester.

## Bachelor Course Pathway Options

Bachelor of Arts (Digital Media Major)

Bachelor of Arts (Any Major)\*

Bachelor of Media and Communication (all majors except Sports Media)\*\*

\* Students can take 2 majors. Digital Media must be one of the majors. Additionally, students may need to forfeit credit depending on second major.

\*\* Students may choose from the following Majors and Minors:

Majors:

1. Creative and Professional Writing
2. Journalism
3. Marketing
4. Media Industries

Minors include:

1. Creative and Professional Writing
2. Journalism
3. Digital Marketing Communication
4. Media Industries
5. Sports Media

## Course Duration & Study Plan Guide

Students complete the Diploma over three trimesters (12 months).

Year 1    (Diploma)	<b>LTM1AIM Academic Integrity Module</b>			
	Compulsory online module that must be completed in first trimester.			
	<b>Trimester 1</b>	<b>MMAC1WFM</b> Writing for Media	<b>MJRN1TIN</b> The Interview	<b>MENG1001</b> Adaptations: From Novel To Netflix
	<b>Trimester 2</b>	<b>MJRN1TEJ</b> The Emerging Journalist	<b>MCRA1PWR</b> Professional Writing	<b>BMKT1MSD</b> Fundamentals of Marketing
<b>Trimester 3</b>	<b>MMAC1MME</b> Making Media	<b>MPHI1CTO</b> Critical Thinking & Innovation		

## Overview of Subjects:

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## 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 and audiences. 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 to aspire to be a news journalist to use the skills you will learn in this subject.

### Class requirements

Timetabled hours per week (4 hours) 48 hours in total

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

Assessment Type	When	Weighting	Learning Outcomes Assessed
Assessment Task 1: Diagnostic writing assessment (500-word equivalent)	Week 4	20%	1,2
Assessment Task 2: Writing folio activity (2000-word equivalent)	Throughout Trimester	20%	1-5
Assessment Task 3: Quizzes (1250-word equivalent)	Throughout Trimester	40%	1,2

## MJRN1TIN 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. A key component of the subject will be interviews undertaken by students in all or some of the key interview formats, including live discussion, email, pre-recorded audio, and written profile pieces. Students undertaking this subject will gain a broader appreciation of the art of inquiry and personal interaction and develop greater confidence in everything from one-on-one communications to public speaking to critical analysis. Students will also gain a clear understanding of the use of quotation technique including quote punctuation, in written work and develop an appreciation of key editing issues, both practical and ethical.

### Class requirements

Timetabled hours per week (4 hours) – 48 hours in total

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

Assessment Type	When	Weighting
In class exercises portfolio	Multiple dates x 8 in class exercises	20%
One essay (1000 words)	Week 7	10%
A researched interview and written profile with a 500-word self-reflection report (2000 words equivalent)	Week 12	50%

## MENG1001 Adaptations: From Novel To Netflix

This subject takes an interdisciplinary approach to the adaptation of stories between the literary arts, theatre, cinema and virtual media. How do stories change when they move from stage to screen, from book page to web page, from live performance to YouTube? Is the book always better than the film? How do stories move us? Students will analyse ways in which storytellers use existing stories: to challenge, re-brand, or re-examine texts from a different point of view. The subject will evaluate the dynamic and contested relationships between the source text and its adaptations. Students will have practical opportunities to create their own adaptations and discover new ways of thinking about and creating stories across different media.

### Class requirements

Timetabled hours per week (4 hours) – 48

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

Assessment Type	When	Weighting
Assessment 1: Folio	Weeks 2 to 10	35%
Assessment 2: Essay	TBC	35%
Assessment 3: Creative Project	Week 12	30%

## 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.

### Class requirements

Timetabled hours per week (4 hours) – 48 hours in total

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

Assessment Type	When	Weighting
Individual Test X 5	Throughout Trimester	25% (5 x 5%)
Assessment Task 1: <i>Two 700-word news exercises</i>	Week 8 & 12	35%
Assessment Task 2: <i>Feature article and pitch</i>	TBC	40%



## MCRA1PWR Professional Writing

Learning to write well brings benefits within and beyond university. This interdisciplinary unit offers you the opportunity to strengthen your professional, creative and academic writing skills. We develop a conceptual framework for analysing the writing of others and editing your own work effectively, as well as improving your skills in the generation of ideas, elements of style and identification with the audience. These areas of writing will be explored through modules with theoretical and practical components:

- Academic writing, including essay writing, essay structure, avoiding plagiarism, editing, and proof-reading.
- Non-fiction writing across a number of genres, particularly writing for popular media, reviews of the arts and writing for the web.
- Creative writing, which can include fiction, poetry, and scriptwriting.

## Class requirements

Timetabled hours per week (4 hours) – 48 hours in total

- One 2-hour lecture per week
- One 2-hour tutorial per week

## Assessments

Assessment Type	When	Weighting
One creative reflection (1000 words) <i>This task includes an online workshop component worth 5% (in tutorials during Week 4).</i>	Week 4	25%
Assignment 2: A critical analysis of some of your earlier writing using one element of the 'toolbox' (1000 words, 20%) <i>This task includes an online workshop worth 5% (in tutorials during Week 8).</i>	Week 8	25%
Assignment 3: A writing folio based on ten of your weekly writing exercises (2000 words)	Week 12	50%

## BMKT1MSD Fundamentals of Marketing

Marketing: Stand and Deliver is an introductory subject to marketing principles and practice as applied to mainly fast-moving consumer goods. A key focus of this subject will be development of communication and presentation skills that are integral to the marketing profession and success in business. Through the integration of these skills within the subject, you will develop transferable skills that will be used throughout your business career to engage with a range of stakeholders. Topics will cover the marketing concept, the marketing environment, buying behaviour in consumer and organisational markets, customer segmentation, targeting and positioning, developing the marketing mix, and the implementation and control of marketing programs. This subject provides a sound foundation for future marketing subjects, advanced skill-development, and your career.

### Class requirements

Timetabled hours per week (4 hours) – 48 hours in total

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

Assessment Type	When	Weighting
Individual Test X 10	Weeks 1-5, 7-8 & 10-12	20% (10 x 2%)
Individual Assignment – Written Report & Video presentation	Week 7	40%
Group Assignment - Written Report & Video presentation	Weeks: 11/12	Report 10% Presentation 10%

## MMAC1MME 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 technique's 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.

### Class requirements

Timetabled hours per week (4 hours) – 48 hours in total

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

Assessment Type	When	Weighting
Assessment One Short Essay	Week 4	30%
Assessment Two News Production	Week 12	40%
Assessment Three Reflection	Week 12	30%

## MPHI1CTO Critical Thinking & Innovation

Thinking and reasoning are essential components of human life. But much of our thinking and reasoning is biased, distorted, and uninformed. This subject trains you to reason well, to think clearly and independently, and also to engage fairly with others in discussions and debates. You will develop useful skills in presenting, analysing, and evaluating different types of arguments. You will learn to apply these skills to real cases from popular culture, current affairs, and philosophy. You will also learn to use diagrams and symbols to assist higher and more abstract levels of logical reasoning and systematic thinking. Because the ability to think and to argue clearly and fairly is central not just to philosophy but to university studies in general, many students find the experience gained in this subject immensely valuable, both within the university and later in employment whatever their subsequent areas of specialization

### Class requirements

Timetabled hours per week (4 hours) – 48

- One 2-hour lecture per week
- One 2-hour tutorial per week

### Assessments

<b>Assessment Type</b>	<b>When</b>	<b>Weighting</b>
Quiz	Weeks 2 to 11	30%
Short Assignment 1 (500 words)	Week 5	15%
Short Assignment 2 (500 words)	Week 9	15%
Essay (1000-1500 words)	Week 12	40%