



THE UNIVERSITY OF  
WESTERN AUSTRALIA

FACULTY OF ARTS

# Master of International Journalism



## About the course

The Master of International Journalism at The University of Western Australia (UWA) aims to produce the best student journalists across all media formats – print, broadcast and digital. This master by coursework degree will give students the ability to generate original journalism to a high industry standard while at the same time encouraging them to think critically about journalism in a global context. This focus on the international and domestic contexts, means that graduates will be equipped to work in the global environment.

Students will study in a setting that simulates industry, produce work for a real audience and on successful completion of the degree will have a portfolio of published pieces that will aid in their transition to professional practice.

### Prominent and experienced journalists will teach the course

Prominent political journalist, commentator and Foundation Professor of Journalism, Peter van Onselen is principal teacher of the course. Working with other academics and acclaimed industry professionals, Professor van Onselen exposes students to leading journalists and scholars, providing a combination of theory and practical experience.



## About UWA

Located on the beautiful Swan River in Perth, Western Australia, UWA is proud to have scored five star rankings in the Good Universities Guide 2014 and is recognised internationally as being a leading university, ranked in the top 100 in the world in the highly respected Shanghai-JiaoTong University's Academic Ranking of World Universities.

It is the only Western Australian university to belong to the Group of Eight – a coalition of the top research universities in Australia – and it is one of only two Australian members of the Worldwide Universities Network.



# Who is this course for?

This course is available to both domestic and international students.

The course is designed for graduate students wishing to pursue a career in journalism. It will also greatly enhance the career prospects of those already working in the field. In addition, it is an excellent grounding for those professions related to journalism, including media advisors, and staff involved in communications and media strategy in government and business.

Depending on the pathway chosen, it may be a means of qualifying for entry to higher degree research programs such as the PhD.



## Course structure

The course will run over a tri-semester within one year (i.e. semester 1, semester 2 and a summer semester). Entry to the course is in February (semester 1) only and it is possible to complete the course as a full time or part time student. To complete, students will need a passing grade in 12 units of six points each (i.e. a total of 72 points).

### The core units (compulsory):

#### ➤ Global Media and Cross Cultural Communication

Effective communications strategists today need to be globally-oriented, culturally aware and capable of working in an internationalised and transnational environment. This unit provides students with a background on contemporary global media and communications environment, approaches to globalisation as a driving concept in contemporary strategy, and methods for ensuring ethical, inclusive and effective intercultural communication.

#### ➤ Media Law and Ethics

The legal and ethical context in which journalism is produced and consumed is the focus of this unit. Topics include defamation law, privilege, court and parliamentary reporting, copyright and privacy.

#### ➤ News Gathering: Techniques and Timing

This is primarily a practical, 'how to' unit, in which the key topics are: gathering news; methods of story verification; the interview; evaluation of news-worthiness; writing the story; the compilation of information within a range of resource contexts; and the practical application of ethical standards of news-gathering and presentation.

#### ➤ Practicum 1: Print and Digital

The course includes two practicum units designed to train students in the practice of content production. The first of these concentrates on print and digital, focusing on the production of stories and commentary suitable for online production. Students will work in a simulated newsroom environment, with weekly deadlines for completion of publication-ready news stories and regular deadlines for the production of more extended opinion pieces.

#### ➤ Issues in Contemporary Global Journalism

Benedict Anderson famously identified the national newspaper as the communicative foundation of the 'imaginary community' that is

the nation-state. Today, journalism is overwhelmingly global. Beginning with an examination of the 'nation-defining' (but internationally owned) publication, *The Australian*, this unit seeks to understand international journalism, and the practices it sustains, as a global phenomenon.

➤ **Investigative Reporting**

Investigative journalism is under threat from the commercial imperatives that drive contemporary news publications, yet remains the corner stone of good journalistic practice. This unit examines the idea and practice of investigative journalism, including the research and story evaluation skills, the necessity to pitch for funding, and the importance of understanding one's audience.

➤ **Online Journalism**

From the Wikileaks phenomenon, to the role of Facebook in the 2011 Egyptian revolution, the transformative power of online organisation and communication, and it's recasting of what journalism is or should be, has been remarkable. Working in a web-based environment, students will explore the ways in which online journalism is creating a new form of 'public sphere' and equally, the dangers it may embody.

➤ **Practicum 2: Broadcast and Digital**

The second of the two practicum units concentrates on broadcast and digital. Students work in a simulated newsroom environment, where they work towards regular deadlines for the completion of broadcast-ready radio and video pieces, from short news stories to longer features. Completed work is prepared for digital publication and broadcast via the Master of Journalism website.

**Elective units:**

➤ **Sexuality, Media and Culture**

This unit introduces students to a range of issues relating to sexuality and digital media. By examining the ways in which digital, interactive media represents, constitutes and circulates ideas of sex and sexuality, students gain a strong, working knowledge of the ways in which digital media is changing ideas related to sex and sexuality, including minority sexual identities, youth sexuality, depictions of sexual material, pornography and censorship.

➤ **iGeneration**

Students build upon the critical tools and perspectives of past Communications Studies units to explore emerging debates surrounding subjectivity and creative practice in the digital era. In order to fully engage with these fields, assessments require creative analytical practice (CAP) ethnographical methodology, which involves the creation of a digital media piece that explores and experiments with subjectivity, and a self-reflexive essay that analyses and evaluates relevant theory in light of the creative production process. The unit is designed to enhance students' existing skills in research, textual analysis and digital media production.

➤ **Applied Professional Business Communications**

This unit helps students develop their English writing and speaking skills to enable them to communicate confidently and professionally in a business environment. Students learn to produce key business documents as well as polished presentations. Additionally, the unit explores critical thinking, researching and referencing skills.

➤ **Integrated Marketing Communications**

Advertising and sales promotion can be powerful influences of choice behaviour when applied at the appropriate time and to the right audience. International and subcultural markets introduce additional economic, cultural, technological, legal and political factors that further complicate the ability to provide an effective integrated marketing communications strategy for the firm, agency or group. This unit reviews the various approaches and philosophies of the marketing communications task and develops a format for developing effective strategies within ethical and legal boundaries.







# How do I apply?

## Admission requirements

Applicants for the Master of International Journalism must have a relevant bachelor's degree with an average mark of at least 65 per cent in Level 3 units of the major, or equivalent as recognised by the Faculty.

## Domestic students

Current students or recent graduates can apply via StudentConnect. New students can apply on line via [studyat.uwa.edu.au/postgraduate/apply](http://studyat.uwa.edu.au/postgraduate/apply)

## International students

International students can find out more about living in Perth and other relevant information including how to apply at [studyat.uwa.edu.au/international-students](http://studyat.uwa.edu.au/international-students)

## For assistance or further information please contact:

**The Postgraduate  
Administration Office  
Faculty of Arts**

The University of Western Australia  
35 Stirling Highway  
Crawley WA 6009  
Tel: +61 8 6488 2091  
Email: [ask.uwa.edu.au](mailto:ask.uwa.edu.au)  
[arts.uwa.edu.au/courses/postgrad/coursework/masjournalism](http://arts.uwa.edu.au/courses/postgrad/coursework/masjournalism)

### ➤ Communication Strategies for Change

This unit examines the interface between scientific knowledge, industry, policy and the general community. Emphasis is placed on the basic theoretical principles of communication and the extension of complex information to non-specialist audiences. Students examine different strategies that are used to raise awareness, educate, change behaviour, communicate about risks and promote new technologies. Students develop their understanding and skills in communication, extension, project management, community consultation, science's role in society, ethical issues and the role of information in achieving change.

### ➤ Science and the Media

How is science covered (or not) in the media? Students examine how science is reported on the radio, television, in the movies and on

the web. They interview a research scientist and create electronic media resources. Students will also develop an evidence-based argument and participate in a class blog as well as creating a podcast and a digital video.

### ➤ Dissertation (24 points)

The dissertation unit allows suitably qualified students to pursue a sustained research project, or creative media presentation, related to the practice of journalism.

### ➤ Work Placement (12 points)

This work placement unit gives students the opportunity work in a professional media context over an eight-week period (three days per week.) The objectives are to give students the practical context in which to develop the skills obtained over the first two semesters of the degree, to enable them to make a direct contribution to publication within the industry, and to provide an entry-way into the profession.

