

Bachelor of Media Introductory Session*

Dr Kathryn Bowd
Head of Media
Department

Semester 1, 2021

*With special thanks to the Department of Media pets

The plan

- Communication
- Introducing the Department of Media staff
 - What we research and what we teach
- A few uni basics
- The degree structure and your choices
- Where to go for advice

MyUni – how we communicate

- The MyUni [website](#) – you will be spending a lot of time here

The screenshot shows the MyUni interface for course 4010_MDIA_1002. On the left is a dark blue navigation sidebar with icons and labels for Account, Dashboard, Courses, Calendar, Inbox, Search, and Help. The main content area is white and features a search bar at the top right. Below the search bar is a 'Recent announcements' section with the title 'Key Concepts in Media'. Underneath is an 'Overview' section with a paragraph of text: 'Why is digital media being seen as creatively, socially and politically transformative? What is 'collective intelligence' and how is it empowered by digital tools? How are 'amateur' media makers impacting on mainstream media practices? This course provides answers to the important questions being asked about new digital technologies and encourages creative experimentation with freeware, and critical, reflexive participation in social media sites. It explores the links between earlier communication forms and media institutions, and contemporary digital and mobile technologies. Forms of media interactivity and methods of media analysis are introduced, as are selected theories and debates about media's historical role in shaping social, cultural, economic, and political relations.' To the right of the main content are two buttons: 'View Course Stream' and 'View Course Calendar', and a 'To-do' section with the text 'Nothing for now'.

- Most uni communication is via email – so you **HAVE** to check your uni email regularly



Why are we here???

- Why did you enrol in this course?
- What are you hoping to get out of it?
- Where do you want it to take you?

(There are no wrong answers to these questions)



Introducing the Media staff

Dr Kathryn Bowd



- **Head of Media Department**
- **Research interests:** journalism, non-metropolitan news media; news media and social capital; news media and community; journalism practice
- I **teach** in the Journalism major across a number of subjects including ***Writing for News Media, Reporting Principles and Practice*** and ***Radio Journalism***
- I am also the Director of Work Integrated Learning for the Faculty of Arts, and coordinate a range of WIL-focused subjects

Dr Saira Ali



- **Research interests:** Global mediatisation of risk, security and Othering; journalistic practices; censorship; emerging digital media technologies
- Saira teaches *Media Policy and Media Law* and *Media Professions and Identities*, as well as *Advanced Digital Promotion*
- Saira also teaches in the Masters in Strategic Communication

Dr William Andrade



- **Research interests:** 3D human representation; media languages for instruction and awareness; serious games
- William teaches in courses including *Digital Games, Cultures & Technologies*, *3D Imaging* and *From Storytelling to Data Mining*

Dr Kim Barbour



- **Research interests:** digital and online media, social media, identity, and persona studies
- **Kim** teaches *Key Concepts in Media, Image and Brand, Digital Storytelling* and the *Popular Media* elective
- She is also the Faculty's Director of Gender Equity, Diversity and Inclusion, and a Student Support Academic Mentor (SSAM) for students in the Humanities.

Dr John Budarick



- **Research interests:** journalism, transnational media and globalisation, ethnic minority media, diasporas and media, ethnic minority journalism, the public sphere, media theories
- **John** teaches in *Researching Media* and courses in the Journalism major including *News in the Digital Age*
- John also coordinates the Honours program in Media

Dr Aaron Humphrey



- **Research interests:** the comics industry, comics as communication across platforms, screenwriting
- **Aaron** teaches *Digital Platforms* and the *Superheroes* and *User Experience Design* electives
- He is also the coordinator of the School's Digital Humanities major

Steve Cook



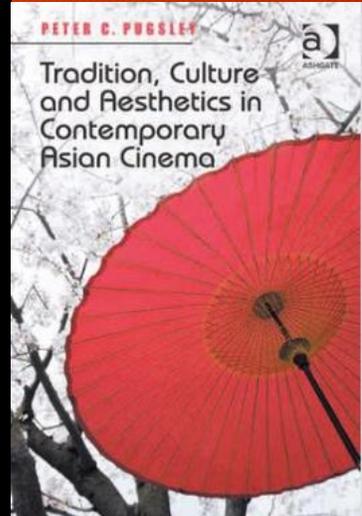
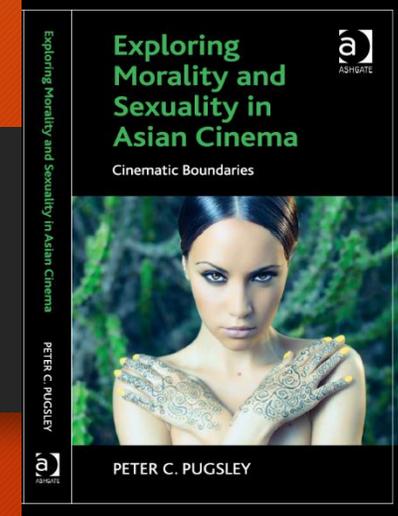
- **Research interests:** immersive technologies (VR, MR, AR) design and development
- **Steve** teaches *immersive media* courses, including virtual reality
- As well as courses in the B Media, Steve coordinates and teaches in the Masters in Immersive Media. He is also a Student Support Academic Mentor.

Dr Michelle Phillipov



- **Research interests:** food and media; extreme cultures; health communication; cultural controversies and contemporary food politics
- **Michelle** teaches in *Screen and Sound Industries* and *Media Relations*
- She also coordinates the Masters in Strategic Communication

Associate Professor Peter Pugsley



- **Research interests:** Asian cinema, film and television studies; cross-cultural; Asian media systems, popular culture
- **Peter** teaches upper-level courses including *Asian Film Studies* and the Japan study tour (more on that in a minute)

Darren Taljaard



- **Research interests:** impact of typographic design on reading from digital devices, particularly for those with dyslexia; design as a tool for social transformation
- **Darren teaches *Narrative and Aesthetics, Design Cultures* and *Graphic Design***

Some uni basics ...

Classes

- **Lectures:** usually one or two hours long and involve quite a bit of 'content delivery'. As part of the university's response to COVID-19, all lectures are being recorded and accessed online. Some will be pre-recorded and available on demand, while others will be livestreamed.
- **Tutorials:** one or two hours long, and interactive – you will work on exercises with other students, be part of discussions, can ask questions and clarify, and in some subjects get hands-on experience. Attendance is compulsory. Many courses include a mix of face-to-face and Zoom tutorials.
- **Workshops/seminars:** up to 3 hours with an emphasis on interactivity and application, but may contain elements of content delivery. Attendance is compulsory. Many courses include a mix of face-to-face and Zoom classes.

Adapting to COVID times

- All lectures are recorded. Some will be pre-recorded and available on MyUni - you are expected to watch each week's lecture before your tutorial/workshop. Some will be livestreamed (if there is a timeslot noted next to the lecture in Course Planner, it is being livestreamed)
- Many tutorials/workshops/seminars will run face-to-face, but some will be run through Zoom. Check the timetable - ftf classes are designated by room number; Zoom classes are designated as being online.
- In some courses, there may be mixed enrolment (most students in the room, but some on Zoom). Ftf attendance is expected unless students are not located in Adelaide or are unwell

Adapting to COVID times

- Please DO NOT come onto campus if you are unwell and/or awaiting the results of a COVID test. Many courses have remote study options - talk to your tutor or course coordinator if you need to access these
- All rooms on campus have maximum occupancy numbers and these must be adhered to - signs are near doors
- Social distancing and use of hand sanitizer are expected. Alcohol wipes are available in computer labs and where equipment is shared

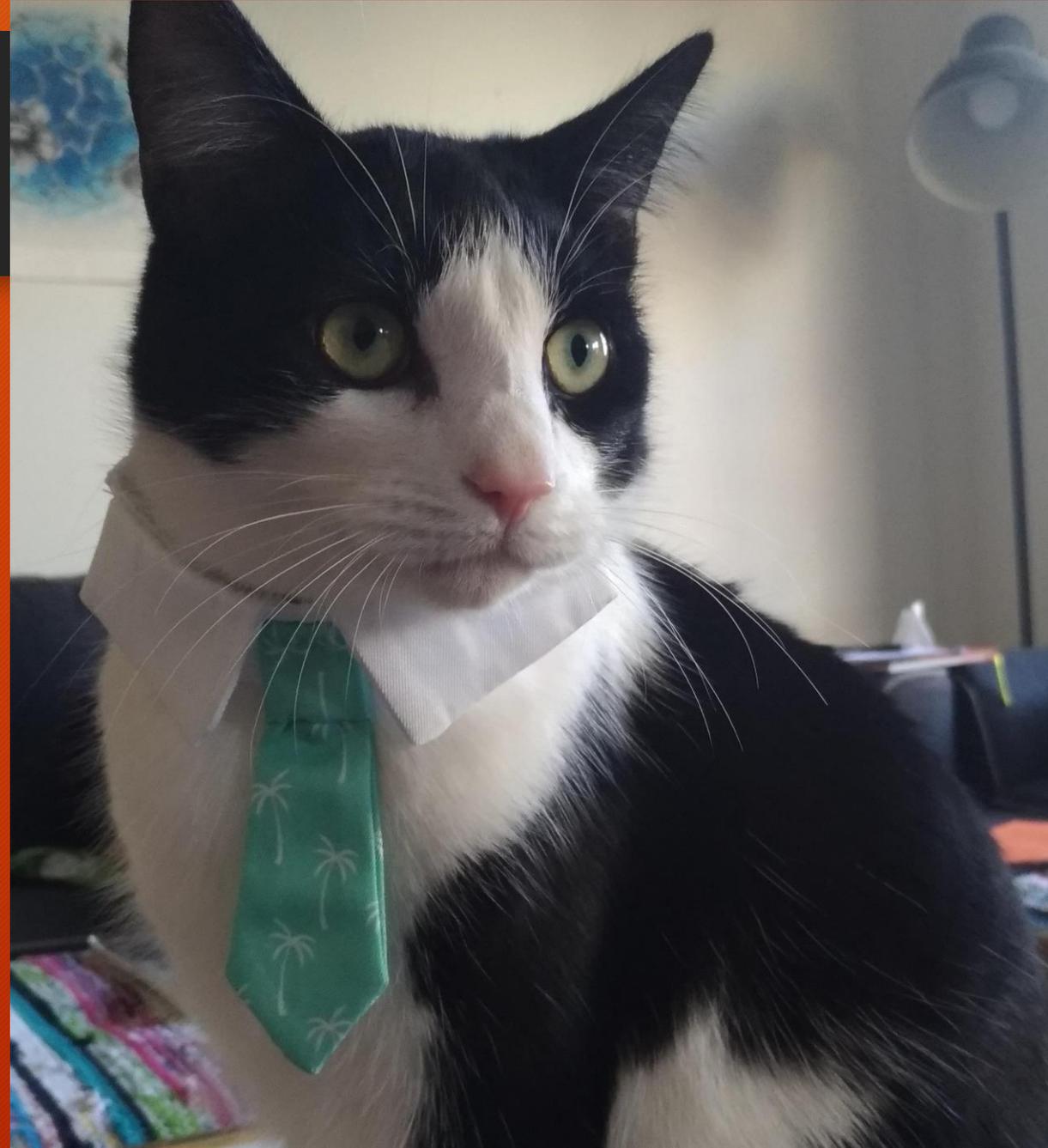
Self-directed learning

- Most courses a maximum of 3 contact hours a week
- But we expect **8 hours commitment** per week per subject.
- You will need to make sure you **watch the lecture** each week (except for seminar courses)
- You will need to do **weekly readings** and other tasks
- There are sometimes **videos** to watch as well as the readings
- And of course there are assignments ...



Self-directed learning

- Try to be organised
- Manage your time
- It's basically down to you now – you are part of a big cohort, you are officially adults (!!!) (okay, some of you have been for a while) and you can **choose to be interested**
- **There is plenty of support available**, but we assume that because you are adults you will seek help if you need it



Do stuff!

- Join a club
- Think about an exchange
- Make friends
- Make more friends!
- Talk, discuss, challenge
- Be part of campus life
- Think about how happy you were to get into uni – you worked hard...
- Maintain the excitement!



Services available to you

- Library
- Hub
- Sports facilities and clubs
- Student services – e.g. disability, counselling
- Careers services
- Faculty of Arts office



Degree structure(s)

Study plans

- If you haven't already ... there's a planner on the uni website at:
<Http://arts.Adelaide.Edu.Au/current-students/undergrad/degrees/>
- Go to the B Media plans
- Choose the one that applies to your version of the program (major, no major, double degree)



Relax ... it's not as complicated as it looks

| Year 1 | | | |
|---|--|---|--------------------|
| MDIA 1002 Key Concepts in Media | MDIA 1007 Digital Platforms | ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online) | Elective Level I |
| MDIA 1020 Media Professions and Identities | Media Closed Elective Level I or II | Elective Level I | Elective Level I |
| Year 2 | | | |
| MDIA 2301 Media Policy and Media Law | MDIA 2302 Researching Media | Elective Level II | Elective Level II |
| MDIA 2306 Approaches to Media | MDIA 2336 Digital Storytelling | Elective Level II | Elective Level II |
| Year 3 | | | |
| MDIA 3207 Media Industry Transitions (Semester 1 or Semester 2) | 6 units | Elective Level III | Elective Level III |
| Media Closed Elective Level III | Media Closed Elective Level III | Elective Level III | Elective Level III |

| Year 1 | | | |
|---|--|---|---|
| MDIA 1002 Key Concepts in Media | MDIA 1007 Digital Platforms | ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online) | MDIA 1015 Screen and Sound Industries |
| MDIA 1020 Media Professions and Identities | Media Closed Elective Level I or Level II | MARKETNG 1001 Introduction to Marketing | MDIA 1019 Image and Brand |
| Year 2 | | | |
| MDIA 2301 Media Policy and Media Law | MDIA 2302 Researching Media | MARKETNG 2506 Building & Managing Brands | Elective Level II |
| MDIA 2306 Approaches to Media | MDIA 2336 Digital Storytelling | MDIA 2227 Media Relations | Elective Level II |
| Year 3 | | | |
| MDIA 3207 Media Industry Transitions | 6 units | MDIA 3341 Advanced Digital Promotion | MARKETNG 3005 Marketing Communications in a Digital World |
| Media Closed Elective Level III | Media Closed Elective Level III | MDIA 3338 Social Media & Digital Promotion: Project | |

Year 1

| | | | |
|---|--|---|------------------|
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| MDIA 1020 Media Professions and Identities | Media Closed Elective Level I or II | Elective Level I | Elective Level I |

Year 1

| | | | |
|---|--|---|--|
| MDIA 1002 Key Concepts in Media | MDIA 1007 Digital Platforms | ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online) | MDIA 1015 Screen and Sound Industries |
| MDIA 1020 Media Professions and Identities | Media Closed Elective Level I or Level II | MARKETNG 1001 Introduction to Marketing | MDIA 1019 Image and Brand |

There are different study plans for:

- B Media no major
- B Media with majors in Social Media and Digital Promotion, Visual Design, Story Production, Immersive Media, Journalism, Marketing, Popular Music, Sonic Arts, Photo Imaging, Film Studies, Educational Media
- Double degrees (Sociology, Arts, Criminology, International Relations, Law, Computer Science)

Make sure you're enrolled for Semester 1 and 2 this year – you can always amend your enrolment later

Electives

- All versions of the B Media have spaces for electives.
- There are two kinds of elective:
 - Media Closed Elective
 - Open Elective
- Lists of these can be accessed from the Study Plans page on the website



Double degrees

Same semester workload as single degrees, but longer overall

| Year 1 | | | |
|--|--|--|---|
| MDIA 1002 Key Concepts in Media | MDIA 1007 Digital Platforms | Arts Major Level I | ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online) |
| MDIA 1020 Media Professions and Identities | Media Closed Elective Level I or Level II | Arts Major Level I | Elective Level I |
| Year 2 | | | |
| MDIA 2301 Media Policy and Media Law | MDIA 2302 Researching Media | Arts Major Level II | Elective Level II |
| MDIA 2306 Approaches to Media | MDIA 2336 Digital Storytelling | Arts Major Level II | Elective Level II |
| Year 3 | | | |
| Elective Level II or III | Elective Level II or III | Arts Major Level III | Arts Major Level III |
| Elective Level II or III | Elective Level II or III | Arts Major - Capstone course Level III 6 units | |
| Year 4 | | | |
| MDIA 3207 Media Industry Transitions (Semester 1 or Semester 2) 6 units | | Elective Level III | Elective Level III |
| Media Closed Elective Level III | Media Closed Elective Level III | Elective Level III | Elective Level III |

Think globally - difficult at the moment,
but hopefully not for long

Global learning

- Study abroad opportunities
 - Direct student exchange
 - Organised study tours – AIM overseas
 - Japan study tour



Okay, that's it. All I have to do is ...

- Make sure I'm enrolled for Semester 1 and 2 this year
- Access any support services that might be helpful (e.g. Disability Services)
- See the Faculty Office with any questions (subject choices, recognition of prior learning)
- Work out where and when I need to be for my first classes
- Find out how to navigate around MyUni





THE UNIVERSITY
of ADELAIDE

FACULTY OF ARTS OFFICE

Available to assist you with all your enquiries relating to your studies

- Opening hours:
 - Mon, Wed, Thu – 9am to 5pm
 - Tues 11am-5pm
 - Fri – 9am-4pm
- e: arts@adelaide.edu.au
- t: 8313 5245
- Facebook: Uni Adelaide Faculty of Arts students

Welcome to the B Media

- Enjoy yourselves
- Meet new people
- Learn new things
- Question, think, discuss

