**Communication**

**Year offered:** 2011  
**Admissions:** Yes

If your course rules allow, you may be able to choose to study a minor from another area of the University. Minors are sets of related units in a particular study area.

The introductory units in each minor have no prerequisites. Later units may have earlier units as prerequisites. Depending on class timetabling it may not be possible to complete all units in a University Wide Minor. Consult with your course coordinator and relevant discipline coordinators prior to undertaking interfaculty studies.

The units you complete in a University Wide Minor will appear on your academic transcript but the successful completion of a minor will only be shown if it exists as an option in your course.

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**Audience and User Research unit set**

- KCB102 Media Myth Busting 1  
- KCB105 Media Myth Busting 2  
- KCB203 Consumption Matters: Consumer Cultures and Identity  
- KCB301 Media Audiences

**Communication for the Professions unit set**

- KCB103 Strategic Speech Communication  
- KCB302 Political Communication  
- KCB304 Designing Communication Resources  
- KWB103 Persuasive Writing  
- KWB106 Corporate Writing and Editing

**Creative Writing unit set**

- KWB101 Introduction to Creative Writing  
- KWB102 Media Writing

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**Digital Media unit set**

Instructions: Choose any four (4) of the following five units:

- KIB101 Visual Communication  
- KIB103 Introduction to Web Design and Development  
- KCB206 New Media: Internet, Self and Beyond  
- KCB207 Exploring New Media Worlds  
- KVB306 Video Art and Culture

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**Journalism unit set**

- KJB101 Digital Journalism  
- KJB120 Newswriting  
- KJB121 Journalistic Inquiry  
- KJB224 Feature Writing

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**Professional Writing, Publishing and Editing unit set**

Instructions: Choose any four (4) of the following five units:

- KWB102 Media Writing  
- KWB103 Persuasive Writing  
- KWB106 Corporate Writing and Editing  
- KWB303 Writing and Publishing Industry  
- KWB304 Editing and Developing the Manuscript

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**UNIT SYNOPSISES**

**KCB102 MEDIA MYTH BUSTING 1**

This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' statements in the media.
arguments regarding how different kinds of media have or have not affected the way our society functions. 

**Equivalents:** KCB140  **Credit points:** 12  **Contact hours:** 2.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

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**KCB103 STRATEGIC SPEECH COMMUNICATION**

This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews. 

**Equivalents:** KCB213  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**KCB105 MEDIA MYTH BUSTING 2**

The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present your conclusions and recommendations. 

**Equivalents:** KCB334  **Credit points:** 12  **Contact hours:** 3 per week, plus several lectures during semester  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

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**KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY**

A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices. 

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

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**KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND**

The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like FaceBook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media. 

**Assumed knowledge:** KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. 

**Equivalents:** KCB201, KCB295  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

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**KCB207 EXPLORING NEW MEDIA WORLDS**

This unit expands and builds on the connections made between new media and everyday life for the individual in KCB206 to include the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. It accomplishes this through an exploration of contemporary worlds—the world of connections; the world of play; the world of commerce and the world of politics—with new media lenses. 

Alongside the concepts underlying these explorations, you will also examine, confront and challenge the notion of the boundaries surrounding new media such as the limits of embodiment, nation-states and their infrastructures of laws and economics. The knowledge you gain and processes you learn in this unit will add to your professional, academic and creative development. 

**Antirequisites:** KCP408  **Assumed knowledge:** KCB206 is assumed knowledge. 

**Equivalents:** KCB202, KCB336  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

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**KCB301 MEDIA AUDIENCES**

This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry-based audience research are important skills for undertaking both postgraduate research in Media & Communication and those seeking employment in media industries. 

**Assumed knowledge:** Introductory understanding of the
relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods  

_Equivalents:_ KCB349  
_Credit points:_ 12  
_Contact hours:_ 3 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1

**KCB302 POLITICAL COMMUNICATION**

This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.  

_Equivalents:_ KCB311  
_Credit points:_ 12  
_Contact hours:_ 4 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1

**KCB304 DESIGNING COMMUNICATION RESOURCES**

Controlled media resources (such as brochures, booklets, information kits, promotional materials, and web sites) are common tools used during communication campaigns. This unit develops your abilities to devise effective resources for clients. You will develop critical and practical skills in evaluating resources, managing projects, researching the audience, writing and designing resources, testing your work, and seeing the product through to final production. The unit involves desktop publishing training, and offers you the opportunity to develop a print or electronic resource for a client.  

_Prerequisites:_ Completion of 72 credit points of study  
_Equivalents:_ KCB335  
_Credit points:_ 12  
_Contact hours:_ 5.5 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1

**KIB101 VISUAL COMMUNICATION**

Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.  

_Equivalents:_ KIB801  
_Credit points:_ 12  
_Contact hours:_ 4 per week  
_Campus:_ Kelvin Grove and Caboolture  
_Teaching period:_ 2011 SEM-1 and 2011 SEM-2

**KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT**

This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.  

_Antirequisites:_ INB271, KIP403  
_Equivalents:_ KIB807, KKB007, KKB818  
_Credit points:_ 12  
_Contact hours:_ 3 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1

**KJB101 DIGITAL JOURNALISM**

This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usenet, and listservers.  

_Credit points:_ 12  
_Contact hours:_ 3 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1 and 2011 SEM-2

**KJB120 NEWSWRITING**

In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.  

_Antirequisites:_ KJP401 
_Credit points:_ 12  
_Contact hours:_ 3 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1 and 2011 SEM-2

**KJB121 JOURNALISTIC INQUIRY**

This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news events for their potential news value, to record interviews and ties to find and develop print or electronic resources for clients.  

_Prerequisites:_ KJB120  
_Antirequisites:_ KJP402  
_Credit points:_ 12  
_Contact hours:_ 3 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1 and 2011 SEM-2

**KJB224 FEATURE WRITING**

Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.  

_Prerequisites:_ KJB120 or KWB107 or KWB381  
_Antirequisites:_ KJP403 
_Credit points:_ 12  
_Contact hours:_ 3 per week  
_Campus:_ Kelvin Grove  
_Teaching period:_ 2011 SEM-1 and 2011 SEM-2

**KVB306 VIDEO ART AND CULTURE**

Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and
installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.

Equivalents: KVB703  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.

Equivalents: KWB250  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

Equivalents: KWP401  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB103 PERSUASIVE WRITING
Persuasive writing is an integral (if often unconscious) element of both professional and creative writing. Therefore, practitioners in these fields should be able to understand the principles of persuasion, use the vocabulary of persuasion, and evaluate the efficacy of different persuasive strategies. This unit introduces you to the theory and practice of writing persuasively across a number of genres to enhance your writing skills.

Antirequisites: KWP402  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
This unit covers the writing of the short story in detail.

Antirequisites: KWP403  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB106 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).

Antirequisites: KWP405  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.

Equivalents: KWB381  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.

Antirequisites: KWP407  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB303 WRITING AND PUBLISHING INDUSTRY
This unit provides an introduction to the function and structure of the writing and publishing industry.

Equivalents: KWB399  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB304 EDITING AND DEVELOPING THE MANUSCRIPT
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and
technical skill.

**Antirequisites:** KWP104, KWP404  **Equivalents:** KWB301  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1  

**KWB313 NOVEL AND MEMOIR**

This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

**Credit points:** 12  **Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1