Media and Communication

About this area of study

Media and communication is the world's fastest and continually expanding industry. It is influenced by rapid and continuous political, economic, and social change and defined by developments in technology.

The media and communications industry is large and diverse, covering a wide range of occupational areas from technical support to creative and managerial roles. To work in this industry usually requires a bachelor such as Arts, Journalism, Media or Communications.

Many people view Media and Communications jobs solely as the public roles such as media presenting, interviewing and journalism. These roles can be very demanding with high expectations. Long hours are often necessary and in general people employed full-time in this industry work more than the average working week. Working under pressure to meet tight deadlines may occur on an almost daily basis.

Competition for vacant roles is high and therefore experience is highly sought after. Obtaining experience in this industry can be difficult so many graduates volunteer, freelance for minimal pay or commence their career in a regional area (although working in a regional area is also suggested as industrial relations and government policy). The opportunity to freelance appeals to some students as this allows for a great deal of flexibility

Key skills that Media and Communication graduates demonstrate include

- excellent verbal and written communication skills
- high level interpersonal skills
- a strong work ethic
- tenacity and energy
- curiosity
- an interest in people
- creativity

Courses offered by Deakin University include

- Bachelor of Arts (Media and Communication)
- Bachelor of Arts
- Bachelor of Arts (Professional and Creative Writing)
- Bachelor of Arts (Public Relations)
- Bachelor of Film and Digital Media

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Media Advisor
- Bi-media journalist
- Producer for T.V./radio
- DA for broadcast media
- Communications officers
- Media analyst
- Advertising
- Web writer
- Policy advisor
- Publisher
- Copywriter

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Channel Seven www.sevencorporate.com.au

Roving Enterprises www.rovingenterprises.com

Fox Studios www.foxstudiosaustralia.com

Grey Advertising www.grey.com/australia

News Corp www.newscorp.com

Harper Collins www.harpercollins.com.au

Melbourne Theatre Company www.mtc.com.au

Austereo www.austereo.com.au

Lemonade www.lemonade.com.au

Evolution 7 www.evolution7.com.au

Tourism Victoria www.tourism.vic.gov.au

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Arts Hub www.artshub.com.au

Screen Hub www.screenhub.com.au

V-Raw www.itallstartswithv.com.au/vraw

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Media, Entertainment and Arts Alliance (Vic) www.alliance.org.au

Australian Centre for the Moving Image www.acmi.net.au

Australian Graphic Design Association www.agda.com.au

Australian Publishers Association www.apa.com.au

Australian Writers Guild www.awg.com.au

Playwriting Australia www.pwa.org.au

Australian Centre for Independent Journalism www.acij.com.au

Australian Interactive Multimedia Industry Association www.aimia.com.au

Advertising Federation of Australia www.afa.org.au