WELCOME TO UTS:COMMUNICATION

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WHY COMMUNICATION AT UTS?

The School of Communication is a dynamic centre of creativity, innovation and knowledge in communication, media and social science.

STUDY WITH THE BEST
Join one of the most in demand communication schools in the country learning from industry experts and with access to high tech facilities and equipment.

GRADUATE IN DEMAND
UTS journalism and writing grads earn the highest starting salaries of all grads in their field in Sydney. Graduate Careers Australia, 2013

STUDY IN SYDNEY’S CITY CREATIVE INDUSTRIES HUB
Benefit from the opportunities and atmosphere created by being in a precinct that contains 70% of Sydney’s creative industries, such as the ABC.

GAIN A GLOBAL OUTLOOK
Choose to combine your degree with B Arts in International Studies – the only degree offered in NSW that enables you to spend a year overseas as part of your degree.

COMBINED OPTIONS
Communication students can also combine their degree with Law or Creative Intelligence and Innovation in most majors or apply to do Honours as an addition year.

GET THAT FOOT IN THE DOOR
Actively engage with industry as you undertake faculty facilitated internships. Build your resume and networks by entering industry competitions.
UTS students have been Tropfest (Australia’s most competitive short film festival) finalists 10 times in the past five years.

UTS ranked 1st in NSW universities and 44th in the world for Communication and Media in the 2015 QS World University Rankings by Subject.

UTS RANKED #1 NSW UNI FOR COMMUNICATION AND MEDIA*

*QS World University Rankings by Subject 2015
Embracing visionary teaching and learning paradigms, the reinvented UTS campus has revitalised the campus environment with new buildings, renovated facilities and increased public spaces to facilitate collaboration with industry and the UTS community.

By studying at UTS you’ll be amongst the first to advantage from UTS’s innovative campus of the future. Below are just a few examples of the new and revitalised spaces on campus.

JOIN THE IDEAS HUB
The arrival of the Dr Chau Chak Wing Building, designed by world-renowned architect Frank Gehry, solidifies UTS’s place in Sydney city’s creative precinct. The building embodies the UTS Business School’s commitment to fostering ideas and collaboration with industry and research.

UTS Business School students will experience learning spaces that encourage collaboration and innovation, both in formal and informal learning environments.

NEW STUDENT LEARNING SPACES
The Faculty of Arts and Social Sciences has developed new student spaces and teaching and learning spaces in Building 10 levels 2-5, which includes the new Journalism Lab.

LEADING EDGE HEALTH AND SCIENCE PRECINCT
UTS Science is expanding. Another modern, state-of-the-art building has opened in 2015. With the new ‘Super Lab’, we’ll revolutionise the way science is taught at UTS. The Science and Graduate School of Health Building has a 5 Star Green Rating placed upon it and has recently won the City of Sydney Lord Mayor’s architecture prize.

STUDY IN A LIVING LAB
With its unique binary code screen design, the newly opened Engineering and IT Building is the single-largest facility to be constructed under UTS’s $1.2 billion City Campus Master Plan. It features a 3D data arena, collaborative theatres and sensors throughout the building that display real-time data for research purposes.

A PLACE TO FLEX YOUR NEW SKILLS
With cutting-edge simulation technologies across 16 purpose built nursing and midwifery clinical labs, UTS Health students will be learning in the most highly developed laboratories on the east coast of Australia. Our well-equipped sports and exercise labs will enable students to test and assess physical activity, strength, health and fitness levels.
UTS: Communication students have access to an array of production facilities, providing the latest tools of the trade for teaching and learning.

Portable Equipment Store
The Portable Equipment Store gives students access to an extensive range of professional production equipment, enabling students to produce broadcast-quality projects and to graduate experienced and competent working with the latest production technologies.

Video Editing Suites
Students enrolled in production subjects have access to AVID Adrenaline digital edit suites as well as the Final Cut Pro High Definition Edit suite which has a broadcast standard HDTV monitor and a computer equipped with a HD Extreme Decklink card for broadcast quality capturing, editing and playback.

Journalism Lab
The state of the art Journalism Lab contains the latest content management and production facilities. The real-time news lab features face to camera video, audio booths and a live video wall for story construction and broadcast.

Sound Facilities
The Sound Facilities include three ProTools | HD 8 control rooms, equipped to specialise in Music/Audio Arts, Post-Production and Surround Mixing, housed around a shared recording floor with links to all control rooms and a separate vocal booth. In addition, there are six digital audio workstations in individual suites.

Media Production Labs
The Media Production Labs are specialised limited access computing laboratories for UTS: Communication students. These labs allow students to complete their media production assignments in video editing, compositing and animation, emergent media authoring, website production, desktop publishing and online research.

Bon Marche Studio
The Bon Marche Studio is a 10m x 10m x 10m shooting stage, and performance and media arts production space. The Studio has high definition playback and projection, a 9.1 loudspeaker system, 8 channel surround, or film surround formats up to 7.1; and contains a large green screen cyclorama.
Our courses place a high value on creativity and production, with many graduates emerging to become outstanding practitioners across the media and communication fields.

WHAT WILL YOU GAIN WITH A CAREER IN COMMUNICATION?

> Transferable skills across all industries
> Interesting, challenging and creative work in a dynamic industry that is constantly changing
> Good working conditions and a balanced lifestyle
> An opportunity to work overseas – Media and Communication is a global industry

WHAT CAN YOU DO WITH A CAREER IN COMMUNICATION?

There are many different jobs in communication – here is a snapshot of career options available. Refer to related course pages 11–19 for more information:

Creative Writing
> editors
> publishers
> scriptwriters
> copywriters

Digital and Social Media
> digital and social media coordinators
> communications officers
> digital channels strategists
> social media managers

Journalism
> careers in print, broadcast, online and social media
> reporters
> producers

Media Arts and Production
> directors
> editors
> film or new media producers

Public Communication
> public relations consultants
> advertising executives
> media liaison officers

Social and Political Sciences
> social researchers
> policy analysts
> political advisors

Sound and Music Design
> sound design or production across a diverse range of areas such as music, animation, web applications, gaming, production design, and exhibition design
> new media artists

WHO OUR EMPLOYERS SAY

“The UTS Communication (Public Communication) course provides students with a solid grounding for entering the professional public relations industry. Their students are critical thinkers, show initiative and are able to multitask. UTS students are a step above students in similar courses.”

Alice Collins, Associate Director, Insight Communications
Here’s just some of what we offer in our practice-oriented learning approach:

> Assignments based on authentic professional projects relevant to the industry that students wish to enter, providing material for a portfolio after graduation.

> Journalism students participate in UTS News Day where they research, produce and report stories for TV, radio, online and press. They also complete the subject Industry Portfolio, showcasing the students’ journalism skills, learnt across the course.

> Public Communication students get the opportunity to respond to a client brief and develop a communication strategy for real clients. Projects can be tailored to students’ particular fields of interest in public communication. The industry collaboration gives students experience in working with clients and producing a major piece of communication.

> Sound and Music Design students complete a Professional Practice subject which exposes them to site visits, guest lectures, workshops and, where possible, short-term work experience placements.

> Creative Writing students complete a portfolio of work for their capstone subject, in a genre of their choice, developing skills in editing and revision and acquire the confidence to enable them to submit their work for publication.

> Media Arts and Production students complete a short media work in either sound, video, interactive media, installation, performance or film, adding to their professional portfolio of creative work they can show industry bodies, employers and clients when they graduate.

> Social and Political Sciences students in their final year get the chance to apply their newly learnt knowledge and skills in a practical setting. They may choose to undertake placements at external organisations or work on a self-initiated project at university. Placements are arranged with a wide range of government departments, commercial organisations, local and international non-government civil society organisations.
BACHELOR OF SOUND AND MUSIC DESIGN

KEY INFORMATION

2015 ATAR: 70.00 with International Studies: 76.50
Duration: 3 years (full-time)
UAC Code: 600006

Combine this degree with: International Studies
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28

CAREERS

Sound design or production across a diverse range of media, communication and design outlets including music, animation, web applications, gaming, product design, exhibition design and architecture.
> sound designers
> new media artists
> interactive media artists
> installation artists/sound sculptors
> computer musicians
> electronic music composers
> product audio designers
> software interface designers
> new sonic interface designers

WHAT YOU LEARN

This course aims to develop creative and technologically fluent practitioners in sound and music design with a strong base of artistic, professional and theoretical skills. Studies focus on developing cross-disciplinary creative skills and application of these skills in major projects. This course is the first of its kind to combine the domains of sound and music, and prepare students for new emerging careers that require the confluence of sound in design and interaction. Students study core subjects, plus a sub-major and electives.

See the UTS online Handbook for full subject information and course structure.

WHY CHOOSE THIS COURSE?

> This course offers a unique, contemporary sound and music degree experience by merging art and technology across domains of composition, entertainment and audio technology, as well as combining features of music and audio engineering with interaction design.
> This course appeals to students with an interest in music, creative arts, design and technology or new media.
> The studio-based and professional practice subjects are highly flexible, allowing students to foster their specialisation and interests through practical projects, critical review, documentation development and collaboration with industry professionals. Students’ learning outcomes include expression through creative practice, and technical fluency across a range of technologies.

> The degree can be combined with the Bachelor of Arts in International Studies.

CORE SUBJECTS

Audio Culture
This subject focuses on the meaning and significance of music and sound in different cultural contexts and historical settings. The subject addresses questions of aesthetics, poetics and politics. It investigates the social environment, theoretical climate and influences that shape contemporary music, examining diverse genres.

Electronic Music Composition
This subject explores both practical and theoretical aspects of electronic music and teaches students the techniques needed to create electronic music in a wide variety of music styles. Students learn techniques in recording and editing sound, and the use of digital audio workstation software.

Live Sound
This subject focuses on sound design in the context of live sound practice, live performance, recording and sound installation. Sound design for live performance is a broad area that covers basic musical and theatrical understanding, insight into sound system technology and microphone techniques.

Sonology
This subject explores the fundamental concepts behind the representation, synthesis and manipulation of sound. These multi-faceted topics are examined in a diverse range of contexts.

Media Arts Specialist Modules
Students develop skills in media arts production and project development for the capstone subject Media Arts Project. Modules offered include: Screenwriting, Directing, Producing, Cinematography, Sound and Multiplatform. Students work in their choice of specialised modules and apply project development models to deliver upcoming media arts projects.

Media Arts Project
Students develop and complete a small media arts project, e.g. sound, video, interactive media, installation or performance. They can consider a range of distribution modes for the project such as online, broadcast, theatrical or other hybrid models.

Speech, Music and Sound
This subject focuses on the relationships between speech, music and sound; exploring the communicative roles of aural perspective; rhythm, melody and timbre in music as well as speech; everyday soundscapes; and film and television soundtracks.

Audio Production
This subject provides an introduction to the concepts and production procedures involved in professional audio across a range of media. Students work in digital formats, focusing on idea development, composition and experimentation.

Sound for Time Based Media
This subject focuses on the design and composition of sound for time-based media including moving image, radio, podcasts, digital media, installation, interactive systems and games.
The Bachelor of Communication enables students to specialise in a first and second major, along with core subjects and electives.

> Core – 24 credit points (cp)
> Major – 48 credit points (cp)
> Second Major – 48 credit points (cp)
> Electives – 24 credit points (cp)

**CORE SUBJECTS 24 CP**
The core subjects combine theory and practice and are designed to give students the essential knowledge and skills that they will need as communication professionals. Students engage in critical examination of key communication foundations and concepts, preparing students to work with industry. The core subjects assist students in developing their digital literacy, including the ability to shoot and edit still and moving images and sound.

The core subjects are:

> **Citizenship and Communication:**
  In this foundation subject students explore the role of the citizen communicator by examining the institutions which structure the social world, and the social arenas in which civic participation occurs. Students are introduced to political, legal, economic and media institutions and concepts in national and, to a lesser extent, global contexts. There is a particular emphasis on the skills of academic literacy, reflective practice, collaboration and cooperative peer review. Assessments range from traditional essay forms to the creation of a 'new society' simulation, accompanied by a video production and exegesis (critical explanation).

> **Digital Literacies:** This subject addresses literacies that are not only crucial for everyday life and full participation as citizens, but also required by every contemporary industry and workplace. Practical, critical and theoretical aspects of contemporary media use are explored and integrated. Students gain foundational digital media skills involving digital publishing and digital image production and compositing. They explore the shift in understandings of being and knowing that are enabled and enhanced by the development of digital technologies, and which provide the context for the use of them. Students also gain knowledge of the ethical responsibilities of using these media and learn to critically reflect on their own production.

> **Communicating Difference:** This subject explores the concept of 'difference' and the way it is practised in communication. It introduces students to theories of difference, discourse and subjectivity as well as the ethical implications of representing difference in particular cultural contexts. There is a particular emphasis on the ways in which Indigenous Australia is represented and represents itself in different times and places, as well as the creation and uses of communication protocols. It also explores alternative forms of representation by groups of difference and ask students to create their own audio interventions into normative representations.

**COMMUNICATION MAJORS**
Six Majors are offered in the Bachelor of Communication:

> Creative Writing
> Digital and Social Media
> Journalism
> Media Arts and Production
> Public Communication
> Social and Political Sciences

Each Major integrates theory and practice and is designed to provide the specialist skills and knowledge required by an entrant to a particular industry or creative practice. Major subjects maintain a critical focus on industry while allowing students to develop the well-rounded expertise that a practitioner will need in the next decade.

Students select their major when applying for the Bachelor of Communication through UAC. Each major is outlined in detail on pages 14–19 of this brochure.

**2nd Major 48cp**

> Creative Writing
> Digital and Social Media
> Journalism
> Media Arts and Production
> Social and Political Sciences

Media Arts and Production is not available as a 2nd major. 2nd Major can be chosen upon being accepted into the UTS School of Communication. Students will elect the 1st major in their UAC preference.

**ELECTIVES 24CP**
Elective subjects allow students to broaden or specialise their knowledge and skill sets.

Students choose 24 credit points of Cross-Disciplinary electives. A list of these electives can be found on the UTS Handbook.
## COURSE STRUCTURE 144CP

### 1st Major 48cp + 2nd Major 48cp + Elective 24cp

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* A list of Communication Cross Disciplinary Electives can be found on the UTS Handbook under CBK9115.
# 2nd Major Choice or two 2nd Major Subjects and four Electives.
BACHELOR OF COMMUNICATION (CREATIVE WRITING)

KEY INFORMATION

2015 ATAR: 73.00
with International Studies: 80.95
with Law: 97.20
with Creative Intelligence and Innovation: 88.00
Duration: 3 years (full-time)
UAC Code: 600033

Combine this degree with:
International Studies, Law or
Creative Intelligence and Innovation
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28

CAREERS

> editors
> publishers
> scriptwriters
> literary agents
> communication coordinators
> copywriters
> novelists
> feature writers
> publications officers
> freelance writers

WHAT YOU LEARN

Creative writing at UTS is a practice- and disciplinary-based program focusing on narrative, poetics, reading and literary theory. This degree develops creative writing across several genres, fosters independent and professional writing skills via workshop and lecture study, and engages critically with the broader cultural context in which creative writing is produced and read.

Students gain practical experience and theoretical engagement in the discipline of contemporary creative writing. They apply their skills across a number of key genres and narrative forms. An emphasis on critical skills leading towards the development of independent writing projects prepares students for professional practice:

> Fictional Forms:
Students engage closely with creative practice in both mainstream and emergent forms of fiction and narrative as they investigate how fiction is composed and in what forms it is represented: short fiction, novella, screenwriting and other performance writing, and so on. Throughout the semester, students produce and collectively workshop their own writing in fiction or script. At the same time, critical debate within the class explores the possibilities of the contemporary text, focusing on style, voice, structure, point of view, and other technical features of fiction writing. Students are encouraged to choose within a wide range of fictional forms for their creative writing assessment tasks:

> Imagining the Real:
This subject focuses on the concept of the real. Students are asked to engage with the history, contexts, conventions and current debates centred on the notion of reality and the contemporary practice of creative non-fiction.

Students produce an extended piece of non-fiction writing in a workshop environment. Each class acts as a space where students test out received and experimental approaches to writing and think about real-world events, places and people.

> Narrative and Theory:
Based on practice, and oriented towards the production of writing, this subject focuses on the large field of narrative theory and its essential elements. Students study and practise aspects of narrative, including point of view, temporality, mimesis and diegesis, and story and plot development. A range of narrative theory and writing is studied and discussed, integrating practical work with critical reflection and enabling students to produce a critical essay on theory along with a piece of narrative writing.

> Genre Writing:
Students engage with the conventions of genre, building upon knowledge and skills gained in other subjects. Genre is the conceptual and structural heart of writing, either in traditional manifestations (e.g. crime writing) or as a blend of genres (the literary mash-up). Students produce and collectively workshop their own genre writing in a chosen form (e.g. fiction, screenwriting, poetry).

> Writing Laboratory:
Students are encouraged to think and write in innovative and experimental ways. The laboratory is an environment working towards the networking of concepts, senses and practices. Students may compose in any medium or form they choose and present their final work in a published, electronically published, screening, exhibition, seminar or performance context.

> Creative Writing Project:
This capstone subject enables students to complete a portfolio of work in a chosen form or genre to a professional standard. Students will gain an understanding of their own creative practice and the way it might be positioned within literary and other creative industries. They develop skills in editing, revision and professional presentation, and acquire the confidence to submit their work for publication.

WHY CHOOSE THIS MAJOR

> Gain practical experience and theoretical engagement in contemporary creative writing.
> Explore contemporary creative writing across key genres and narrative forms including short story, creative nonfiction, screenwriting, genre writing and poetry
> Learn from academics who are award-winning published writers
> Broaden your understanding and practice of creative writing and pursue particular interests
> Pathway to Secondary School Teaching in English
BACHELOR OF COMMUNICATION
(DIGITAL AND SOCIAL MEDIA)

KEY INFORMATION
2015 ATAR: 73.00
with International Studies: 77.10
with Law: 97.80
Duration: 3 years (full-time)
UAC Code: 600007

Combine this degree with:
International Studies or Law
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28

WHAT YOU LEARN
The rapidly evolving digital communications industries require practitioners who are technologically literate, culturally sophisticated, innovative and resourceful. This degree develops imaginative, synthetic and analytical capacities, as well as practical skills across diverse technological platforms. Studies focus on capacities for imaginative, synthetic and analytical thinking and communication, as well as practical skills in digital communication across diverse technological platforms and environments. Graduates are technologically literate, analytically sophisticated, innovative and resourceful leaders for the rapidly evolving digital communications industries.

Students complete the communication core, sub-major, electives, and the following 6 major subjects:

> Digital Communities
Students examine communication and cultural practices in local and dispersed communities, and present their findings through the use of digital and mobile media and written text. The subject focuses on case studies and invites students to research and learn about the social, historical, cultural and economic aspects of communities as physical and digital realities at the intersection of lived and mediated experiences.

> Engagement, Participation, Gamification
Game-like processes and ‘gamification’ are becoming more widespread as a mode of interaction, participation and communication design for engagement with diverse audiences or publics. Students analyse contemporary and historical games as well as social media platforms. They use this knowledge to create a hybrid online–offline game. The design of interactive tasks in the game develops research skills and introduces concepts and contextual knowledge as well as algorithmic thinking and scripting of rule-based interaction.

> Digital Experience Design
Students are exposed to contemporary approaches to designing interventions in diverse environments for experience and interaction. Students explore how software and technologies structure our experiences and interactions. They investigate how to apply the theories, techniques, ideas and models behind experience design in transmedia and multiplatform environments including the internet, social media, mobile interfaces and apps. Students apply their knowledge and skills in a proposal and prototype for the redesign of an existing environment.

> Code as Literacy, Commodity, Infrastructure
This subject encourages critical engagement with code as a form of reading and writing, the software industries and algorithmic data-driven infrastructural processes. Contemporary code formations are positioned in historical and theoretical contexts, and reflexively explored as languages through which humans and machines communicate with each other. Students form a personal perspective on code as a digital literacy and articulate this perspective in creative digital media form.

> Digital Publishing for Apps
This subject explores the challenges and opportunities in digital publishing for apps and devices including interactive magazines for tablets, location-aware technologies and apps and much more. Students develop conceptual and production skills in storytelling, publishing and distribution. They expand their digital skills through developing a detailed app proposal. And production skills through workshops in relevant software and by working in collaborative teams to develop a project emerging from earlier proposals.

> Digital Futures
Technological change is a given in workplaces of the future and this subject equips students with theoretical and practical tools to remain agile in responding to these inevitable shifts. The subject consolidates students’ understanding of how new technologies interact with existing technologically and socially structured environments. Students design and prototype solutions to a problem-based scenario.

WHY CHOOSE THIS MAJOR

> Equip yourself with practical skills to thrive in complex collaborative digital environments, especially social media contexts
> Learn how to communicate effectively and develop the skills to creatively adapt to the challenges of continuous transformation in the digital environment.
> Gain practical skills for the rapidly evolving digital communications industries
> Develop informed and critical understandings of the role of technology in contemporary social life
> Graduate with practical design and technical skills as well as social media know-how, and the ability to continuously adapt to new technologies and platforms.

CAREERS
> digital and social media coordinators
> digital consultants
> communications officers
> digital channels strategists
> social media managers
> marketing technologists

Developed by the Faculty of Arts
**KEY INFORMATION**

**2015 ATAR:** 82.00  
with International Studies: 87.35  
with Law: 97.05  
with Creative Intelligence and Innovation: 87.70  
**Duration:** 3 years (full-time)  
**UAC Code:** 600013

Combine this degree with:  
International Studies or Law  
**Credit Points (cp):** 144  
**Bonus Points:** Not applicable  
**How to Apply:** See page 28

**CAREERS**

- careers in the print, broadcast, online and social media  
- reporters  
- producers  
- publishers  
- editors and sub-editors  
- feature and freelance writers  
- investigative journalists  
- media researchers  
- strategists

**WHAT YOU LEARN**

Journalism education at UTS is based on the principle that professional journalism is founded on the public’s right to know. This degree develops professional skills across all media and critically engages with the intellectual, ethical and political foundations of journalism.

This course is designed to meet the essential practical skills and theoretical knowledge needed for a career in journalism. Students gain a crucial understanding of the role that journalists play in creating a democratic public sphere, providing a forum for debate and giving voice to diverse communities. The course equips students with advanced research, writing, reporting and analytical skills for print, television, video, radio, audio and online media; and knowledge of the intellectual, ethical and political foundations of journalism.

**Stories From The Streets: Local Journalism, Social Media**

Stories From The Streets: Local Journalism, Social Media Students develop professional journalism skills through on-the-street reporting, and research, produce and edit original and accurate news stories to deadline, publishing on basic content management systems to deliver work each week. They work in pop-up newsrooms during Newsday, the real-time UTS news environment, and develop live blogging skills during sport events. Students discover how to research effectively and are able to analyse significant news events through multiple perspectives.

**Live Action: Multiplatform Journalism**

Students explore the use of sound and image in developing their sound and video recording, interviewing, and writing and editing skills to produce short news and current affairs reports for broadcast media. They work in teams to produce and present ‘live’ radio bulletins and students are introduced to court reporting techniques and regulation. Students edit, package and publish reports on Newsday, and develop skills in searching for evidence to further illustrate their stories online.

**Digging Deeper: Current Affairs And Longer Form Journalism**

This subject moves students from news production to storytelling through longer-form journalism, focusing on the production of features and other forms of non-fiction narrative. The subject aims to give students insight into the implications of convergence for storytelling. An understanding of voice, story structure, interviewing technique, language and the use of visual images and sound are further developed in the students’ own story production.

**From Dirty Data To Vivid Visualisation**

Students extend their abilities as reporters by developing data-focused research skills. They are introduced to strategies for finding original datasets, identifying stories within and using data to support their reporting. They learn techniques for cleaning and mining data with the aim of producing simple information visualisations. Students learn how to do basic customisation of WordPress and embed their data visualisations into online platforms. They are introduced to advanced skills and strategies for the editing and publishing of stories for publication.

**The Hive: Collaborative Journalism**

Students work in collaborative teams. They deliver interactive publications for specific audiences, through specialist genres and ‘rounds’ in journalism, such as environment, health, technology, arts, sports, law, media, business and politics. Students learn how to research stories using public record sources and develop a critical understanding of how journalism serves the public right to know and the public interest. By pitching their specialist publication to a publisher, they develop an ability to deliver a product which engages with their target public.

**Industry Portfolio**

This subject draws together the threads of all other Journalism subjects in a final project that showcases students’ skills across platforms. This project includes both journalism production and critical reflection. It may include producing individual pieces of journalism, individual editing and publishing roles on Reportage or 2SER, or designing a pilot issue of new publications. Each student’s portfolio is presented at a viva examined by professionals.

**WHY CHOOSE THIS MAJOR**

- Students will be part of one of the most established and respected journalism programs in the country, with many winning awards.  
- Professional skills development is encouraged through relevant and practical assignments.  
- Students have many opportunities to publish their work and develop a professional portfolio through mediums such as; UTS student paper Vertigo, 2SER-FM radio, Precinct, Reportage, and through the many work experience and internship opportunities provided by our close links with media organisations.  
- Students have access to advanced technology and equipment to practise and produce assignments, including sound and film editing suites, radio and television studios, computer labs with the latest production programs available; plus all the hand-held equipment, and access to the Journalism Workroom.
This course prepares students for a wide range of roles within the media and cultural sectors. Students study the history, contemporary issues and theory of media and culture while developing advanced technical and conceptual skills in film, video, new media and sound. The professional areas within the degree include film, video, television, multimedia, sound, radio, performance and installation, and the interplay among these media forms.

This course explores the histories, theories, practices and challenges of creative media production. Working across multiple platforms, genres and media, students develop sophisticated production skills in video, sound and digital media, and enhance their creative innovation in these areas. Students are encouraged to evolve as creative producers of media projects throughout their studies, as well as deepen their understanding and technical proficiency across media production areas. By the end of the course, students have developed a professional portfolio of creative media work.

> **Exploring Media Arts**
This subject explores creative media arts practices across moving image, audio and participatory forms. It introduces students to relevant media arts histories and contexts in addition to a range of technologies, media practices and production techniques.

> **Fictions: Storytelling, Narrative and Drama**
This subject is an exploration of narrative storytelling and drama in media. Students are introduced to narrative forms in media including concepts of structure, suspense and drama along with scriptwriting for narrative works.

> **Composing the Real**
This subject explores conceptual and production approaches to documentary media forms. Students are introduced to key documentary modes and examine and develop documentary projects. Hybrid forms and boundary blurring such as reality TV, blogging and other cross-overs between fiction and non-fiction are also examined.

> **Aesthetics**
This subject explores how media arts aesthetics work through engaging the senses and evoking emotions. It provides students with the opportunity to develop the potential impact of a piece of work through experimenting with form, composition, and poetics. Students explore ideas using techniques such as remixing and experimental approaches to composition and form.

> **Media Arts Specialist Modules**
Students develop skills in media arts production and project development for the capstone subject Media Arts Project. Modules offered include: Screenwriting, Directing, Producing, Cinematography, Sound and Multiplatform. Students work in their choice of specialised modules and apply project development models to deliver upcoming media arts projects.

> **Media Arts Project**
Students develop and complete a small media arts project. Students may undertake this subject in a variety of ways: producing a short media work in either sound, video, interactive media, installation, performance or film with encouragement to explore the possibilities of convergent media; forming small collaborative associations and working as a team to produce a work of greater scope or complexity; or developing their skills in a specific production area or crew role and undertaking this role on several projects across the semester.

> **Lecturers are accomplished academics with extensive production experience.**
> **The course is renowned in its field for the award-winning creativity and technical ability of its students and graduates, receiving accolades at The Academy Awards, Tropfest, Cannes and more.**
> **There are opportunities for students interested in specific technical areas such as editing, cinematography, sound or new media to collaborate with other students during the program, building expertise, sharing ideas, and developing show reels or tapes that demonstrate their talents and potential.**
> **Students have access to cutting-edge and regularly updated production facilities and equipment including: purpose-built digital sound studios and editing suites, Avid and Final Cut Pro digital video editing suites, an optical printer, Oxberry animation stands, HD digital video cameras, sound recorders, a radio studio and a television studio/shooting stage, portable lighting and all necessary accessories.**
BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION)

KEY INFORMATION

2015 ATAR: 80.00
with International Studies: 85.25
with Law: 97.55
with Creative Intelligence and Innovation: 92.10
Duration: 3 years (full-time)
UAC Code: 600023

Combine this degree with:
International Studies or Law
Credit Points (cp): 144
Bonus Points: Not applicable
How to Apply: See page 28
Professional Recognition: Public Relations Institute of Australia; International Advertising Association

CAREERS

> communication strategists
> public relations consultants
> advertising executives
> media liaison officers
> event coordinators
> publicity officers
> political media advisers
> advertising copywriters
> community relations managers
> marketing communication specialists

WHAT YOU LEARN

This course has a focus on professional communication careers that include public relations and advertising. Students explore the communication contexts – cultural, social and political – for these practices. They develop their professional skills in campaign design and production, copywriting, media liaison and writing, research and evaluation, and organisational communication management. Assignments provide material for a portfolio after graduation.

> The Ecology of Public Communication
Students explore the field of public communication and the major areas of practice. They learn how public communication, PR and advertising are conceptualised and practised in organisations. Students apply theory to practice by creating a digital product to attract professionals to an event about an issue in the industry.

> Integrated Communication
Students respond to a live client brief to develop a communication strategy and produce a major piece of work. Projects can be tailored to students’ fields of interest in advertising or PR or a sub-disciplines such as social marketing, internal communication, community relations or media relations, or integrated campaigns.

Six Majors are offered in the Bachelor of Communication:

Public Relations Stream 32cp

> Principles of Public Relations
Students learn about theories, models and principles of contemporary public relations. Case studies are used to analyse current practice, developing understanding of ethics, socially responsible practice and principles of newsworthiness.

> Strategic Public Relations
This subject equips students with knowledge and practical skills in research, planning and budgeting for strategic communication campaigns. Students learn to assess and develop strategy by identifying issues, publics and options for communication and relationship management. They develop their expertise in designing, writing and managing innovative, multimedia campaigns to address client and communication problems and opportunities. Students design and present a professional client pitch.

Advertising Stream 32cp

> Principles of Advertising
Students are introduced to the principles and practice of advertising and its unique role in business and society. Students develop and pitch a range of creative ideas for a product, service or idea.

> Advertising Campaign Practice
Students gain insight into agency disciplines and their contribution to campaign research and strategy, creation and production of ideas, media planning, and pitching as an agency team. Students engage in scriptwriting and produce storyboards suitable for broadcast and online media.

Brand Advertising Strategies
Students explore consumer relationships with brands, the factors driving change and the use of brand equity models in their management and advertising strategy. Students pitch their recommendations as an integrated campaign with creative work.

> Professional Advertising Practice
Students examine the image of their chosen profession and the impact of social and industry perceptions on professional conduct within the advertising industry.

WHY CHOOSE THIS MAJOR

> Students use real clients and case studies to develop their understanding and skills.
> Lecturers are accomplished academics with extensive professional experience.
> The Public Communication major is accredited by the Public Relations Institute of Australia (PRIA) and the International Advertising Association provides a Diploma in marketing communications to students with an agreed pattern of subjects.
BACHELOR OF COMMUNICATION (SOCIAL AND POLITICAL SCIENCES)

WHAT YOU LEARN

Social and political sciences is where social and political theory and practices of research and communication converge. This cross-disciplinary course investigates society, explores current issues, and questions implications of change and progress in the global community. Students undertake professional studies as well as social, cultural and communication theory and practice so they can ask questions, research issues, develop advocacy skills and effectively develop communication strategies.

This is a cross-disciplinary course that combines social, political, historical and philosophical perspectives on how societies work. It also provides students with practical skills in qualitative and quantitative social research methods. Students learn how to understand social issues and how to think through ways of making a difference; how to research, communicate and plan contributions to national and international debates. The course equips students with the knowledge and skills to be involved in diverse organisations engaging with social change.

> Self and Society
Students are introduced to key ideas in social and political thought which enable us to understand social life. Focusing on concepts such as gender, race, ethnicity, social class and power, and how they can be applied to understand society and life-paths of individuals and groups.

> Politics, Ideologies & Beliefs
Does politics matter? Are belief systems crucial in the shaping of our world? This subject engages with the ways politics construct states and societies by discussing major contemporary ideologies and beliefs, such as liberalism, conservatism, socialism and fundamentalism.

> Economy, Society & Globalisation
Social, political and cultural life is increasingly shaped by economic forces that have a global reach. Students investigate these forces by researching an everyday commodity. The commodity chain reveals impacts on environments, communities, workers and consumers, and highlights the roles of global corporations, governments and international institutions.

> Investigating for Change
A key purpose for the political and social sciences is to produce knowledge for social change, and change society for the better. This subject builds students’ knowledge of social research methods while providing an opportunity to apply research skills in a practical setting. Students investigate a current social or political problem and the results of student investigations are assessed and launched as a publicly-available digital resource.

> Intervening for Change
In a globalised society, non-governmental organisations (NGOs), citizen action, social movements and networks play an essential role in social change. This subject engages with social political issues and strategies for social and political change, advocacy, campaigns for change, and proposed solutions in order to initiate change. Students develop skills in action research, and communicative advocacy using social media and digital technologies, as well as knowledge of community organising.

> Professional Pathways Project
This final year subject provides students with the opportunity to apply the knowledge and skills they have gained throughout their degree in a practical setting. Students may choose to undertake a placement with an external organisation, or work on a self-initiated project at university. Students undertake a discrete and manageable social research project at the placement, and are supervised externally as well as by an academic supervisor.

WHY CHOOSE THIS MAJOR

> Students have the opportunity to be involved in a professional placement or a project with a community, non-government or government organisation where they can showcase their skills. A special placement with New South Wales Parliament is also available.

> The course offers a dynamic combination of social science analysis, communication studies and research skills that spans politics, cultural history, international studies, sociology and social policy.

> Lecturers are actively involved in combining research and professional practice.

> It is designed to offer a unique combination of theory and practice that gives students a diverse range of workplace options.

> Social and Political Sciences students start implementing social change while still at University through community ventures such as those organised by UTS Shopfront, the University’s community research and advocacy centre.
Take your career and personal ambitions one step further and combine your Communication degree with International Studies, Law or Creative Intelligence and Innovation.

5 YEARS FULL TIME

The combined Communication/Law degree significantly broadens your choice of careers as the law plays an increasingly visible role in the communication professions. The combination of communication knowledge and skills with legal qualifications aims to place you in high demand in the media, communication, social science and legal industries. This course satisfies the academic requirements for admission as a lawyer in New South Wales. Students wishing to obtain full recognition as graduate lawyers have the option of completing the Practical Legal Training program also offered by UTS:Law.

**COURSE STRUCTURE**

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<thead>
<tr>
<th>YEAR</th>
<th>Autumn Semester</th>
<th>Spring Semester</th>
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<tr>
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<td>Law Legal Theory Options subject (Choose 6cp from Choice blocks list*)</td>
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<td>Law Legal Theory Options subject (Choose 6cp from Choice blocks list*)</td>
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*A list of cross-disciplinary electives can be found on the UTS Handbook under CBK9115. A list of Law Option subjects can be found under CBK90922 and a list of Law Legal Theory Option subjects under CBK90923.
BACHELOR OF COMMUNICATION – BACHELOR OF CREATIVE INTELLIGENCE AND INNOVATION

**4 YEARS FULL TIME**

Taking a trans-disciplinary approach, the Bachelor of Creative Intelligence and Innovation utilises multiple perspectives from diverse fields, integrating a range of industry experiences, real-world projects and self-initiated proposals, equipping graduates to address the wicked problems, complex challenges and untapped opportunities in today’s world.

By focusing on the high-level conceptual thinking and problem-solving practices that lead to the development of innovative, creative and entrepreneurial outcomes, students of the combined degree also gain leading edge capabilities that are highly valued in the globalised world, including dealing with critical and creative thinking, invention, complexity, innovation, future scenario building and entrepreneurship, and the ability to work on their own, across and between other disciplines. These creative intelligence competencies enable graduates to navigate across a rapidly accelerating world of change.

The BCII can be combined with all Communication majors.

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### COURSE STRUCTURE

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<tr>
<th>YEAR</th>
<th>SEMESTER</th>
<th>AUTUMN</th>
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<td>Winter</td>
<td>School Past, Present, Future of Innovation</td>
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<td>Innovation Internship B</td>
<td>Innovation Capstone: Realisation and Transformation</td>
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</table>

*A list of cross-disciplinary electives can be found on the UTS Handbook under CBK9115.*
BACHELOR OF COMMUNICATION – BACHELOR OF ARTS IN INTERNATIONAL STUDIES

[Map showing various countries around the world with labels for countries like Canada (Quebec), Switzerland, Germany, France, Spain, Italy, Chile, Costa Rica, Colombia, Argentina, Mexico, and Latino USA.]
BACHELOR OF COMMUNICATION – BACHELOR OF ARTS IN INTERNATIONAL STUDIES

5 YEARS FULL TIME

The combined Communication/International Studies degree provides students with an invaluable opportunity to acquire an in-depth knowledge of the language and culture of another country. Students gain an important international perspective on the ideas and issues they are studying in their Communication course, an edge that enables graduates to transcend national barriers and be competitive in a global market. Students can choose one of the following country majors: Argentina, Canada (Quebec), Chile, China, Colombia, Costa Rica, France, Germany, Italy, Japan, Mexico, Spain, Switzerland or Latino USA.

As a part of the International Studies program, students learn the language of their country major, as well as about cultural diversity, comparative social change, contemporary society in the country of their major and spend two semesters studying at a university within that country.

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</table>

*A list of cross-disciplinary electives can be found on the UTS Handbook under CBK9115.
DIPLOMA IN LANGUAGES

The Diploma in Languages is taken concurrently with any undergraduate or postgraduate coursework degree program at UTS. The course gives students the opportunity to learn a language and about the corresponding cultures and societies over six semesters.

**LANGUAGE OPTIONS**

> Chinese  
> French  
> German  
> Italian  
> Japanese  
> Spanish

The course will engage students in creative and inspiring learning that enables them to build strong professional identities and future-focused graduate capabilities. Students will obtain or improve their language and socio-cultural skills and therefore increase their employability in the domestic and international marketplace.

**SUBJECTS**

> Language and Culture 48cp

Students will study six Language and Culture subjects of either: Chinese, French, German, Italian, Japanese or Spanish. They will gain a communication tool and understandings of other cultures and societies. Throughout the subjects the four macro language skills of listening, speaking, reading and writing, both individually and in combination, will be developed using authentic materials covering a variety of situations.

A range of entry levels cater for students with prior knowledge and for beginners. Students who have successfully completed the language at HSC level or equivalent may be able to begin at higher levels.

**STUDY PATTERN**

Students study one Diploma in Languages subject per semester in addition to their professional degree subjects. A standard UTS fulltime semester for undergraduates is 24cp. With the Diploma in Languages a student would increase their load to 32cp per semester.

**GRADUATE OUTCOMES**

Throughout the course students will have developed a range of skills and capabilities. Graduates of the Diploma in Languages will:

> have the capacity to operate appropriately in intercultural professional contexts  
> be able to apply international knowledge as adaptable, flexible and resourceful practitioners  
> have a broad and coherent understanding of the historical, political, cultural, social and economic situations of countries and societies where their language of study is spoken  
> be able to creatively design and conduct independent, engaged and ethical research in and about other cultural contexts and societies  
> possess critical problem-solving and research-led analytical skills in international and intercultural change  
> be able to personally reflect upon the relationship between diverse cultures in Australia while confidently engaging successfully with cultures overseas, particularly in this region  
> and as informed and engaged international citizens graduates will demonstrate cosmopolitan openness, with an awareness of, and commitment to, ethical practices

**FEES**

Local Students: Commonwealth Supported Places for both undergraduate and postgraduate local students.  
International students: fee paying

**ADMISSION REQUIREMENTS**

Any student enrolled in a UTS undergraduate or postgraduate coursework degree is eligible to apply. Students not studying at UTS are unable to apply and it can not be enrolled in as a stand alone course.

**HOW TO APPLY**

Students need to submit a direct application to UTS.  
www.uts.edu.au/future-students/international-studies
ELSA KOLETH
Communication (Social Inquiry) (Honours)
Commonwealth Parliamentary Library, Research Branch, Social Policy Section

“I provide independent information, analysis and advice to federal parliamentarians on social policy issues, particularly those concerning immigration, refugees and asylum and diversity. Most days begin by getting up to speed on social policy issues by reading press clips, media releases, and relevant reports, and following the progress of Senate Estimates hearings and parliamentary inquiries.

“During parliamentary sitting periods the phones ring early and often with enquiries from advisors to members and senators and sometimes from politicians themselves. Some questions are straightforward, but others require considerable research and analysis. In addition to regularly publishing papers on bills before Parliament and key issues such as the annual Budget we also publish research papers on topical issues at the heart of public debate.”

*The new name for this course is Social and Political Sciences*

ANGUS THOMPSON
Communication (Journalism)
Journalist, The Herald Sun

“During my last year of study I worked as a news editor for The City News. I also completed internships with The Australian, The Sydney Morning Herald, AAP and Reuters in Jakarta. I co-hosted a radio show at Radio 2RDJ and freelanced as a music reporter.

“The UTS journalism course equips you to move into reporting, producing, publishing, editing, investigative journalism, broadcasting or online media.

“In my role as a journalist for The Herald Sun, I work in a multimedia environment. I can be filing stories for the paper, covering breaking news for the website and shooting videos. The best part of being a journalist is that there is no ‘average day’; one day you can be interviewing a family about a personal tragedy and the next you can be chasing a celebrity. Almost every day involves new challenges.”

VIVIENNE RONTZIOKOS
Communication (Public Communications)
Bachelor of Arts in International Studies (France)

“I really think UTS has equipped me with the ability to not only see the big picture but to actually think outside the square in terms of things like problem solving and creative proposals. The real world focus of the classes, lecturers and degree overall, has definitely meant that once in the workplace I have been able to hone skills I’ve already developed and draw on aspects of the degree in different ways.”
International students
This guide is not intended for international students. For information on fees for international students visit www.uts.edu.au/international

Student Services and Amenities Fee
Students are also required to pay a Student Services and Amenities Fee. This fee funds services and amenities at UTS such as social and cultural clubs, services for developing students study skills, UTS Union food, beverage and retail outlets (including a 10% discount for students), the free legal services centre for students, and the second-hand bookstore. If you’re an Australian citizen or on a humanitarian visa, this fee may be deferred through a new government loan scheme called SA-HELP. For more information see www.fees.uts.edu.au

TUITION FEES
Local students
Most local students will be studying in a Commonwealth Supported Place which means the Australian Government makes a contribution to the cost of your study while you pay a student contribution. If eligible, you can elect to pay your student contribution upfront or defer payment of your student contribution using HECS-HELP visit: www.studyassist.gov.au for more info.

Fees from 2016 onwards
As part of its 2014-15 Budget announcements, the Federal Government indicated its intention to introduce major changes to higher education funding that will have significant implications for universities and students, particularly Commonwealth Supported students. These changes are subject to the passage of legislation. In the case that this legislation is passed through the Senate, UTS will work closely with all stakeholders to determine fee amounts for 2016 onwards. Check www.fees.uts.edu.au for updates.

SCHOLARSHIPS
UTS offers a range of scholarships to high achieving students and to assist students in need of financial assistance.

For information on all scholarships visit www.uts.edu.au/future-students/scholarships

FINANCIAL ASSISTANCE
The UTS financial assistance service can help students with practical and financial aspects of life at university.

Local UTS students with ongoing and long-term low income, can approach our financial assistance service for support with advocacy to Centrelink, information on HECS & FEE-HELP, loans and equity based scholarships and grants, and advice on budgeting.

STUDENT LOANS
As a UTS student you may be eligible for an interest free student loan from UTS of up to $500 to assist with bills, rent, one-off living expenses and other costs, such as medical costs.

For information on financial assistance at UTS visit www.ssu.uts.edu.au/fassist
LOCAL STUDENTS
Applications for most UTS undergraduate courses must be lodged online through the Universities Admission Centre (UAC):

Applications open in August and must be received by UAC by the end of September. Late fees apply for applications received after this date.

Current School Leavers
For high school student applicants, selection is based on your ATAR or IB only. If you completed your IB in another country you may also need to demonstrate your English language proficiency. You may also be eligible for entry via one of the UTS Access Schemes.

Mature Age and Non-current School Leavers
For mature-aged students and non-current school leavers, selection is based on academic merit based on previous ATAR or post-school subjects already completed. UTS may also take into account your relevant achievements. You may also increase your chances of getting into UTS via access schemes. See Entry Schemes section for more info.

INDIGENOUS AUSTRALIANS
If you identify as Australian Aboriginal or Torres Strait Islander, the Jumbunna Indigenous House of Learning will provide specialised assistance to help you gain entry to UTS through the Jumbunna Direct Entry Program or UNISTART.

To apply for entry to UTS through the Jumbunna Direct Entry Program or UNISTART, contact:

Tel: 1800 064 312 (free call within Australia)
Tel: +61 2 9514 1902 (for international calls)
Web: www.jumbunna.uts.edu.au
Email: atsirecruitment@uts.edu.au

INTERNATIONAL STUDENTS
Please note this guide is not intended for international students and not all courses are available to international students.

Course information for international students is available in the relevant UTS: International Course Guide and online at: www.uts.edu.au/international

Applicants who are not citizens or permanent residents of Australia or citizens of New Zealand must apply as international students directly through UTS International.

Tel: 1800 774 816 (free call within Australia)
Tel: +61 3 9627 4816 (for international calls)
Web: www.uts.edu.au/international
Email: international@uts.edu.au

ENTRY SCHEMES
UTS Educational Access Schemes take into account a range of educational disadvantages that may have affected your most recent academic performance. The following schemes assist applicants to gain entry to UTS courses:

> inpUTS Educational Access Scheme awards 10 concessional ATAR points for high school leavers and students with post-secondary qualifications who have experienced educational disadvantage and achieve a minimum ATAR of 69.

> UTS Elite Athletes and Performers Special Admissions Scheme awards 5 concessional points off the ATAR cut-off to applicants who are elite athletes and/or performers (representing school or state in national level competition) and whose sport or performance commitments have impacted on their studies.

For more information about Educational Access Schemes contact the

Tel: +61 2 9514 1084
Web: www.equity.uts.edu.au/admission
Email: equity@uts.edu.au
ENTRY PATHWAYS
If you don’t gain entry to your degree of choice, consider undertaking another form of study and then reapply the following year as a non-current school leaver. At UTS, there are a number of pathways you can take to gain entry to your preferred course:

> **UTS:INSEARCH** is the premium pathway provider to UTS. Diploma programs can provide direct entry¹ into corresponding undergraduate degrees and you could fast track into the 2nd year of a UTS undergraduate degree, depending on the course you choose.

> **UTS Foundation Studies** provides pathways to UTS:INSEARCH diplomas and entry into the first year of an undergraduate degree at UTS (provided you meet the academic admission requirements and if you obtain exceptional results). For more info, visit www.insearch.edu.au

> **Complete a TAFE Diploma**
UTS offers some subject exemptions to students who apply to study at UTS after first completing a course at TAFE. Each exemption is assessed on an individual basis.

> **Commence study of a course with a lower ATAR requirement**, either at UTS or another university, and apply to transfer to your preferred degree after a year. The marks you achieve in your first year of study will count towards your application and you may be eligible to receive credit recognition towards your final degree for some of the subjects you’ve studied.

For more information on all entry pathways in to UTS visit www.undergraduate.uts.edu.au/pathways

¹ Subject to successful completion of a diploma with the required Grade Point Average
AUSTRALIA’S NEWEST CAMPUS

OUR REINVENTED CAMPUS IS NOW READY, WITH THREE NEW BUILDINGS AND A HOST OF WORLD-CLASS FACILITIES. VISIT US TO SEE WHY UTS IS AUSTRALIA’S MOST INNOVATIVE CAMPUS.

UTS OPEN DAY

29 AUGUST 2015
City campus, 9am – 4pm
Register online at openday.uts.edu.au

UTS INFO DAY

5 JANUARY 2016
City campus, 10am – 3pm
uts.edu.au

DISCLAIMER: The information in this brochure is correct as of August 2015. Changes in circumstances after this date may alter the accuracy or currency of the information. UTS reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the University.

UTS CRICOS PROVIDER CODE: 00099F
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