WELCOME
Welcome to the School of Communication, International Studies and Languages (CIL) newsletter—and a warm thank you to subject teachers for your positive feedback on our first edition. The School will implement its new suite of undergraduate programs from 1 January 2015. This will see refreshed professional degrees in Communication and Media, Journalism and Professional Writing, and Media Arts. In addition, our expanded BA program will offer existing majors in International Relations and Languages, and new majors in English and Creative Writing, History and Cultural Studies, Linguistics, Performing Arts, and Sociology. Exciting times ahead!

NEW PROGRAMS FOR NEW CAREERS
Developed through extensive consultation with industry and the wider community, the new suite of programs will deliver a world-class education. Graduates will emerge as creative, innovative, and work-ready professionals, equipped with the skills and knowledge to succeed in an array of employment environments. The new suite of programs is as follows:

Bachelor of Arts (MBAA)
SATAC code: 444341 or see specialisation
The following specialisations are available:
• English and Creative Writing- SATAC code: 444351
• History and Cultural Studies- SATAC code: 444361
• International Relations- SATAC code: 444371
• Languages- SATAC code: 444381
• Linguistics- SATAC code: 444391
• Performing Arts- SATAC code: 444401
• Sociology- SATAC code: 444411

Bachelor of Communication and Media (MBCD)
SATAC code: 444421

Bachelor of Journalism and Professional Writing (MBJR)
SATAC code: 444431

Bachelor of Media Arts (MBME)
SATAC code: 444471

Diploma in Languages (MDLA)
Applications to be submitted to UniSA’s Apply Online during enrolment.

Bachelor of Marketing and Communication (DBMN)
SATAC code: 424451
In conjunction with the Business School.

Double degrees
To accompany the new programs, three new double degrees have been developed:
• Bachelor of Journalism and Professional Writing, Bachelor of Arts (English and Creative Writing)- SATAC code: 444461
• Bachelor of Journalism and Professional Writing, Bachelor of Arts (International Relations)- SATAC code: 444451
• Bachelor of Social Work, Bachelor of Arts (International Relations)- SATAC code: 444501

For more information on these programs please refer to the ’New Programs for New Careers’ flyer included with this newsletter or visit unisa.edu.au/cil
NEW PROGRAMS IN FOCUS

Over the coming editions, we will be profiling our new programs in detail, including a section dedicated to career outcomes.

Bachelor of Communication and Media
SATAC code: 444421
Program code: MBCD
ATAR (Feb 2014 cut-off): New program
UniSA preferred score (guaranteed entry): 70
TAFE minimum entry: CERT IV
Prerequisites: None
Assumed knowledge: None
Location: Magill campus
Duration: Three years full-time

Overview
As a Communication and Media graduate you will be able to adapt your personal communication style to create and develop the many and varied forms of communication required in 21st century society. As the information we disseminate and access each day increases, experienced and skilled communicators are invaluable to business, filling critical roles in producing and managing communication in different situations. Organisations need professionals to communicate effectively and efficiently, with the skills and confidence to use a range of media platforms and the capacity to engage audiences.

A focus on writing for different media prepares graduates for roles in the public sector, business, the community, and not-for-profit sector. With an understanding of how to plan and deliver effective communication, graduates are able to create and communicate a range of messages.

Close links with major government, business and not-for-profit agencies create potential professional networks, enhancing your employability, and providing opportunities for an industry placement in your final year. While developing applied communication skills, students evaluate the broader role of communication and media in contemporary society, analyse the social effects and consequences and understand the demands of professional practice.

Who will employ me?
Graduates of the degree can be employed as public relations and communication officers, integrated communication officers, producers and administrators in the media industries, community engagement managers, and in an increasing range of roles requiring digital media knowledge, from social media managers to website editors.

You will have the knowledge and experience to fill roles in communication teams in government agencies, public relations and advertising agencies, major corporations, not-for-profit organisations, the sport and recreation sector, educational institutions, or in roles that require highly-developed writing and communication planning skills. With a solid foundation of communication skills and knowledge of global communication practices and technologies, you will be prepared for a career in mainstream, digital and social media, public relations, promotional communication and advertising.
NEW PROGRAMS IN FOCUS

Bachelor of Journalism and Professional Writing, Bachelor of Arts (International Relations)
SATAC code: 444451
Program code: MBJN
ATAR (Feb 2014 cut-off): New program
UniSA preferred score (guaranteed entry): 90
TAFE minimum entry: CERT IV
Prerequisites: None
Assumed knowledge: None
Location: Magill campus
Duration: Three years full-time

Overview
This new double degree will enable you to develop advanced skills needed in the news industry and other fields requiring multi-platform writing and production skills with a wider international and cultural perspective.

South Australia’s only Journalism degree will train you to work as a journalist and writer in mainstream media and communication fields, while the emphasis on professional writing opens doors into a wide variety of allied professions such as marketing and communication, technical writing and tender presentations. Students acquire experience and skills in preparing content for a range of platforms and contexts. By combining study in Journalism and Professional Writing with study in International Relations, you will develop the skills and understanding in journalism and related areas, and be able to apply these to a broad range of settings and social, cultural and political contexts.

Who will employ me?
This degree prepares you for employment in a wide range of journalism and writing related roles in various cultural settings. Possible career outcomes include: reporter, sub-editor, copywriter, speech writer, editor and scriptwriter, and communication roles in marketing, advertising, multimedia teams, and businesses. Graduates of this degree have an excellent employment record. They are employed as journalists and in related areas such as public relations or corporate affairs throughout Australia and in many other countries such as the United Kingdom, Singapore, Germany, the United States, China and Hong Kong. Journalism employers include local metropolitan and country media, the government sector and trade, business, and special interest newspapers and magazines.

Why choose a double degree?
A well-chosen double degree gives students an advantage over those with single degrees. It allows students to specialise in two fields, placing them in an excellent position to enter their chosen career. While it may double opportunities, it does not take double the time to complete, often only adding an additional year of study.

WHAT'S ON?

UniSA Open Day
Sunday 17 August
9.00am - 4.30pm
City West and City East campuses

UniSA’s Open Day is your opportunity to visit our City West campus and City East campus and talk to UniSA staff and students about studying at the University of South Australia. With over 80 presentations throughout the day and over 50 information booths across the two city campuses, you will find all the information you need to know about courses, careers, pathways and university life.

For more information visit unisa.edu.au/openday

Magill @ Twilight
Wednesday 27 August
4.30pm - 8.30pm
Magill campus

Come along and see the picturesque Magill campus, hear from staff and students about what it is like to study at UniSA and get an exclusive look at our world-class facilities.

For more information visit unisa.edu.au/magill-twilight
Masterclasses and Tours

The School of Communication, International Studies and Languages offers a range of services and activities to high school students wishing to learn more about our new programs. A bus grant of up to $250 is included in these services to assist schools with transport to our campus. Please find our services and activities outlined below;

**UniSA Magill campus tour (1 hour)**
An orientation tour for year 11 and 12 students to learn about our new programs and see our world-class facilities.

**Masterclass at Magill campus (1 hour)**
A group or class of students can select to participate in one of the following masterclasses;
1. Performing Arts - How to develop your musical performance skills and/or how to develop your dramatic skills
2. Linguistics - Discovering the nature of language
3. Lighting workshop filming on a DSLR camera
4. Character animation class
5. United Nations Simulation Workshop for students interested in international affairs and relations
6. Sociology and the benefits of a sociological imagination
7. Languages – Rapping in French, Chatting in Italian, and Japanese
8. Creative writing at university level

**Masterclass at your school (1 hour)**
We can bring any of the above masterclasses to your school.

**Information sessions tailored to your needs**
Presentations delivered by one of our academic staff members on a particular area of interest are available either on Magill campus or delivered at your school.

For further information regarding masterclasses or bus grants or to make a booking please contact Kerri Maccini, School Manager on 08 8302 4181 or at kerri.maccini@unisa.edu.au

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**EXPERIENCE THE WORLD AROUND YOU**

The University of South Australia’s unique Hawke Ambassador International Volunteer Experience Program takes you out of the classroom and into the world.

This program can be selected in place of studying a four course minor.

Differing from traditional international exchange or study abroad programs, students are based within an international non-government organisation (NGO), usually in an overseas location, and work as a volunteer, rather than undertake formal study at an overseas university. The University of South Australia offers a range of scholarships for students undertaking the program.

Daniel Feher (pictured right), a graduate from the School of Communication, International Studies and Languages, has been able to take his passion for travel, foreign culture and international politics and turn it into a promising career with Bachelor degrees in Arts (Honours) and International Relations.

For more information on the Hawke Ambassador Program visit unisa.edu.au/cil/HawkeAmbassadorprogram

“During my study with the University, I was able to spend three months in Morocco working for a Human Rights organisation as part of the Hawke Ambassador Program.

The skills learnt in my degrees have led me to jobs in the Office of the Leader of the Opposition, the Office of Consumer and Business Affairs, Multicultural SA and as a Policy Officer in the state Cabinet Office.”

Daniel Feher, graduate Bachelor of Arts (Honours)/Bachelor of International Relations