Study

MEDIA & COMMUNICATION

Future-proof your career in Media and Communications
Gone are the days of traditional media being limited to television and newspapers. You could work in digital media, video production, radio, podcasting, public relations, journalism or social media, to name a few.

You'll creatively communicate and translate ideas and messages to the public, you'll be a gatekeeper of key information and you could find yourself working for private enterprise, tourism and events, marketing, media agencies, advertising companies, creative agencies, or government.

You'll have a thorough understanding of technology trends and forecasts, and you'll have a deep understanding of the wants, likes and needs of the audiences you're communicating to.

Why study Media and Communication at Flinders?

- It’s the only degree in South Australia that combines critical communication studies, business skills and creative digital media practices.
- Flinders is ranked number one in South Australia in communications for educational experience, skills development, student support and teaching quality (The Good Universities Guide, 2022).
- Learn from practising industry specialists who have experience in the field you want to work in.
- Collaborate with students from Flinders and build your international network to start a global career.
- Connect with industry through work integrated learning and industry placements.
- Gain cutting-edge technical experience with the latest state-of-the-art facilities and equipment.
- Become a content creator across all platforms and learn how to talk to different audiences, an essential skill for any workplace.
- Master the combination of technology and media, and how we communicate between the two.

What you will study

- Academic and Professional Communication
- Marketing Principles
- Digital and Social Media
- Media and Society
- Essential Multimedia
- Indigenous Studies
- Multimedia Production
- Introduction to Digital Graphic Design
- Interaction Design
- Discourse and Media
- Crisis Communication
- Social Media Marketing
- Strategic Communication and Public Relations
- Editing and the Industry
- Intercultural Communication
- Business Communication
- Cultural Policy and the Arts
- Workplace Internship.