

# POST-GRADUATE QUALIFYING PROGRAM (PQP) - COMMUNICATIONS

The Post-Graduate Qualifying Program (PQP) is a one semester non-award program designed to lead students into Edith Cowan University (ECU) masters degrees. The program is designed for students who already have tertiary qualifications but have not qualified for direct entry into university masters programs. This program is taught on ECU's state-of-the-art Joondalup Campus West.

The program will equip students with the knowledge, skills and English Language Proficiency (ELP) for entry into masters degrees in the School of Arts & Humanities at ECU. The program is made up of four core units comprising three PQP units that embed and test academic rigour and language development, together with one discipline-based unit for which ECU will award advanced standing on transfer to the university. A minimum of 50 percent pass in all units is required for progression to ECU.

## UNIT DESCRIPTORS

**CMM5165 Media and Society in a Globalised World** (Advanced standing granted by ECU for this unit) \*

This unit will engage critically with how media discourses construct identities, communities and nationhood. Alongside considering the social dimension of media aesthetics, it will examine different communication strategies, including those of new media, surrounding recent major global events and their cultural impact on various societies. Workshops will allow students to consider methods of inquiry and how to apply these ideas to a number of case studies.

**CMM5175 Journalism in the New Media: Converged Environment** (Advanced standing granted by ECU for this unit) \*

In a constantly changing media landscape, it is convergent journalism that has become the dominant framework where the platforms of print, television, radio, online and social media work closely together in the collection, analysis and dissemination of news and

information. This unit offers an introduction to the principles and practices of convergent journalism with a strong focus on commercial online multimedia, including text, audio and video. As well as enhancing awareness of the specifics of online multimedia production theoretically, the unit also alerts students to the business, commercial, ethical and legal issues of operating in a commercial journalism environment in Australia and Asia.

**DES5310 What is Design For?** (Advanced standing granted by ECU for this unit) ^

This unit examines the role of design and the designer in a contemporary globalising culture. It frames design as an interdisciplinary skill and as a social practice. Using a range of historical and theoretical perspectives the role of the designer and the function of design are examined. The unit raises questions about the responsibilities of the designer and the purpose of design, and provides the student with a range of critical methods to assess them.

**PQP4100 – Effective Communication**

The ability to communicate effectively is recognised as an essential skill for those wanting to be successful in their studies, career and personal relationships. This skills-based unit uses a number of practical activities to enable students to achieve these essential skills. Students are given techniques/strategies to: manage speech anxiety; think critically in oral/written communication; understand perception and memory; research, package and deliver logical and persuasive messages; understand cultural and gender differences in oral communication; become effective listeners and work effectively in teams. This unit addresses three main areas: organisational communication; oral communication and written communication through analogies, metaphors and visuals. Approximately 60% of time is devoted to developing effective and persuasive oral skills and 40% to written skills.

\*Students going into the **Master of Professional Communication** must take one of these units. Students will join ECU classes on the Mount Lawley campus. The unit taken will depend on the semester intake.

^students going into **Master of Professional Design** must choose this unit. Students will join ECU classes on the Mount Lawley campus.

## Post-Graduate Qualifying Program (PQP) – Communications continued

### PQP4300 – Research Methods

Knowledge of research methodology is of increasing importance in all areas of study. Many business decisions require research-derived information, and much of contemporary management practice is derived from research conducted by practitioners or academics. Whether conducting research yourself or evaluating the work of others, you must understand the process behind the research, the tools used and its application to

solving problems. This unit aims to introduce students to a range of research methods and information sources, to provide students with skills that are commonly used research methodologies. In addition, the unit will provide students with an understanding of the conceptual orientation involved when social science research methodologies are applied within a commercial context.

Critical analytical skills are essential for problem solving and are valued as graduate attributes. This unit introduces students to different methods of critical thinking through the history of Western thought and philosophy that underline many traditions of modern Western scholarship. Postgraduate students will be prepared for future research by developing skills in reasoning and argument.

### PQP4400 – Post-Graduate Preparation in Critical Thinking

Information for students	ECC	Entry into ECU Masters degrees
<p><b>Methods of assessment at ECC</b> Methods of assessment may differ depending on the program. Most subjects will be assessed through a combination of written examinations and assignments, essays, presentations, seminars and tutorial participation. Some coursework will include group-based projects and practical activities. At the beginning of each unit, students are given an outline that includes due dates for the completion of assignments. Students who fail to meet these submission deadlines may be penalised even though the work was completed. Attending all classes is essential in order to be successful at ECC.</p> <p>Students must study the 4 units in one semester</p>	<p>CMM5165 Media and Society in a Globalised World</p> <p>Or; CMM5175 Journalism in the New Media: Converged Environment</p> <p>Or; DES5310 What is Design For?</p>	<p>L44 Master of Professional Communication <b>(1 credit)</b></p> <p>J72 Master of Professional Design <b>(1 credit)</b></p>
	PQP4100 Effective Communication	
	PQP4300 Research Methods	
	PQP4400 Post-Graduate Preparation in Critical Thinking	

ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.  
**Flyers are current as at 10 June 2021.**

[edithcowancollege.edu.au](http://edithcowancollege.edu.au)  
[facebook.com/EdithCowanCollege](https://facebook.com/EdithCowanCollege)

Edith Cowan College at  
 Edith Cowan University  
 Building 80, Joondalup Campus West  
 10 Injune Way  
 Joondalup WA 6027 Australia

T +61 8 6279 1100

F +61 8 6279 1111

E [info@edithcowancollege.edu.au](mailto:info@edithcowancollege.edu.au)

Edith Cowan College is part of the Navitas Group

CRICOS provider codes: ECC 01312J; Edith Cowan University IPC 00279B