

BACHELOR OF MEDIA ARTS
(COMMUNICATION)

BM9601



SCHOOL OF MEDIA ARTS

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Wintec
WAIKATO INSTITUTE OF TECHNOLOGY
Te Kuratini o Waikato



Duration	Three years full-time
Where	City Campus
Applications Close	End of October / end of May
Starts	February / July
Fee Guideline	Domestic: \$5,650 International: \$18,900

Are you interested in a career in journalism, advertising, public relations, film or television? The Bachelor of Media Arts (Communication) is a unique, practical and project driven degree for you if you are interested in working primarily with language in the media.

The Communication endorsement of the Bachelor of Media Arts allows you to specialise in journalism, moving image or public relations / advertising.

PROGRAMME CONTENT

In your first year of study you will develop writing, media, and interpersonal skills common to moving image, public relations / advertising, and journalism practices. You will also study your choice of two introductory modules to support your chosen pathway.

In year two you can apply to specialise in moving image, or continue with communication, which has a mix of media based modules to support the journalism and public relations / advertising pathways. The benefits of this approach are that you get to try out a range of options before committing to your specialist field. At the end of year two you can choose either the journalism or public relations / advertising specialist pathways. Further electives are available from across the Media Arts programme, regardless of your endorsement of entry. For example, you may wish to specialise in advertising, but do a number of photography electives. The BMA structure is designed to let you maintain an interest in a number of disciplines.

CAREER OPPORTUNITIES

The Bachelor of Media Arts may lead to employment as an Advertising Creative, Advertising Photographer, Copywriter, Freelance Journalist, Journalist, or in Marketing Communications or Public Relations.

ENTRY CRITERIA

- 60 credits at NCEA Level 2 in four subjects, including 12 credits in a Language Rich* subject, or equivalent, or
- 42 credits at NCEA Level 3 including a Language Rich* subject, or equivalent, or
- A total score of 16 or less in four Sixth Form Certificate subjects including a Language Rich* subject, or equivalent, or
- University Entrance, or equivalent

* History, Classics, Media Studies or English

In addition, for admission into the Communication endorsement candidates will:

- Submit a portfolio of work, and
- If shortlisted, may be required to participate in an interview

Your portfolio of work must include a one page Curriculum Vitae that should include relevant areas of experience associated with communication, e.g. school newspaper, drama or video work at school, etc, as well as academic achievements and any work experience.

You may also be required to write 300 words (one page) on a current affairs issue. This task will demonstrate your knowledge of current affairs and your ability to write clearly and succinctly.

Candidates with English as a second language are required to have an IELTS score of 6.0 or better in the academic module, with at least 5.5 in the written band.

Special admission may be granted to candidates aged 20 years or over who do not meet the specified entry requirements. These candidates may be required to demonstrate an ability to successfully complete the programme through a process of an interview, assessment and / or submission of a portfolio. If you do not meet these requirements see the Certificate in Media Arts (Level 4).

RELATED STUDY OPTIONS

If you are interested in journalism but do not want to pursue a degree, we also offer a one year National Diploma in Journalism (multi-media). This programme can also be studied online over two years. Please enquire for more information.

SECONDARY SCHOOL STUDENTS

Want to experience communication for a day? Talk to your STAR Coordinator or Careers Advisor and do one of the following Wintec Tasters.

- Introduction to Journalism (one day)
- Introduction to PR & Advertising (one day)
- Developing Screenwriting Skills (two days)
- Introduction to Editing for Moving Image (two days)
- Short Video Production & Development (one day)

ENQUIRIES

To enrol contact our Student Enrolment and Information Centre on 0800 2 wintec (0800 2 946832) or online at www.wintec.ac.nz/contact.