

Discipline of Media  
**Media Industry Placement**  
**course outline**



**Availability**

The course is available upon approval to final-year media students in first, second, or summer semester (if university staff are available).

**Course rationale**

Firstly, the course aims to provide students with the opportunity to gain first-hand experience working with practicing media professionals, to develop practical skills in a media industry workplace, and to build networks for future work.

Secondly, the course aims to provide the opportunity for students to apply the theoretical frameworks developed during their media degree to the analysis and interpretation of real-world media practices. It is important to keep this aspect of the course in mind. It is not just a chance to gain practical skills or to improve employment prospects. Accordingly, a major component of the course is the completion of a report in which students analyse and critically evaluate not only their own performance, but also the workings of their placement organization, the nature of its output or key activities, and its broader social and cultural role.

**The nature of the placement**

To undertake the course, students should first find a media organization which is prepared to offer them 10-12 working days over a semester. The placement can be condensed into a shorter period – we aim to be flexible. It is important to emphasize that students must submit a proposal to the Head of Media for preliminary approval once they have found a potential host organization (see steps 3 and 4 of ‘The 10-step guide to successfully completing a Media Industry Placement’ guide).

The organization also needs to have available a supervisor who will provide the student with guidance and who will submit a student evaluation at the end of the placement.

The placement should involve the student in active participation in the workings of the organization.

*It is up to the student to find the organization and make all the necessary arrangements. The demonstrated capacity to do so is part of the assessment.*

The course coordinator can provide some pointers as to likely organizations and media sectors, and can discuss with students those organizations which in the past have offered placements and have indicated a willingness to consider future placement applications.

**Acceptance into the course**

It must be stressed that acceptance into the course is not automatically available to all students who apply. Students must apply to be accepted into the course and the coordinator must be satisfied that (a) the placement is appropriate and (b) the student will have the necessary skills to acquit themselves well in the workplace.