Students in the Arts and Humanities examine questions about why people behave the way they do, and why society sometimes changes in dramatic and unpredictable ways. As an Arts student, you will look at social movements from historical, political, philosophical and social perspectives, taking into account the literature, media coverage and films that these movements have generated. Faculty staff have interdisciplinary expertise across the Asia-Pacific region including Indonesia, India, Japan and countries of the South Pacific, as well as Europe.

Arts students are challenged and inspired to think independently, and an Arts degree will encourage you to think about and analyse the world. One common characteristic of the Faculty’s most successful graduates is their passion for their fields of study—Arts graduates feel fulfilled by the quality of teaching and learning they have enjoyed in their degrees.

The Faculty’s programs have a major focus on career outcomes, technological literacy and a vibrant research culture. Critical thinking and communication skills are vital assets for all graduates. Employers want articulate graduates who ask the right questions, people with well-developed writing and computer skills; strong research and analytical abilities; people who look at the ‘big picture’ and take an active interest in the world around them. All of these skills will be sharpened by a UOW Arts degree.

One of the best things about Arts degrees at UOW is their flexibility. They take into account that students new to university might not decide what area they want to specialise in straight away. The Bachelor of Arts degree allows room for several study options in the first year, and both the Bachelor of Arts and the Bachelor of Communication and Media Studies have room for elective subjects.

GRADUATE DESTINATIONS

→ Advertising Executive
→ Communications Consulting
→ Defence Personnel
→ Editor
→ Foreign Affairs Officer
→ Industrial Relations Officer
→ Interpreter
→ Journalist
→ Marketing Consultant
→ Media Worker
→ Personnel Officer
→ Politician
→ Public Relations Consultant
→ Publisher
→ Retailer
→ Reporter
→ Researcher
→ Teacher (with Graduate Diploma in Education)
→ Translator
→ Youth Worker

Full details of courses offered can be found at www.uow.edu.au/handbook/current
A Bachelor of Arts (BA) degree is one of the most popular university degrees. It is made up of traditional humanities subjects—History, Literature, Languages and Philosophy; and more recently developed social sciences, including Politics, Environmental and Resource Studies, Sociology, and Science and Technology Studies.

The pattern of study for a BA is focused on a sequence of subjects that forms a ‘major’, or specialisation in a particular area. Students take a major in at least one of the areas listed on the following pages, with the option to take a second Arts major, or to complete a major in an area of study from another faculty (see page 42). Both majors can be completed within the normal three years and will be recorded on the final degree certificate (testamur). BA students may also complete a minor sequence (usually four subjects) in any of the major study areas or choose a wide range of elective subjects outside their major area.

In double degrees, students must take a minimum of one major from each faculty but normally take more; in a Bachelor of Arts – Bachelor of Commerce double degree, for example, a student might complete one Arts major in the Arts component and an Economics major and Human Resource major in the Commerce component of the degree. With a double degree, students graduate with two degrees in less time than it would take if the degrees were taken separately.

**INTERDISCIPLINARY AREAS OF STUDY**

Interdisciplinary majors are built around particular themes, with subjects taken from a number of traditional study areas. This allows you to select a thematic group of subjects, linking insights and methods from a number of disciplines. UOW’s wide range of interdisciplinary majors offer a challenging alternative to traditional areas of study. Interdisciplinary study equips you to examine and analyse social issues from historical, political, economic, philosophical, and sociological perspectives. The rapid rate of change in today’s world requires flexibility and creativity in the application of knowledge, and an interdisciplinary major will encourage you to solve problems by thinking creatively.

**ABORIGINAL STUDIES**

**Bachelor of Arts (Aboriginal Studies)**

This major combines Aboriginal Studies subjects offered by the Wollongah Indigenous Centre with subjects offered by the Faculties of Arts, Creative Arts, Education, Law, Science and Health and Behavioural Sciences. Students will gain a detailed understanding of Aboriginal perspectives on Aboriginal societies, cultures and histories.

**EUROPEAN STUDIES**

**Bachelor of Arts (European Studies)**

European Studies allows students to study French, Italian or Spanish and subjects dealing with European civilisation, culture and minorities. Core subjects taken from language studies, history and politics are complemented by other subjects offered in science, technology and society, philosophy, and literature.

The major in European Studies allows students to develop their knowledge of a specific geopolitical and economic area of great significance to Australia; as well as the linguistic, cultural and intellectual skills required to understand and interpret European affairs.

**GENDER STUDIES**

**Bachelor of Arts (Gender Studies)**

The Gender Studies major looks at the construction of gender from a number of different perspectives: literary, historical, sociological and legal. The major also deals with a range of associated cultural issues including race, ethnicity, class and the family; and focuses on increasingly sophisticated and pervasive attempts to persuade society that gender equity has been achieved. Gender Studies looks not only at what it means to be female, but also at queer theory and definitions of masculinity. Subjects are taken from Arts, Commerce, Education, Health & Behavioural Sciences, Law and Science.

**INFORMATION STUDIES**

**Bachelor of Arts (Information Studies)**

Information technology is of central importance today and it is crucial that people can critically analyse and negotiate their way in this environment. In contrast to courses providing training in information technology, Information Studies examines information issues from social perspectives. In addition to learning about computer languages and communication systems, the major teaches...
students the skills required to use, critically analyse, and contribute to transforming information systems in their social context. The subjects in information studies are taken from a range of social science and humanities disciplines, and address issues including technological change, popular culture, new media, and politics.

**POSTCOLONIAL STUDIES**

Bachelor of Arts (Postcolonial Studies)

This major draws on the University's unique strengths in the field of Postcolonial Studies, both as a teaching and research area. It is an interdisciplinary major that examines and questions the nature of postcolonialism by approaching a rich and complex area of study from different perspectives. Postcolonial Studies combines subjects offered by the Faculty of Arts, the Faculty of Creative Arts, the Faculty of Law and the Wollongong Indigenous Centre. The core subject, POCO 300 (Beyond Postcolonial? Interdisciplinary Directions) integrates disciplinary approaches and suggests new ways of approaching postcolonialism through interdisciplinary study. The major provides students with the diverse knowledge base and research skills characteristic of a liberal arts degree along with the more specialised approaches adopted in vocationally oriented courses.

**RESOURCE AND ENVIRONMENTAL STUDIES**

Bachelor of Arts (Resource & Environmental Studies)

Resource and Environmental Studies (RES) looks at environmental issues from social perspectives. The rationale behind RES is that many environmental problems are not just technical issues, but involve political struggles, ethical choices, human behaviour, economic trade-offs and conflicts over scientific knowledge. Subjects in the major are drawn from earth and environmental sciences; science, technology & society; philosophy; law and economics.

**WAR AND SOCIETY**

Bachelor of Arts (War & Society)

A new era of wars between states, religions and civilisations has arisen in the first decade of the twenty-first century. The new major in War & Society aims to help students understand this new era of war, empires and failed states; and the impact war has on society in general. Students examine the different perspectives that historians, political scientists, sociologists, philosophers and literary experts have applied to studies of war, and look at the history of war, the political and religious dimensions of war. Students can choose to specialise in particular geographic areas or countries, or on the nature of war in specific historical periods.

**MORE TRADITIONAL AREAS OF STUDY**

**ENGLISH LANGUAGE AND LINGUISTICS**

Bachelor of Arts (English Language & Linguistics)

This major addresses the immediate literacy needs of university students in terms of written and spoken English, as well as developing linguistic and analytical skills which build the language awareness that allows students to be sophisticated users of English. Subjects develop skills in English language, linguistics and global communication, which students can apply to careers in language teaching, or use to assist them in their own academic writing. There are two streams: English for Professional Purposes; and Teaching English to Speakers of Other Languages (TESOL), which can lead to a professional qualification in TESOL with further study.

**ENGLISH LITERATURES**

Bachelor of Arts (English Literatures)

The English major introduces students to a broad range of literary texts—novels, poetry, essays, drama, short stories, film, diaries and letters—drawn from medieval times to contemporary popular culture. A strong international focus draws texts from Australia, Africa, the Caribbean, New Zealand, the Pacific, Canada, India, and the UK. The major teaches students to analyse what they read and articulate their responses with sharp critical skills and cultural sensitivity. Students are encouraged to enquire into the politics of the production and reception of these texts—to understand aesthetics and the value of literature as they relate to questions of race, gender, sexuality, class, and nation. Students can range broadly across genres and literary periods or they can follow streams of subjects in areas including Australian literature; Postcolonial literatures; Indigenous Australian/Canadian/New Zealand literatures; Gender Studies; and Literature by historical period.

**HISTORY**

Bachelor of Arts (History)

History aims to understand and interpret the past, bringing together both facts and moral judgements to analyse the background to contemporary society. Students will develop a sophisticated critical appreciation of contemporary approaches to historical theories, methods, interpretation, argument, and uses of evidence that will be used to understand the broad scope of human experiences—from our everyday lives, to larger global processes.

The History program focuses upon themes that link Australian and international history, including culture, environment, gender, globalisation, historiography, labour, war and regional development. These themes may be traced in broad histories in specific geographic locations in Australian, Asian and European societies; or explored thematically in terms of empires, the political and social impacts of wars, the development of the State, the history of water, commodification history, or the history of sickness and death.

**MEDIA AND CULTURAL STUDIES**

Bachelor of Arts (Media & Cultural Studies)

This major provides a critical and theoretical understanding of media and culture. It places emphasis on questions of identity, power, diversity, globalisation and the cultural dimensions of social, scientific and technological change and political engagement. The core subjects introduce students to the key ideas and debates underpinning the field of Cultural Studies. Students also study a range of methods for analysing film, television and new media materials, developing the skills to think critically about the practice and representation of these issues. Students are encouraged to investigate these issues at the local and international levels. The conceptual knowledge and skills in research and analysis that students gain are useful in a wide range of related fields including journalism, media research, arts management, the public service, public affairs, and social advocacy.

**PSYCHOLOGY**

Bachelor of Arts (Philosophy)

Do human beings have free will? Is the mind distinct from our physical constitution? Does God exist? Is morality a matter of opinion? These are some of the questions that may be examined in the philosophy major. Areas of study include ethics (environmental ethics, bioethics and practical ethics), theoretical ethics, political philosophy, philosophy of feminism, philosophy of the mind, philosophy of language, and theories of knowledge and metaphysics.

**POLITICS**

Bachelor of Arts (Politics)

Politics is an exciting, vibrant and constantly changing body of ideas, approaches and methods. In the Politics program, students will gain an understanding of the key areas of politics; including international relations, Australian politics, political theory, comparative politics, the politics of developing countries, and public policy, culture and media. Studies focus on political institutions, political economy, globalisation, culture, class, gender and ethnicity to examine the origins and nature of political consent, authority and consensus which underpin the social order. Whether it is a country being studied, relations between countries, or a body of political ideas, the politics major encourages students to think about questions on how to live life and how best to contribute to society.
I’d like to move into foreign correspondence, essentially to combine my desire to travel with my career goal of journalism. UOW has a great journalism program, providing many opportunities for experience. It also has many opportunities for travel through exchange, which I hope to take advantage of during my course.

Before I came here, I’d heard good feedback from people about UOW—and Wollongong has great beaches, one of my favourite things about studying here. Generally, I love the atmosphere, being able to learn somewhere that is fun and relaxed, but still vibrant and passionate.
SCIENCE, TECHNOLOGY AND SOCIETY

Bachelor of Arts (Science, Technology & Society)

Modern science and technology underpins almost every feature of our society, impacting daily upon our lives and shaping our futures. Science, Technology and Society (STS) is the academic field which studies the origin, nature and social impact of science, technology and medicine; looking at questions such as what makes knowledge ‘scientific’, how our future will depend on technology, and how we can develop policies to solve the problems that come with technological change. This major is one of the longest established, most comprehensive and most innovative STS teaching programs in Australia. Subjects cover topics including the social aspects of science and technology, science and the media, technological change and popular culture.

SOCIOLOGY

Bachelor of Arts (Sociology)

Sociology is the study of social life, cultural and social change and the social causes and consequences of human behaviour. Students develop the ability to analyse a wide variety of social processes, institutions, causes of social change and the structures of groups and societies. Graduates will be able to contribute solutions to complex problems covering issues such as social inequality, globalisation, criminal justice and racism. Specific areas of study include gender and social class, crime and punishment, race and ethnicity, the family, welfare and education reform, everyday life experiences, social movements, social change in Asia, sport and entertainment, and youth and popular culture.

LANGUAGES

In 2008, the Faculty opened a brand new Language Centre providing high quality undergraduate and higher degree languages programs, including Spanish, Italian, Japanese and French with the addition of a number of new language offerings, such as Indonesian/Malay and Mandarin. We are also developing language courses for students in other Faculties—as well as within the BA and BCMS programs—in professional development for business, technical use and for leisure and travel. These will prove invaluable, whether you’re looking to participate in a global business world, or want to broaden your perspective.

FRENCH

Bachelor of Arts (French)

A major in French allows students to study language, literature and culture, either as beginners or advanced learners. Students who enter the major at post-HSC or advanced levels will be exempted from some language subjects. Students have the option of studying overseas at an exchange university in France (see page 20).

ITALIAN

Bachelor of Arts (Italian)

Italian may be studied at beginner/near-beginner level, or at post-HSC level. The major consists of language subjects and subjects where students study the history and culture of the Italian-speaking world. Depending on their level of fluency, students may enter the degree at an advanced level, and native or near-native speakers may be granted waivers for the second-year language subjects. Students have the option of studying overseas at an exchange university in Italy (see page 20).

JAPANESE

Bachelor of Arts (Japanese)

Japanese may be studied at beginner/near-beginner level, or at post-HSC level. The major consists of language subjects, cultural subjects and a period of study in Japan. It focuses on developing language skills that will be practical in real life situations, both spoken and written, while also aiming to prepare students for academic research.

SPANISH

Bachelor of Arts (Spanish)

Studies in Spanish consist of language subjects and subjects where students study the history and culture of the Hispanic world, including literature, music, film and art. Spanish is the third most widely spoken language in the world; it is spoken by more than 400 million people across four continents and is the official language in more than 20 countries; and is increasing in demand for business, trade and tourism industries in the Asia – Pacific. The program also encourages students to spend a semester studying abroad at universities in either Spain or Latin America. Also available are courses in Indonesian/Malay and Mandarin.

All languages are available at beginners and advanced levels.

BACHELOR OF INTERNATIONAL STUDIES

The Bachelor of International Studies analyses labour, employment, social change and development, inter-state relations, state development and transnational economies from a global perspective. The course consists of a set of core subjects, two years studying a foreign language and a choice from several specialist areas of study. The core subjects listed below set out the main themes of the degree.

→ Introduction to International Studies
→ Empires, Colonies and the ‘Clash of Civilisations
→ International Politics
→ Senior Seminar in International Studies
→ Global Labour Studies
→ Special Topics in International Studies.

A particular focus of the degree, in terms of case studies, will be on the Asia – Pacific region.

SECOND MAJORS

Bachelor of Arts students may take a second major from any Faculty within the University of Wollongong. Some of the more common options are:

→ Faculty of Commerce: Economics, Management, Marketing
→ Faculty of Health and Behavioural Sciences: Psychology
→ Faculty of Education: Education
→ Faculty of Law: Legal Studies
→ Faculty of Science: (Human Geography, Physical Geography)

FURTHER STUDY

→ Bachelor of Arts (Honours) is available to graduates who meet the standard of achievement required for progression to this research-based one-year course
→ Coursework and Research Masters—the Faculty offers a range of Masters programs following the completion of a relevant major in a three-year Bachelor degree
→ Doctor of Philosophy (PhD)
→ Graduate Diploma in Education

TEACHING CAREERS WITH A BACHELOR OF ARTS DEGREE

The Bachelor of Arts is an excellent path to the Graduate Diploma in Education and a career in primary or secondary teaching. Students who want to teach Arts subjects like English and History in secondary school need a BA, but it is also a good option for students who are interested in primary teaching. The flexibility of the Arts degree means you can select subjects which satisfy the Department of Education & Training requirements for entry into the GradDipEd (Primary) and also keep other career options (like journalism or marketing) open. Before selecting your first-year subjects, you should speak to an adviser from the Faculty of Arts and talk to the Faculty of Education about your proposed degree program.

BACHELOR OF ARTS (DEAN’S SCHOLAR)

The Dean’s Scholar degree is an academic program for high-achieving Arts students that provides an enriched educational experience for students who are hoping to make a contribution to their field of study through teaching or research, or as professionals in the Arts and Humanities areas. Each Dean’s Scholar has an academic mentor—a member of academic staff who offers advice in one of the Scholar’s areas of study.

The program has a limited number of places each year, and allows students to complete the BA in reduced time, entering Honours in the third year. Dean’s Scholars have the opportunity to complete subjects in first year that are not normally available to first-year students. Exemption from certain first-year subjects and extended subject loads may also be permitted.

Entry to this degree is by application and interview. HSC students must apply through UAC and submit a separate Dean’s Scholar application form to the Faculty of Arts. Non-HSC students who are applying to the University must also submit a Dean’s Scholar application. Applications close on the same date as UAC. Contact UniAdvice on 1300 367 869 or uniadvice@uow.edu.au for more information.

The Dean’s Scholar degree is not a scholarship. Students intending to apply for a place in this degree are encouraged to apply for a UOW undergraduate scholarship separately (see page 32). Dean’s Scholars are, however, awarded an annual book allowance of $500 for the entirety of their undergraduate degree (pro rata for part-time students).
I was attracted to UOW by the Dean’s Scholar program, which is a great initiative that encourages Arts students to pursue humanities disciplines. I love having passionate lecturers that are always willing and available to help you and encourage you.

My degree’s flexibility allows me to study a broad spectrum of subjects that all provide the necessary critical and analytical skills that will be required in the future. I’m interested in moving into a career in politics or diplomacy.
BACHELOR OF COMMUNICATION AND MEDIA STUDIES

This degree draws on the University's expertise in media research, global communication and digital media to give students a comprehensive theoretical background in communication and media studies and practical skills in contemporary and developing communications practices.

The Bachelor of Communication & Media Studies is a vocationally oriented degree that opens up employment possibilities in fields such as journalism, advertising and marketing, public affairs and press relations; and will provide graduates with the skills to plan and manage communications-related tasks in a wide range of organisations. Graduates will have a broad set of skills across a number of media areas, and be able to play a leading role in the market-related application of new technologies and cultural communications practices.

Students take a number of compulsory subjects in communication and media studies which provide a variety of theoretical frameworks for specialisations in journalism, advertising and marketing, screen studies or digital communications. Specialisations include a number of elective subjects that allow students to focus on areas of particular interest.

It is also possible to take two specialisations, or to take a second major from another area of study within the Faculty of Arts or from other faculties.

MAJORS

ADVERTISING AND MARKETING
Bachelor of Communication & Media Studies (Advertising & Marketing)

This specialisation provides students with an understanding of consumer behaviour, marketing communications, marketing principles, media ethics and media law. Students will learn how to manipulate the ‘marketing mix’—the ways goods and services are promoted and advertised—and develop the skills needed to work in communications and marketing within national and international contexts.

JOURNALISM
Bachelor of Communications & Media Studies (Journalism)

The journalism specialisation focuses on media convergence, based on the practical foundation of generic media print techniques. Subjects in feature writing, desktop publishing, investigative reporting, writing for the media and copy-editing give students a broad portfolio of practical skills in all aspects of journalism and publishing.

SCREEN STUDIES
Bachelor of Communication & Media Studies (Screen Studies)

This major provides students with experience in media content analysis and an understanding of key policy and theoretical issues raised by the globalisation of broadcast media. Students will develop advanced skills in the research and critical analysis of screen media, as well as a thorough knowledge of the history of film and television production in Australia and the US.

DIGITAL COMMUNICATION
Bachelor of Communications & Media Studies (Digital Communication)

This specialisation allows students to take a leading role in the development of new communications technologies, dealing with areas such as the Internet and mobile telephony. Subjects cover new media communications and globalisation, new media industries and practices, advertising and promotional culture, video and computer games, and projects in digital media.

INTERNATIONAL BACHELOR OF COMMUNICATION AND MEDIA STUDIES

The IBCMS is a four-year degree that offers high-achieving students the chance to integrate an Honours year, a foreign language minor, and a session of study abroad in one of the four majors providing them with a BCMS’s competitive advantage in seeking employment in media and communications institutions that operate internationally. A distinctive feature of the degree is the extension subjects for each specialisation, which are taught by staff with research expertise in the field. Students gain an in-depth understanding in the transnational flow of media content, aspects of global copyright ownership and responses to shared challenges such as marketing, piracy, censorship and governance, which will prepare students for their session abroad and their final year of study.

The course consists of a core set of subjects plus:

→ A fourth year of advanced study (Honours)
→ A Language Other Than English (LOTE) Minor
→ A session of study abroad with a partner institution

Completion of two of the four specialisations offered by the Degree:

→ Advertising and Marketing
→ Journalism
→ Digital Communication
→ Screen Studies

The LOTE Minor will provide students with language skills, while the session spent studying abroad will give students insights and experiences in networking with people working in media and other students studying in their field.

FURTHER STUDY

→ Master of Journalism
→ Master of Arts — Research
→ Doctor of Philosophy (PhD)

BACHELOR OF JOURNALISM

For information on the Bachelor of Journalism, please see the Faculty of Creative Arts section on page 52.
Faculty of Arts students have the opportunity to participate in an internship program which enables them to work for up to a semester in a particular office of the Parliament of Australia, in government departments, or in a participating agency in the private sector. Most internships are located within Parliament House and the Public Service. The Australian National Internships Program (ANIP) involves a competitive application process and is based at the Australian National University. Students take up an unpaid internship which, with prior agreement with the Department or School, will count towards their Bachelor of Arts or Bachelor of Communication & Media Studies degree. Interns will have to take some introductory coursework before taking up their postings.

The ANIP is a valuable addition to your curriculum vitae and all UOW students who have participated in the program rate it as one of the highlights of their undergraduate studies.

Faculty of Arts students may also apply to participate in an unpaid eight-week internship in Washington DC. Students are placed in US Congressional offices, gaining a unique opportunity to understand how the US political system operates. As well as being directly exposed to the workings of Congress, students will have the opportunity to consider how Australia is perceived from afar and also to learn more about a country whose policies, laws and culture impact on Australia so significantly. The internship can count towards a UOW degree.

For more information on Internships go to:
www.uow.edu.au/arts/current/internships.html

---

MELISSA CICERO
Bachelor of Communication and Media Studies – 2004
Advertising, Marketing and Italian Studies
International Account Manager, Publicis Groupe – Italy

My role is in e-marketing solutions for the healthcare industry—we strategise complete e-marketing solutions for healthcare organisations and look at creating positive relationships between the consumer, the medical professional and the healthcare group.

The best part about my job is the fact that I am on the other side of the globe, working for a multinational marketing agency in Italy, speaking English but enjoying the best that Europe has to offer. I also get to travel—free—for work.

At UOW, I studied Marketing and Communications, and as part of that degree it was recommended that we complete some sort of language study. I chose to study Italian. This was the best decision I could have made and now this skill has become my ‘competitive advantage’ in the job market, having the language skills plus marketing skills to service the ‘international client’. The most interesting aspect of my role is interchanging between both languages in the work place. It makes my job more exciting and definitely challenges me every day.