

SPRING 2019

AUT

WELCOME TO
**COMMUNICATION
STUDIES AT AUT**





A MESSAGE FROM THE HEAD OF SCHOOL

The spaces in which the School of Communication Studies at AUT teaches its students meet industry standards. Our lecturers combine industry experience and expertise with academic qualifications. The facilities and the people are attributes of the school in which I take great pride, because together they enable us to fulfil our mission, which is “great graduates”. Our graduates are sought-out by employers in the communication industries, because it is known that the School of Communication Studies trains students in both practical and theoretical knowledge and teaches critical thinking while also developing creative ability.

The school has recently re-designed its flagship qualification, the Bachelor of Communication Studies. The degree now has a flexible modular structure that will allow students to take a second major from inside the school or from another area of studies altogether. Every area of study has been updated and teaching delivery in the new-style Bachelor of Communication Studies will reflect the school’s philosophy of collaborative,

project-based learning. I believe firmly that the innovations we have made will allow us to continue to meet our goal of adaptable, ethical, intellectually agile students who are skilled digital story tellers.

This is the first issue of the School of Communication Studies newsletter. It will highlight the new degree, and also outlines some events AUT’s Future Students team and the School of Communication Studies are working on for 2020 for teachers and future students. You can read more on these in the upcoming events section. I am particularly pleased to signal that some of our great graduates are also going to attend these events. I hope you will join us, meet the staff, interact with our students and listen to the experiences of our alumni as they talk about taking the Bachelor of Communication Studies out into the “real world”.

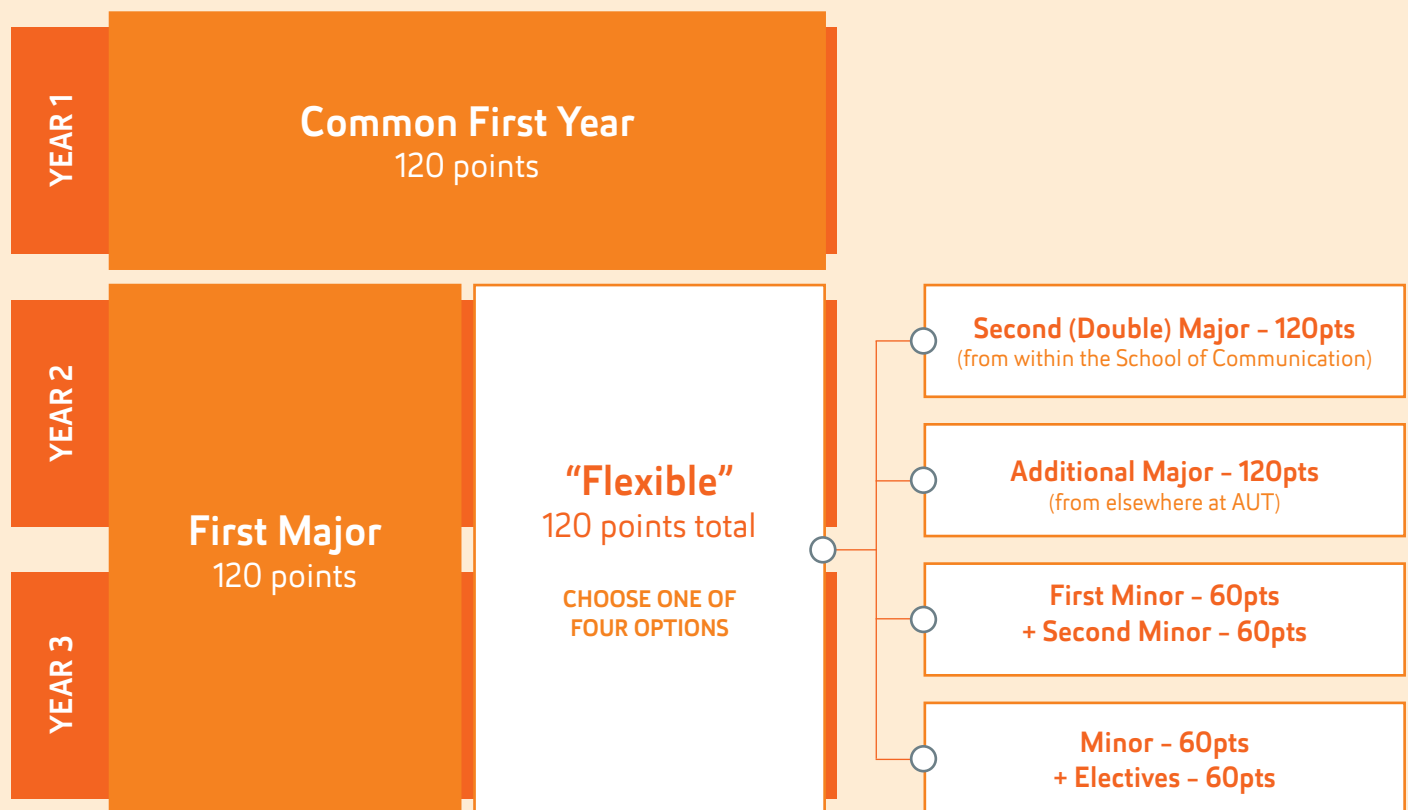
Dr Rosser Johnson

Head of School of Communication Studies
Faculty of Design and Creative Technologies

BACHELOR OF COMMUNICATION STUDIES – REFRESHED DEGREE STRUCTURE*

The new version of the Bachelor of Communication Studies offers majors with greater depth than previously, while at the same time allowing more breadth in the overall programme of study.

The Bachelor of Communication Studies (BCS) has been refreshed in response to feedback from employers and industry about what they are seeking in graduates, and research about the future of communication education. These changes will ensure the BCS continues to provide relevant, high-quality education in the rapidly changing landscape of the communication industries. The degree will now have a flexible modular structure where students can take a second major either from inside the school or from another area altogether (like sport science, business, or hospitality & tourism to name but three). Every area within Bachelor of Communication Studies has been refreshed and updated, with a particular focus on extending and strengthening teaching delivery that reflects the school's philosophy of collaborative, project-based learning.



The six majors are:

- Screen Production
- Digital Communication
- Radio and Audio Media
- Public Relations
- Advertising and Brand Creativity
- Journalism

The new version of the degree also offers four exciting independent minors that sit outside the six majors listed above. These minors give students insight into areas related to the field of communication:

- Communication for Social Change
- Media and Power
- Multi-Camera Production
- Professional Performance Communication

*These changes are subject to CUAP approval.

For more information, check out our brochure →

WATCH THIS SPACE FOR 2020...

BEHIND THE SCREENS AT AUT - SCHOOL OF COMMUNICATION STUDIES ON-CAMPUS DAY FOR TEACHERS - 2020

**Sir Paul Reeves Building,
AUT City Campus, Auckland**

Date to be confirmed

The School of Communication Studies will be inviting teachers in Media Studies and English to visit the campus, see our classes in action, and view the work our students produce towards the end of their studies with us. The programme will include discussions with our teaching staff, a chance to question a panel of current students about their study experience, and the opportunity to meet a handful of our graduates to hear about how the Bachelor of Communication Studies has helped their careers.

REGISTRATION DETAILS COMING SOON



AUT MEDIA MAKERS ESSAY COMPETITION

Date to be confirmed

AUT's School of Communication Studies will be running a competition in 2020 to find the best three multi-media essays by Year 12 and 13 students. The essays will investigate a topical issue and will be assessed for original insight and creativity in using multiple forms of reporting the investigation. The winning work will be published on AUT's School of Communication Studies website and other media platforms. The winners will be announced at an awards evening, and the prizes presented by AUT's Vice-Chancellor.

Prizes: \$1,500; \$1,000; \$750.

REGISTRATION DETAILS COMING SOON

OUR GRADUATES



Emma Hanley

**Marketing and Event Production Assistant,
Oxygen Eventworks, New York City**

Bachelor of Communication Studies
in Advertising Creativity

"Throughout high school I had a passion for media and this, paired with AUT's modern and innovative approach, had me very excited about what a future at AUT would look like. The content taught throughout the communications degree was always refreshingly current and relevant to today, whether that be social issues or applications of new technology."

[READ MORE](#)



Andrew Cho

Product & Brand Designer, Highway

Bachelor of Communication Studies in Digital Media

"One of the things I enjoyed most was the Digital Media Project paper in my final year. This was our final practical assignment, and our group was working for Te Papa museum to show them how technology and innovation can create a more engaging experience for their audience. I learned so much from this project."

[READ MORE](#)



Briony Sowden

Broadcast Journalist, BBC World News, London

Bachelor of Communication Studies in Journalism

"Foreign affairs was something I was passionate when I was studying journalism at AUT, so I made sure I took elective papers on war and peace, and international relations. My end goal was to move overseas and tell what I perceived to be the real stories of the world."

[READ MORE](#)



Jamey Va'aetasi Solomua William Bailey

**Curatorial Assistant Intern, Smithsonian
Institution, Washington DC**

Bachelor of Communication Studies in Television and
Screen Production

"I applied for the AUT Internz internship after a visit from AUT alumnus Toiroa Williams who spoke during one of our TV classes of his adventure with the Sundance Institute through the AUT Internz programme. What I've enjoyed the most about being with the Smithsonian is how rewarding the work is – I love facilitating the developing relationship between Māori and the Smithsonian."

[READ MORE](#)

CONTACT US

To find out more about AUT's communication studies programmes please contact the Future Students Team:

✉ secondary.schools@aut.ac.nz

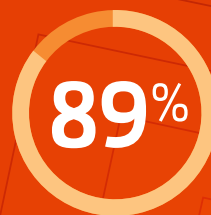
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TOP  **1.2%**
UNIVERSITIES
WORLDWIDE



EMPLOYABILITY

QS STARS 2017-19



of AUT graduates have
work experience where
they apply their learnings

#**1** IN NEW ZEALAND
FOR
**GLOBAL
RESEARCH
IMPACT**

WHY AUT?



Check out the video

AUT