

Academic Promotion Discipline Statement

Discipline area:	Language, Communication and Culture
Discipline:	Communication and Media Studies
Sub Disciplines:	Communication Studies, Journalism Studies, Media Studies, Organisational, Interpersonal and Intercultural Communications, Communication Technology and Digital Media Studies
School:	Information and Communication Studies

Discipline Overview

The discipline of communication focuses on how humans use verbal and nonverbal messages to create meaning in various contexts (from two person groups to mass audiences) across cultures using a variety of channels and media. The discipline is especially interested in the impact of those messages on human behaviour.

The communication and media sub-disciplines are well established internationally, however within Australia discipline maturity varies. The more long-standing disciplines of journalism and media-studies are relatively mature in Australia. In contrast, organisational communication is a relatively young and developing academic discipline.

Academics in this discipline do not normally follow a traditional academic path and are typically drawn from industry. While master level qualifications are prevalent amongst industry practitioners, doctoral qualifications are rare. Therefore, academics in this discipline would normally complete a PhD following appointment to an academic role.

Gender Profile

Profession/Industry	56% female / 44% male
Higher Education Sector	Data not currently available
University	33% female / 66% male

Discipline Context and Expectations

INDUSTRY ACCREDITATION	The discipline is not subject to mandatory accreditation requirements. However, industry consultation is undertaken in the areas of advertising and public relations specifically.
DISCIPLINE PEDAGOGIES	The discipline follows a traditional approach to teaching combined with practical and highly collaborative components, which requires the ability for students to work together on projects.
STUDENT PROFILE	Undergraduate students are predominately school leavers and a mixed gender balance overall. Postgraduate students range in ages from 30- 49

	(predominately female), and over 50 (predominately male), and are drawn from a broad range of discipline backgrounds.
STUDENT FEEDBACK/PERFORMANCE	There are no unique variables for SuES response rates and scores in this discipline.
RESEARCH APPROACH	There is a mix of individual and collaborative research in this discipline, with a current trend more towards collaboration. Communication professionals are increasingly working with inter-disciplinary as well as trans-disciplinary teams. Research utilises both quantitative and qualitative based approaches.
PUBLICATION	<p>Publication in peer reviewed journals, edited collections and book chapters is the norm in this discipline. Sole authorship of books is rare, however contributing to edited collections is more common.</p> <p>In this discipline, publishing in Q1 and Q2 journals requires a focus on publishing internationally. In Australia, it is an emerging discipline, and the focus is more vocational.</p> <p>There are very few high-ranking Australian journals in this discipline, depending on the subdiscipline. In some subdisciplines (eg: Film, Radio, and Television) industry journals have more relevance, in terms of readership and professional impact.</p> <p>As collaborative publication is largely inter-disciplinary in nature, the authorship convention may vary depending on the primary research discipline and the publication.</p> <p>The authorship in this discipline follows no set convention for the order of the contributors.</p> <p>There are no discipline expectations regarding journal article size. The expected average output in this area is generally one to three co-authored quality journal articles per academic annually depending on academic level.</p>
CREATIVE WORKS	In this discipline, academics specialising in content creation (eg, journalism or digital media) may produce creative works.
CONFERENCES	<p>Conferences focused purely on communication are rare. Normally, conferences are inter-disciplinary or thematic in nature.</p> <p>It is normal for academics in this discipline to attend full paper competitive conferences. Presentation at such conferences is highly regarded and can precede article submission in peer reviewed journals.</p>
GRANTS	<p>External grant funding is not typically available in this discipline. Some sub-disciplines have access to arts funding; however, amounts are generally small and highly competitive. Therefore, academics in this discipline will normally pursue grants as part of an inter-disciplinary team or through an international collaboration.</p> <p>Commissions may be available for vocational training to meet a specific industry or organisation need, however, not generally for research.</p>
HDR SUPERVISION	Honours and HDR supervision is expected in this discipline. However, with limited opportunities for discipline specific supervision, primary supervision is rare. Academics in the discipline are more likely to co-supervise as part of an interdisciplinary team.



RECOGNITION	No industry specific awards or fellowships unique to this discipline.
EXTERNAL ENGAGEMENT	Building industry partnerships and relationships are integral to this discipline. Communication academics generally undertake community service work and are often members of community boards.
PROFESSIONAL REGISTRATION	There are no mandatory professional registration requirements in this discipline.

Prepared by	Academic Promotion Team	
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