

# Communication

+ Professional Doctorate

Experience. The Difference.



A structured research degree allowing communications practitioners to link knowledge with research and skills to advance their professional contribution to society.

## About the program

UniSA's Doctor of Communication degree provides the opportunity for those who want to upgrade their knowledge through a structured research program. By studying with a small number of like-minded students and a larger than usual number of expert academic staff and industry advisors, students get an assisted re-orientation into the act of research and a broader updating of skills and knowledge.

The program will help to develop the skills and knowledge required to:

- develop advanced and updated knowledge of contemporary communications theory
- plan and implement strategic communication plans
- become a reflective practitioner
- enhance awareness of current and emerging trends and issues in the creative industries of information and communications
- improve students' capacity to lead, through the application of new knowledge.

## Industry relevance

Students undertake research in an area that is related to their current area of employment, so that this program has direct relevance to current professional settings.

An advisory panel provides academic and industry reviewers for students as they deliver their progress reports, and work through their research problems. With direct links to industry, these panels help candidates access information that might otherwise not be available, and suggest key links into industry or community resources for both data collection and research reporting and publication.

## Who is the program for?

The program has been designed for mid and executive level career workers in the media, communication and information industries, which include radio, television, print, film, magazines, publishing, editing, new media, multimedia arts and gaming as well as the advertising and public relations industries, telecommunications, journalism, and the emergent "social network" digital services and their e-commerce applications.

Prospective students may enter with an Honours 2A degree, or may have completed a coursework masters degree later in their career. Applicants to the program generally undertake doctoral level research to address a specific research question or problem in their professional field.

To complete the program, a high degree of motivation, task focus and tenacity is particularly useful. It is helpful if candidates have a broad range of industry contacts, some degree of vision about their industry or profession, and the project-management skills necessary to plan and complete a three-year full-time or six-year part-time project. The skills and capacities of an effective senior level practitioner generally translate well into research degree study at the Professional Doctoral level.

## What you'll cover

Program Details	
Program Code	MPCS
Home Campus	Magill
Program Duration	3 Years (Full-time)
First Year	
Communication as a Field of Study	
A re-introduction to the Communication or Information Studies disciplines. Candidates position their project inside its appropriate research field.	
Communication Practice 1: Writing for Research	
Candidates renew their academic writing skills to suit academic and industry-based research styles. Candidates are encouraged to publish their research findings as their work progresses, and to include these publications in their final "thesis" or "portfolio" presentation.	
Communication Issues and Methods 1: Reading Research	
Candidates assemble and analyse the key works of theory and the major research reports for their study project. Emphasis is given to using newer electronic sources, developing techniques for reading data, advanced theory and other forms of specialist research-based reports.	
Communication Issues and Methods 2: Research Methodology	
An overview of contemporary research methods, which links each candidate's research plan to the theorization they intend to use, and helps select the most incisive research techniques for data collection and analysis.	
Second Year	
Communication Practice 2: Applied Industry Research A	
A first data-collection period, in which candidates re-enter industry or the community to gather information for analysis.	
Communication Issues and Methods 3: The Literature Review	
A guided study that develops the best ways for each candidate to address and write up the research reading done for their study.	
Communication Practice 3: Applied Industry Research B	
A second data gathering period in industry or the community.	
Communication Practice 4: Writing for Professional Practice	
An opportunity to examine ways to re-build research connections between academic and industry or profession-based research by locating ways to communicate the research findings of the study to both communities, but in styles and formats appropriate to each.	
Third Year	
Thesis (COM) 1, Thesis (COM) 2, Thesis (COM) 3, Thesis (COM) 4	
Written work completed is now assembled, edited and formatted with the guidance of research supervisors, for examination.	

## Special features

UniSA's Doctorate of Communication is the only one of its kind in South Australia. Candidates seeking full-time study may apply for study scholarships on the same terms as those entering PhD programs at the University.

The program focuses on applied industry or community based research projects. Candidates produce resources for use in professional settings, or research reports oriented towards industry or to the broader community, rather than solely to academic publication.

### Entry requirements

Applicants should hold or be eligible to hold an award which is assessed by this University as being equivalent to:

- an honours degree or a bachelors degree with honours of at least 2A standard; or,
- an appropriate masters degree; or
- such other qualifications as are acceptable to the Research Degrees Committee. In such cases, the applicant must satisfy the committee of fitness to undertake advanced work on the basis of achievement in, and relevance of, previous higher education studies, professional experience, or published research work.

There is normally an additional requirement of five years practice in the communication industries.

### How to apply

Applications can be made online at [www.unisa.edu.au/resdegrees/howtoapply/default.asp](http://www.unisa.edu.au/resdegrees/howtoapply/default.asp)

## Further information

### Domestic students

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### International students

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