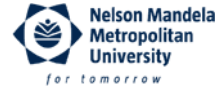


Department of Journalism, Media and Philosophy
Prof Andrea Hurst Andrea.hurst@nmmu.ac.za
Prof Adrian Konik Adrian.konik@nmmu.ac.za



12 December 2014

2015 timetable for the BA Honours in Corporate Communication, BA Honours in Journalism, BA Honours in Media Studies, and remaining coursework MA in Media Studies students. Modules are listed in numerical order.

First meeting: BA Honours students MUST ATTEND THE FOLLOWING:

Friday, 6 February 2015, 09:00-11:00, in 5 0005, NMMU, Summerstrand South Campus.
Welcome and organisational matters. Module selection.

Second year Master's students MUST ATTEND THE FOLLOWING:

Monday, 9 February 2015, 09:00-11:00, in room 0415, Main Building, NMMU, Summerstrand South Campus
Welcome and organisational matters. Module selection.

IMPORTANT: All students must attend their module selection meeting before registration for their elective modules.

BA Honours in Corporate Communication THIS DEGREE IS OFFERED BY THE DEPARTMENT OF PUBLIC RELATIONS AND COMMUNICATION STUDIES, BUT SOME MODULES ARE SHARED

Modules LMC401, LMC 425 and LMC 428 are compulsory.

Apart from these, you must complete two of: LMC 403, LMC 417, LMC 419, LMC 427, LMC 429, LMC 430.

BA Honours in Journalism

Modules LMC401, LMC 425 and LMC 427 are compulsory.

Apart from these, you must complete two of: LMC 419, LMC 424, LMC 431.

BA Honours in Media Studies

Modules LMC401, LMC 425 and LMC 427 are compulsory.

Apart from these, you must complete two of: LMC 417, LMC 418, LMC 419, LMC 420, LMC 423, LMC 424.

MA Media Studies (coursework) THIS QUALIFICATION IS BEING DISCONTINUED. THERE IS NO NEW INTAKE IN 2015. ONLY STUDENTS WHO STARTED IN 2014 OR BEFORE MAY REGISTER.

Modules LMC401, ONE of LMC402 / LMC403, and LMC 412 are compulsory.

Apart from these, you must complete any other three modules between LMC405 and LMC 415 in your first year of the degree. After consultation with the programme lecturers, you may also include other fourth-year modules.

Module Summaries for 2015

| Module Code | Module Description | Semester, Lecturer & Office Number E-mails: firstname.surname@nmmu.ac.za | Assessment Method | External Examiner/ Moderator | Timetabling |
|---|---|--|--|--|---|
| LMC 401 (all MA and Honours students) | <p>Media Research Methodology</p> <p>The aim of this module is to introduce students to the methodological concepts and practices that will enable them to carry out academic research in their chosen fields of study. As such it explores major theories in the fields of Media, Communication and Culture, and provides applied training in methodologies relevant to their fields of study.</p> <p>Theory and research methodology. Research ethics. Generating a research topic. Research questions. Deciding on a methodology and designing the research instrument. Writing a research proposal. Writing a research paper of limited scope.</p> | <p>1</p> <p>For JMP: Mr. S.M. Nzioki, Prof. S. Sesanti, Prof. A. Konik, and Ms. J.L. Vermaak</p> <p>For Corporate Communication: Dr. A. Mbinjama-Gamatham Office: MB0503 South Campus Tel: 041 504 2217 and Ms. J.L. Vermaak Office: MB0409 South Campus Tel: 041 504 4067</p> <p>Supervisors from the Department/ School</p> | <p>Continuous evaluation: Assignments, research proposal plus research paper of limited scope.</p> | <p>External examiners are selected according to research topics.</p> | <p>Block release: JMP: Date: 23-27 February 2015 Venue: MB0415</p> <p>Corporate Communication: Date: 23-27 February 2015 Venue: MB0313</p> <p>Thereafter, students write a research paper in consultation with the supervising lecturer.</p> |

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| <p>LMC 402 (open to all MA and Honours students)</p> | <p>LMC 402 Portfolio of own work Students submit a portfolio of work, which must include projects that are in line with the chosen focus area. This may consist of one or more of the following: a film/ video thesis, a design and layout project, a print media project, media releases and publications and/ or an interactive CD-ROM, and/ or New Media artefacts.</p> | <p>1 and 2 Coordinator: Dr. J. Wozniak Office: MB0401 South Campus Tel: 041 504 4268</p> | <p>Continuous evaluation: Portfolio</p> | <p>Subeshini Moodley, UKZN</p> | <p>First meeting: 13 February 2015, 14:00, MB0208</p> <p>A commented portfolio of own media-related work during the year of registration is produced in consultation with lecturer.</p> <p>No formal lectures.</p> |
| <p>LMC 403 (only open for students repeating this module)</p> | <p>Practical Internship and Work-Based Learning Students must obtain 200 notional hours of experiential learning in a field in line with the chosen focus area. Experiential learning will take place at an approved media/ journalism company in the private or public sector. A comprehensive report about the internship is submitted for evaluation.</p> | <p>1 and 2 Coordinators (JMP): Mrs. T. Rennie Office: MB0407 South Campus Tel: 041 504 2908</p> <p>and</p> <p>Ms. J.L. Vermaak Office: MB0409 South Campus Tel: 041 504 4067</p> <p>Coordinator (Corporate Communication): Ms. B. van Rooyen Office: MB0503 South Campus Tel: 041 504 3438</p> | <p>Continuous evaluation: Portfolio of internship</p> | | <p>First meeting: 11 February 2015, 13:00, MB0206</p> <p>Assessed and managed according to NMMU policy on internships and work-based learning. In consultation with lecturer.</p> <p>No formal lectures.</p> |
| <p>LMC 405 Taught</p> | <p>Media Text Production: Genres of Print Media This module offers an exploration of specific genres of non-fiction print media,</p> | | | | |

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| <p>concurrently with BA HONOURS module LMC 431</p> | <p>including travel, business and technology, entertainment, health and medical, sports writing, and investigative reporting. Emphasis on both the news and features aspects of these genres. Students will have the opportunity to specialise in a specific genre. Discussions of core issues surrounding these genres. Name of Honours Module: LMC 431 Print Journalism</p> | <p><u>NOT OFFERED IN 2015</u></p> | | | |
| <p>LMC 406 Taught concurrently with BA HONOURS module LMC 417</p> | <p>Visual Communication Design This module will enable students to develop creative approaches to solving communication problems, through focusing on the background of graphic design, principles of design and layout, typography, photography, advanced photography and computer graphics. Please note: A relevant conceptual, design portfolio must be presented to the lecturer concerned before acceptance into this module. This module will enable students to develop Visual literacy skills. It will empower students to develop creative approaches for solving communication problems. Part of the course takes a critical approach in developing visual literacy and students will evaluate examples of contemporary projects for their effectiveness and the messages they communicate (both intended and unintended). The second part of the course concentrates on strong practical application and students will be introduced to the fundamental principles of design, visual elements of design, visual rhetoric, typography, photography, design conceptualization, design development and execution. The focus of this course is on publication and editorial design. The semester-long module requires an entrance-level screening. The course demands good computer skills as well as creativity. This is a continuous assessment module and hence there will be no final examination. Name of corresponding BA Honours Module: LMC 417 Critical Approaches to Media Design</p> | <p>1 and 2 Ms. T. Rennie Office: MB0407 South Campus Tel: 041 504 2908</p> | <p>Continuous evaluation</p> | <p>Martine vd Walt Ehlers, UNISA</p> | <p>First meeting: 16 February 2015, 09:30, MB0407 Lectures and practical work over the year.</p> |
| <p>LMC 407 Taught concurrently with BA HONOURS module LMC 418</p> | <p>Theory and Practice of Audiovisual Materials Production This module will introduce the student to the various modes of audiovisual creation with the main focus on developing expertise in audio and video production, through a balance of theory and practice. Subjects covered include: the production process, various equipment and its uses, the production techniques, audio capturing and recording, voiceovers and music and video shooting and editing. Basic maintenance of equipment. Production of several video materials in the practical component.</p> | <p><u>NOT OFFERED IN 2015</u></p> | | | |

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| | <p>Please note: Admission on successful completion of screening test. Name of corresponding BA Honours Module: LMC 418 Moving Image Production and Reception</p> | | | | |
| <p>LMC 408 Taught concurrently with BA HONOURS module LMC 419</p> | <p>New Media Theory and Practice On the theoretical side the course will look at the impact of technology on the mass media, the way in which convergence has changed the media marketplace and the innovations that are taking place in terms of the media. At a practical level, the module will examine online advertising and students design an online ad campaign for a specific product, service or company. News sites will also be explored at a practical level. Name of concurrent Honours Module: LMC 419 New Media Cultures</p> | <p>2 Mr. C. du Plessis Office: MB0418 South Campus Tel: 041 504 2225</p> | Exam | | <p>Block release: Date: 30 July-5 August 2015 Venue: MB0415</p> |
| <p>LMC 409</p> | <p>Philosophy of Culture and Art This module explores themes in the philosophy of culture and art (especially the art of cinema) with a view to familiarising students with contemporary cultural issues and problems, as well as the relevance of film and the other arts for an understanding of these issues. Topics that are addressed include cultural politics, poststructuralism, (neo-) marxism, postmodernism, feminism, psychoanalysis and film-semiotics.</p> | <p><u>NOT OFFERED IN 2015</u></p> | | | |
| <p>LMC 410 Taught concurrently with BA HONOURS module LMC 420</p> | <p>Semiotics of Cinema This module will focus on aspects of content and technique analysis within the field of film criticism. Students will be introduced to various critical approaches to the semiotics of cinema. Particular focus will fall on Marxist and post-structuralist film theory, theories of film production and reception, and theories of composition, framing (mise-en-shot, mise-en-scène) and narrative structuring. Name of concurrent Honours Module: LMC 420 Cinema as Transgression</p> | <p><u>NOT OFFERED IN 2015</u></p> | | | |
| <p>LMC 411 Taught concurrently with BA HONOURS module LMC 429</p> | <p>Communication Theory Discusses the conceptual model of organizational culture by identifying manifestations and socially constructed meanings of culture within an organization. Identifies the implications for organisational culture management by also looking at the importance and interconnectedness of international and intercultural communication. Secondly, critiques Figueroa and Kincaid's (2001) Integrated Model of Social Change by looking and social change process indicators and outcome indicators. This section identifies factors influencing expansion of International NGOs in the last half century and looks at the theories of social change. Thirdly, the theories of development communication; namely, modernization theory, the dependency theory and diffusion of innovation</p> | <p>2 Dr. A. Mbinjama-Gamatham Office: MB0503 South Campus Tel: 041 504 2217</p> | Exam | | <p>Block release: Date: 24-29 August 2015 Venue: MB0206</p> |

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| | <p>theory. It discusses the practical application, strengths and weaknesses of the following strategies/techniques in development communication; social marketing, health promotion and health education, entertainment-education. Participatory theories and approaches to development communication such as media advocacy and social mobilization are aspects which will be discussed in the course. Fourthly, cyber-communication, cybergeography and cybermapping related to journalism and general communication forms a basis of discussing how new media is expanding to network journalism.</p> <p>Name of concurrent Honours Module: LMC 429 Communication Studies</p> | | | | |
| <p>LMC 412 Co-ordinated jointly with with BA HONOURS module LMC 425</p> | <p>Capita Selecta On An Approved Topic Output: A research paper of publishable format, on a media-related topic chosen by the student. Length: 30 pages.</p> <p>Name of concurrent Honours Module: LMC425 Treatise – 30 pages</p> | <p>2 Coordinator: Dr. J. Wozniak Office: MB0401 South Campus Tel: 041 504 4268</p> <p>Supervisor from the School</p> | <p>Continuous evaluation: Proposal, Research paper (LMC412) / mini-treatise (LMC 425)</p> | <p>External examiner is chosen according to student's topic.</p> | <p>First meeting: 1 June 2015, 09:00, MB0206</p> <p>Initial group workshops, then individual consultation with allocated supervisors. If several students choose topics in same field of studies, the module may include some contact lectures.</p> <p>It is strongly recommended that students complete LMC401 before attempting this module.</p> |
| <p>LMC 413 This module can also be taken for the three Honours degrees.</p> | <p>Media Ethics Block release module dealing with the ethical aspects of the responsibilities and job requirements of media professionals.</p> <p>Introduction to Applied and Professional Ethics as philosophical disciplines Some meta-ethical questions and major ethical theories, including ethics from an African perspective. Moral decision-making and the Press Code of Professional Conduct applied to case studies. The RSA Constitution as well as the TRC report on the Media ; Core values like accuracy, fairness, objectivity and public interest; Major theories on the relation between media and society. International media</p> | <p>2 Prof. S. Sesanti Office: MB0416, South Campus Tel: 041 504 2225</p> | <p>Continuous evaluation: Portfolio</p> | <p>TBA</p> | <p>Block release: Date: 31 August-4 September 2015 Venue: MB0415</p> |

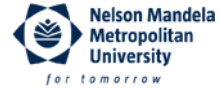
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| | freedom initiatives. Principles and ethical considerations of online marketing. | | | | |
| LMC 414 Taught concurrently with BA HONOURS module LMC 428 | Corporate Communication Corporate communication as a strategic management function. Issues, challenges and trends impacting the practice of corporate communication within South Africa and globally. Integrated approaches to corporate communication. Corporate culture. Corporate personality. The persona of organizations. Corporate image, reputation and identity. Name of concurrent Honours Module: LMC 428 Corporate Communication | 1 Ms. Brightness Mangolothi Office: MB0501 South Campus Tel: 041 504 4524 | Exam | | Block release: Date: 16-20 February 2015 Venue: MB0313 |
| LMC 415 | Script Writing Conceptualisation and writing of a complete feature film script. Students are required to write a full 90-120 page film script in a different genre to that which they did as their third year stream, and this script will be complemented with a 15-page research article analysing the specific genre of their script. | <u>NOT OFFERED IN 2015</u> | | | |
| LMC 417 Taught concurrently with MA module LMC 406 | Critical Approaches to Media Design Recent critical theoretical perspectives on graphic design. The four branches of media design: persuasive, informational, directional and enhansive. Trends in visual design and their influence on the media in which they appear. Application of theory in relation to media design. Please note: A relevant conceptual, design portfolio must be presented to the lecturer concerned before acceptance into this module. Name of corresponding MA module: LMC 406 Visual Communication Design | 1 Mrs. T. Rennie Office: MB0407 South Campus Tel: 041 504 2908 | Continuous evaluation | Martine vd Walt Ehlers, UNISA | First meeting: 16 February 2015, 09:30, MB0407 Lectures and practical work over the year. |
| LMC 418 Taught concurrently with MA module LMC 407 | Moving Image Production and Reception Moving image production and reception, focusing on the analysis of technical composition with regard to genre type and media format in relation to intended audience. Narrative structure, composition, sound, lighting and visual semiotics. Critical issues in moving image production. Name of corresponding MA module: LMC 407 Theory and Practice of Audiovisual Materials Production | <u>NOT OFFERED IN 2015</u> | | | |
| LMC 419 Taught concurrently with MA module LMC 408 | New Media Cultures Technology, Nature and Culture. Cyberculture. Online media strategies. New media and identity. User-generated content. New Media and visual culture. Case studies of new media in South Africa. Collective Intelligence. Social networking and media. Name of corresponding MA Module: LMC 408 New Media Theory and Practice | 2 Mr. C. du Plessis Office: MB0418 South Campus Tel: 041 504 2225 | Exam | | Block release: Date: 30 July-5 August 2015 Venue: MB0415 |
| LMC 420 | Cinema as Transgression This module will focus on critical theoretical perspectives of cinema that | 1 Prof. A. Konik | Exam | To be appointed | Block release: |

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| | transgresses the boundaries of homogenizing discursive practices. Particular emphasis will be placed on the political role of cinema as a source of discursive transgression that has the potential to lead to both personal and social transformation. | Office: MB0419 South Campus Tel: 041 504 4066 | | | Date: 9-13 March 2015 Venue: MB0415 |
| LMC 423 This module can be taken for the three Honours degrees and for the MA in Media Studies. | Southern African Cinema Students will develop, firstly, an informed critical understanding of the factors influencing southern African film productions, as well as the reflection on socio-political events that occurs through the medium of film in the southern African countries. Secondly, the module gives an integrated perspective on a variety of film genres, including drama, comedy, political satire, political propaganda, documentary, short films and various productions for television. While the political landscape of the subcontinent, historically, strongly dominates both content and the possible target audiences for the films, the critical approach will also address the grammar of film language as evident from the films. Thirdly, the module aims to develop the student's ability to situate the films in the broad context of the African continent's realities, relating in particular, but not exclusively, to the results and threats of acculturation to Western social models, urbanisation and globalisation. Finally, the role of film productions within the mass media context, and as an expression of local cultures, will be addressed. | 1 Dr. J. Wozniak Office: MB0401 South Campus Tel: 041 504 4268 | Continuous evaluation | | First meeting: 16 February 2015, 13:00, MB0208 Weekly lectures and film viewings. |
| LMC 424 This module can be taken for the three Honours degrees and for the MA in Media Studies. | Culture, Philosophy and the Environment This module will focus on recent developments in environmental theory, as well as on contemporary cultural practices/products that impact upon the environment. Particular emphasis will be placed on philosophical theorizations concerning the sources of, and the remedies for, the current global environmental crisis. All of this will be done with a view to furthering discussion concerning the creation of alternative modes of living that are ecologically sustainable <i>and</i> socially just. | 2 Prof. A. Konik Office: MB0419 South Campus Tel: 041 504 4066 | Exam | To be appointed | Block release: Date: 20-24 July 2015 Venue: MB0415 |
| LMC 425 Co-ordinated jointly with | Treatise – 30 pages Output: A research paper of publishable format, on a media-related topic chosen by the student. Length: 30 pages. | 2 Coordinator: Dr. J. Wozniak Office: MB0401 | Continuous evaluation: Proposal, | External examiner is chosen | First meeting: 1 June 2015, 09:00, MB0206 |

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| MA module: LMC 412 Capita Selecta | Name of concurrent MASTERS Module: LMC 412 Capita Selecta On An Approved Topic | South Campus Tel: 041 504 4268 Supervisor from the Department / School | Honours Treatise | according to student's topic. | Initial group workshops, then individual consultation with allocated supervisors. If several students choose topics in same field of studies, the module may include some contact lectures. LMC 401 is a pre-requisite for this module. |
| LMC 426 This module can be taken for the three Honours degrees and for the MA in Media Studies. | Broadcast Journalism The South African broadcast media landscape and its relationship to global broadcast media. Issues and trends in broadcast journalism in South Africa. Applied broadcast journalism within particular specialisms. Practical portfolio. | 2 Mr. T. Ramphobole Office: MB0413 South Campus Tel: 041 504 4864 | Continuous evaluation | | First meeting: 8 June 2015, 12:00, MB0413 Weekly lectures in second semester. |
| LMC 427 This module can be taken for the three Honours degrees and for the MA in Media Studies. | African Media Contexts The diverse influences and discourses of African media. Transgressing the homogenizing discursive boundaries/tendencies of Western models. African contexts and African subjectivities as evident in media-related processes. Developments in African public expression and their representation in Western and Asian contexts. | 2 Prof. S. Sesanti Office: MB0416, South Campus Tel: 041 504 2225 | Exam | Simwogerere Kyazze, Rhodes University | Block release: Date: 17-21 August 2015 Venue: MB0415 |
| LMC 428 Taught | Corporate Communication Corporate communication as a strategic management function. Issues, | 1 Ms. Brightness | Exam | | Block release: |

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| concurrently with MA module LMC 414 | challenges and trends impacting the practice of corporate communication within South Africa and globally. Integrated approaches to corporate communication. Corporate culture. Corporate personality. The persona of organizations. Corporate image, reputation and identity. Name of corresponding MA Module: LMC 414 Corporate Communication | Mangolotho Office: MB0501 South Campus Tel: 041 504 4524 | | | Date: 16-20 February 2015 Venue: MB0313 |
| LMC 429 Taught concurrently with MA module LMC 411 | Communication Studies Recent critical theoretical perspectives on communication. Critical analysis and application of communication theory in practice. Discusses the conceptual model of organizational culture by identifying manifestations and socially constructed meanings of culture within an organization. Identifies the implications for organisational culture management by also looking at the importance and interconnectedness of international and intercultural communication. Secondly, critiques Figueroa and Kincaid's (2001) Integrated Model of Social Change by looking and social change process indicators and outcome indicators. This section identifies factors influencing expansion of International NGOs in the last half century and looks at the theories of social change. Thirdly, the theories of development communication; namely, modernization theory, the dependency theory and diffusion of innovation theory. It discusses the practical application, strengths and weaknesses of the following strategies/techniques in development communication; social marketing, health promotion and health education, entertainment-education. Participatory theories and approaches to development communication such as media advocacy and social mobilization are aspects which will be discussed in the course. Fourthly, cyber-communication, cybergeography and cybermapping related to journalism and general communication forms a basis of discussing how new media is expanding to network journalism. Name of corresponding MA Module: LMC 411 Communication Theory | 2 Dr. A. Mbinjama-Gamatham Office: MB0503 South Campus Tel: 041 504 2217 | Exam | | Block release: Date: 24-29 August 2015 Venue: MB0206 |
| LMC 430 This module can be taken for the three Honours degrees and for the MA in Media | Brand Communication Brand communication and branding. Issues, challenges and trends facing the industry in the current context. Case studies of brand campaigns. The role of integrated communications in effectively delivering campaigns. History of branding. Psychological perspectives on branding. Developing brand equity. Communicating brands in a global context. | 2 Mrs. T. Rennie Office: MB0407 South Campus Tel: 041 504 2908 and Ms. J.L. Vermaak | Exam | | Block release: Date: 21-25 September 2015 Venue: MB0206 Plus one more day, by negotiation with lecturer (24 September is public holiday) |

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12 December 2014

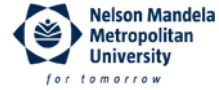
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| Studies. | | Office: MB0409 South Campus Tel: 041 504 4067 | | | |
| LMC 431 Taught concurrently with MA module LMC 405 | Print Journalism The South African print media landscape and its relationship to global print media. Issues and trends in print journalism in South Africa. Online and mobile journalism for print journalists. Applied print journalism within particular specialisms, including business and technology, science, health and medical, travel and food and investigative journalism. Practical portfolio. Name of corresponding MA Module: LMC 405 Media Text Production: Genres of Print Media | <u>NOT OFFERED IN 2015</u> | | | |
| LMC 432 (new) | Political Philosophy and Journalism The political history of democracy, from Plato to the democratic present. The critical relationship between journalism and democracy as a politico-philosophic practice. Journalism as a vocation and its relationship with and to democracy. | <u>NOT OFFERED IN 2015</u> | | | |

MA in Media Studies: Module Summaries for the second year (for *remaining* MA coursework students)

| Second Year Modules | | | | | |
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| You must complete LMC 511 and any other TWO modules from this list. | | | | | |
| LMC 511 | Treatise, or Treatise and substantive project, on an approved research topic Treatise: 60-80 pages | 1 and 2 Supervisor from the School | Treatise of 60-80 pages / Treatise and Project | External examiner is chosen according to student's topic. | First meeting: Thursday 5 February 2015, 13:00, MB0415 Workshops on proposals: 18, 19, 20 February 2015 Thereafter, student works in cooperation with supervisor. |
| LMC 512 | Advanced Visual Communication Design Continuation of LMC 406, focusing on multimedia design. Students must complete LMC406 before they can continue with this module. This module is continuation of LMC 406 and focuses on specialized application of visual communication. Students are expected to acquire skills to express information visually, forcefully, precisely and clearly. The course consists of three smaller projects and a research project with socially relevant theme. Skills acquired in other media courses like research methodology and corporate communications will guide through the projects. Specially structured 'crit sessions' will form one to one interaction with the lecturer during the projects. The selected sectors for this year are: Leisure and entertainment sector, Education sector and Health sector. This is a year-long continuous assessment module. | 1 and 2 Mrs. T. Rennie Office: MB0407 South Campus Tel: 041 504 2908 | Continuous evaluation | Marthie Kaiden, University of Stellenbosch | First meeting: 13 February 2015, 09:30, MB0407 Lectures and practical work over the year. |
| LMC 516 | Advanced Audiovisual Materials Production Audiovisual Materials Production with a focus on digital design and production. Students must complete LMC407 before they can continue with this module. | 1 Mr. T. Ramphobole Office: MB0413 South Campus Tel: 041 504 4864 | Continuous evaluation | Dr. Phyllis Dannhauser, UJ | First meeting: 26 January 2015, 12:00, MB0413 |

| | | | | | Weekly contact sessions and practical work over the year. |
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| LMC 518 | International Communication This module will deal with the various theoretical and research approaches to globalisation and international communication. It will focus on the analysis of communication institutions and the processes of media production, circulation, and consumption within a global context. The effect of these on the global South and especially African countries will be analysed. | 1 Dr. J. Wozniak Office: MB0401 South Campus Tel: 041 504 4268 | Continuous assessment | | Block release: Date: 9-13 February 2015 Venue: MB0208 |
| LMC 519 | Communication, News and Politics This module will critically examine the nature of news communication and its role in the political process of democracies, with emphasis on African countries. It will start by covering theoretical and practical debates on the media and democracy – Press Freedom; Social Responsibility; Public Sphere; Public Service Broadcasting; and Development Media theories. Then it will deal with theoretical and practical debates on news journalism – news as a social construct; news as a media genre and as narrative; the nature of news production; and objectivity and professional ideology. | 2 Dr. J. Wozniak Office: MB0401 South Campus Tel: 041 504 4268 | Continuous assessment | | Block release: Date: 27-31 July 2015 Venue: MB0208 |
| LMC 520 | Specialized Corporate Communication This module focuses on specializations in corporate communication so that students understand the special needs inherent in certain contexts while engaging with the theory of corporate communication in those disciplines. It will concentrate on the following aspects: 1) Creating a corporate identity – visual communication in corporate communication 2) Corporate Communication in the Educational context 3) Corporate Communication in Tourism 4) High-Tech Corporate Communication 5) Corporate Communication in Sports and Entertainment 6) Integrated Marketing Communication | 1 Dr. H. Fourie Office: MB0504 South Campus Tel: 041 504 3330 | Exam | | Block release: Date: 2-6 March 2015 Venue: <u>to be determined</u> |
| LMC 521 | Capita Selecta Treatise – 40 pages Output: A research paper of publishable format, on a media-related topic chosen by the student. | 2 Supervisor from the School | Continuous assessment | External examiner is chosen according to student's topic. | Meet supervisor of choice in February, <u>student</u> arranges regular meetings. Submit in November 2015. |

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12 December 2014

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| LMC 522 | Advanced Applied Corporate Communication The focus of the module will be on the use of new media technologies in the field of corporate communication. The module covers the gamification of marketing, the use of social media and well as strategic planning within the technological context of the 21st century. Prerequisite: LMC 520 | 2 Dr. A. Mbinjama-Gamatham Office: MB0503 South Campus Tel: 041 504 2217 | Exam | | Block Release: Date: 1-5 June 2015 Venue: <u>to be determined</u> |
|----------------|---|--|------|--|--|