

Course Content

Students in the BA Honours (Journalism) must complete a minimum of 120 credits for the year, of which 50 credits are compulsory core modules.

Core Modules

- Media Research Methodology: LMC401
- Treatise: LMC425

Elective Modules

Students must choose three elective modules to the value of at least 70 credits from the list below:

- New Media Cultures: LMC419
- Culture, Philosophy and the Environment: LMC424
- Political Philosophy and Journalism: LMC428
- Broadcast Journalism: LMC426
- Print Journalism: LMC431
- African Media Contexts: LMC427
- Critical Approaches to Media Design: LMC417
- Portfolio of Own Work: LMC402
- Internship and work-based learning: LMC403

DURATION OF STUDY

A minimum of one year for full-time candidates and two years for part-time students.

Enquiries

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Introduction

Nelson Mandela Metropolitan University (NMMU) is a university for tomorrow – we nurture innovation, foster creativity, embrace technology and develop people to meet the challenges of the world of tomorrow. At NMMU we unlock people’s futures. We help them to reach their full potential and realise their dreams and aspirations.

The School of Language, Media and Culture in which the Department of Journalism, Media and Philosophy is housed, is focused on the inter-related disciplines of media studies, language, communication and cultural studies. Its multi-faceted programmes offer a creative and diverse choice for students at undergraduate and postgraduate level and its strong industry ties mean that curricula are informed by industry expertise as well as the vital critical-theoretical foundation of the disciplines.

COURSE DESCRIPTION

The BA Honours (Journalism) provides a specialized postgraduate focus in journalism, media studies and cultural studies. It is designed to cater for students with an undergraduate basis in these fields and to equip students with critical skills within these fields.

The curriculum provides graduates who have specialized in journalism, media studies, cultural studies and communication studies with the opportunity to specialize in print, broadcast or online journalism.

The core modules in Media Research Methodology

(LMC401) and the Treatise (LMC425) contribute to the ability of the students to identify, evaluate, anticipate and solve advanced Journalism and communication problems using critical and creative thinking, to collect, analyse, organize, critically evaluate, conceptualise and apply complex information pertaining to Journalism and to undertake research in various contexts.

The focus of all the modules within the curriculum is on developing the students’ ability:

- ❖ to communicate complex journalism information effectively using appropriate communication skills and media
- ❖ to facilitate effective verbal and non-verbal persuasive communication use
- ❖ to use journalism science and technology effectively, critically and responsibly to address sophisticated issues pertaining to journalism
- ❖ to demonstrate heightened understanding of the related systems of Journalism and the dynamic interrelationship between these units and the broader context
- ❖ to acquire heightened understanding of the intricate principles of responsible citizenship with regard to journalism in local, national and global communities.

The applied focus is predominant in the elective modules Critical Approaches to Media Design (LMC417), Print Journalism (LMC431), Broadcast Journalism (LMC426) and New Media Culture (LMC419) as well as in the Portfolio of Own Work (LMC402) and Internship and Work-based Learning module (LMC403), which are also electives.

ENTRANCE REQUIREMENTS

A potential student should be in possession of a Bachelor’s degree, with English, Afrikaans or isiXhosa and / or Journalism as a major subject and learning in the relevant specialisation field with an average of 60% at NQF level 7.

Students who do not possess a degree but wish to be admitted to the programme on the basis of recognition of prior learning may be given recognition in terms of the NMMU RPL policy.

CAREER OPPORTUNITIES

The qualification is appropriate for both entry level and mid-career journalists in print, broadcast or online who would like to extend their qualifications in a particular specialization while broadening their critical thinking skills in terms of the function and functioning of mass media.

Graduates will understand the media industry and the implications of current trends on journalism and media and will be equipped to deal with strategic issues within the field. In particular the focus on new media and on African issues in media ideally position graduates of the programme to grapple with the very real challenges and opportunities facing the industry. Graduates could take up positions as editors, producers, journalists, columnists and other media professionals.