



CURRICULUM 2019

The curriculum offered by the School of Journalism and Media Studies is based on the assumption that university-level education should produce media practitioners and scholars who are intellectually astute - both in the study and the production of media. Thus, students are expected to become familiar with debates about media - both within the realm of scholarship and as it operates amongst media practitioners. They are, furthermore, expected to explore the implications of these debates through their own practice of media production. In this way the School aims to produce self-reflexive, critical and analytical graduates whose practice is probing, imaginative, civic minded and outspoken.

To see detailed information on the courses in each year please turn to the relevant pages of the handbook.

In the **FIRST YEAR**, students are introduced to the theory and practice of journalism. They learn a range of journalism skills, including journalism for web-based platforms. They are also introduced to core concepts in media and New Media studies.

In the **SECOND YEAR** students learn about the histories of South African media to gain a broad understanding of the current media landscape. They then deepen this understanding by scrutinising the institutions and systems that define South African media production, and study the media texts that are generated in this environment. They also learn to conceptualise, research and produce publications, both for print and broadcast purposes.

In **THIRD YEAR**, students embark on specialised media production courses, choosing between communication design, photojournalism, radio journalism, television journalism, or writing and editing. These elective modules run throughout the year. In order to establish a theoretical foundation for these electives, students also complete a Theory of Practice course in Term One. In the remainder of the year, they take part in three media studies courses that are designed to contextualise the work that they do as media practitioners. This includes a module in conflict-sensitive journalism (second term); law and ethics for journalists (third term);

and media and its audiences in a digital age (fourth term).

If students go on to **FOURTH YEAR** and graduate with a BJourn, they can either continue with their specialisation, or decide to diversify by taking courses in writing, new media or photojournalism. The focus is on the role of media in social change.

The **HONOURS** programme establishes a foundational ability in the study of media (for some students, it operates as a preparation for an academic career in such study). Specialist content areas are also offered.

The **MASTERS** programme develops deeper knowledge and builds independent research competencies and, as such, potentially prepares students for the autonomous research work that is central to a PhD. These programmes are therefore designed to operate as building blocks within a coherent postgraduate programme.

The **PHD** programme is for students who would like to go into a specific research area and do a media related thesis.

The one-year **POSTGRADUATE DIPLOMA IN JOURNALISM AND MEDIA STUDIES** is an option for

students who have graduated with a non-journalism degree and would like to fast-track their career in the media sector. The programme includes skills and principles of reporting, the study of debates surrounding the nature and role of journalism in society and the application of media law and ethics. Students spend part of the year (and the course), as reporters at Grocott's Mail.

The POSTGRADUATE DIPLOMA IN MEDIA MANAGEMENT (PDMM) is designed to equip recent graduates and media professionals with the knowledge and skills they require to perform in a mid-level management position within a public, corporate or community media organisation. The course focuses on operational and theoretical aspects of media management.