

## JMS 3

## COURSE STRUCTURE

FIRST SEMESTER		SECOND SEMESTER	
Term 1	Term 2	Term 3	Term 4
<b>MEDIA LAW AND ETHICS</b> Simon Pamphilon (12.5%)		<b>MEDIA &amp; SOCIETY</b> Priscilla Boshoff (12.5%)	<b>RADICAL DISCOURSES ONLINE</b> Lorenzo Dalvit (12.5%)
<b>THEORY OF PRACTICE (ELECTIVE-BASED)</b> (12,5%)			
<b>ELECTIVES</b> <b>COMMUNICATION DESIGN</b> – Simon Pamphilon <b>PHOTOJOURNALISM</b> – Jenny Gordon <b>RADIO</b> – Shepi Mati <b>TV</b> – Dinah Arnott <b>WRITING &amp; EDITING</b> – Sim Kyazze (25%)		<b>ELECTIVES continued</b> (12.5%)	<b>ELECTIVES continued</b> (12.5%)

**JMS 3 YEAR CO-ORDINATOR**

Simon Pamphilon  
 s.pamphilon@ru.ac.za  
 Room 228

**TIMES AND VENUES**

In third year there are two double-periods and two single-periods per week. These are allocated differently between the semesters (see alongside). There are also triple-period pracs on Wednesdays and Thursdays (You will be allocated to one of these).

**CHEM MINOR (MEDIA STUDIES)****1ST SEMESTER**

- » Tuesday 12.20pm - 1.05pm
- » Wednesday 12.20pm - 1.05pm

**CHEM MINOR (MEDIA STUDIES)****2ND SEMESTER**

- » Tuesday 12.20pm - 1.05pm
- » Wednesday 12.20pm - 1.05pm
- » Friday 2.15pm - 3.55pm

**AMM (ELECTIVE LECTURES & PRACS)**

Venues are elective specific. You will be notified of venues via email.

- » Tues 2.15pm - 3:55pm
- » Fri 2.15pm - 3:55pm (1st semester only)
- » Wednesday OR Thursday 2.15pm-5pm (all terms)

## JMS 3

**MEDIA STUDIES COURSES****MEDIA LAW AND ETHICS (FIRST SEMESTER)**

This course examines ethical and legal issues relating to the practice of journalism and editorial decision-making in news production.

**THEORY OF PRACTICE (FIRST SEMESTER)**

This course is taught within the individual electives. Using approaches common to Journalism Studies, this component of the elective will focus on key areas of practice alongside applied theory. Note that the marking

and weighting for this component of JMS3 differ from one elective to another. Check the respective elective course outlines for details.

**MEDIA & SOCIETY (TERM 3)**

This course will provide a sustained critique of the media/cultural imperialism thesis, with its claims that the globalisation of the media is resulting in world cultural homogenisation. Drawing on ethnographic approaches to media consumption, this course will examine the complex meanings that local audiences make of global media.

Students will conduct a piece of focus group research with a local audience and use the findings to reflect on this body of theory.

#### **RADICAL DISCOURSES ONLINE (TERM 4)**

Digital media promises to revolutionise public debate by giving a “voice to the voiceless” (Norris, 2004). By problematising which voices, who are the voiceless and why this is the case, we explore the relationship between old and new media and open the discussion around the emergence of truly alternative voices and viewpoints. This course draws on current debates around the relationship between technological and social development as well as your own reflections on your experience as media consumers and producers.

#### **ELECTIVE OPTIONS RADIO**

This course aims to provide students with a sound foundation in news and current affairs production. Attention will also be given to the practicalities of setting up and managing a production agency, with special emphasis on the newsroom. You will gain the conceptual skills necessary for the critical discussion of radio production and of current institutional developments in radio.

#### **TELEVISION**

In this course students are taught to produce television journalism and are encouraged to think creatively about ways in which the moving image can be incorporated into the digital space. The course is an introduction to the principles of television news production, documentary-making, online and community journalism. During the first and second term they learn shooting and editing techniques, field reporting, how to write for television news, live streaming technology and how to produce short documentaries. They also gain extensive experience in interviewing and structuring a story and learn how to put together a broadcast bulletin. ‘In addition to the more traditional notions of TV journalism, students will explore the changing nature of news consumption in the online space. In the third term they will produce stories alongside local teenagers, experiencing the challenges and rewards of participatory journalism first-hand. The course provides some theoretical grounding in the principles of television journalism.

#### **WRITING AND EDITING**

This course helps you go beyond the simple reproduction of vocational skills and knowledge, to develop more imaginative and effective conception, research and writing approaches. You will be introduced to debates surrounding concepts of ‘community’ and ‘civic’ journalism which are explored more deeply during the Critical Media Production course in Term 4, and you’ll be expected to question some of the common-sense assumptions underpinning the practice of journalism.

You will also be encouraged to innovate, experiment and develop alternative news values that encompass everyday problems, as well as offer a more careful examination of community interests. The course is part of a continuum that starts in JMS 1 (and is as such, geared towards reinforcing basic news reporting and writing skills); but it’s also branches out and deepens complexity through longer features, creative non-fiction, immersion journalism and magazine-style writing that is good enough to publish in Grahamstown media.

#### **COMMUNICATION DESIGN**

This course aims to equip students with a solid foundation in the theory and practice of communication design, layout and editing, with an emphasis on the production of news publications. The course will cover principles of design, typography, using artwork (photos and illustrations), writing headlines and captions, basic copy editing and editorial decision-making, and reproduction and printing.

You will also be introduced to various Adobe software packages including InDesign and Photoshop.

#### **PHOTOJOURNALISM**

This course will equip students with a sound grounding in photojournalism and documentary photography as well as equipping them with photography and photo-editing skills. In the second half of the year they will be taught about multimedia production. In addition, the course explores the history of photography and photojournalism as well as the critical theory and ethics of the medium.

#### **MARK ALLOCATION**

- » **ELECTIVE PRACTICE**  
62.5% of year mark, or (roughly)  
\* 50% for production  
\* 12.5% for Theory of Practice  
(Actual weightings will differ from one elective to another – see your respective course outlines for details)
- » **MEDIA LAW AND ETHICS**  
12.5% of year mark
- » **MEDIA & SOCIETY**  
12.5% of year mark
- » **RADICAL DISCOURSES ONLINE**  
12.5% of year mark

*(Please see following page for information on getting into JMS 4)*

## GETTING INTO JMS 4

There are limited spaces available in fourth year, so simply passing JMS 3 does not guarantee you a place. We are looking for students who perform well in both their media studies and practical specialisation, and students who achieve below 60% for either their final JMS 3 practical or media studies mark will severely jeopardise their chances of advancing into JMS 4.

### PLEASE NOTE:

- » When applying for JMS 4 you must provide a letter of motivation, an official academic transcript, and in some cases portfolios of work and references. Specialisation lecturers may interview candidates.
- » Students are not eligible to apply for entry into JMS 4 if they have not completed JMS 3 and their other major.
- » If you are carrying credits other than those of your second major, you may apply for JMS 4, but this might jeopardise your chances of acceptance. You may carry up to a maximum of one minor credit into JMS 4.
- » All acceptances are provisional until approved by JMS 4 board and the Dean of Humanities.