

TERM 4

In this term, you will be introduced to the study of the media. We move from common-sense understandings and professional understandings of the media into theoretical-critical territory. We start to learn the language and concepts media theorists use to ask questions about and understand how the media works in the world we live in today. We also focus on certain key features of the media saturation of our world.

MARK ALLOCATION**COURSE WORK: 62.5%****MADE UP AS FOLLOWS:**

Introduction to Journalism: 37.5%;
Introduction to digital media: 12.5%
Introduction to the study of the media: 12.5%;

EXAMS: 37.5%**MADE UP AS FOLLOWS:**

June exam: 12.5%
(3 hours, 1st semester work)
November exam: 25%
(3 hours, 2nd semester work)

ENTRY TO JMS 2

There are 120 places in JMS 2.

TO MAKE SURE YOU QUALIFY FOR A PLACE:

- » Work consistently all year and aim for good marks in every course and exam.
- » Hand in all work required for the coursework component of your courses. To miss even one assignment is to jeopardise your chance of a place.
- » You need to do **VACATION WORK** in the first half of the year to get industry-related experience. You must get a media-related job (minimum 40 hours) during the April or June vacations and/or you may choose to work for campus or Grahamstown media such as Activate, The Oppidan Press, Grocott's Mail, Radio Grahamstown or RMR during the course of the year. Students who do a variety of media work are at an advantage in their applications, but only work from 201 will be considered.

You will be briefed in more detail on what is to be included in your JMS 2 application in the first term, and all relevant information will be posted online.

YOUR JMS 2 APPLICATION MUST CONTAIN THE FOLLOWING:

1. A completed questionnaire that provides the information we require to help us realise the goals we have set ourselves as a school;
2. Concise and reasoned responses to a set of evaluative questions;
3. A portfolio of extra-mural activities: for example, evidence of active membership of student societies, a report on involvement in volunteer work, or a report on participation in any form of social action;
4. A critical reflection on your vacation work and/or campus media work;
5. An evaluation form to be completed by your media employer/s;
6. A questionnaire on your tutorial performance to be completed by your tutor. Your tutor will complete this on your behalf. You do not need to submit it yourself.
7. This information, your tutor's report, and most importantly, your academic marks, are used to inform the selection process for acceptance into JMS 2.

You will submit your application in October; date and place to be announced. You will not be considered for a place in JMS 2 if you do not make this submission.

When the final year results are announced we will offer 120 places to successful candidates.

To ensure your place, you must send us a letter of confirmation (method to be specified) to reach the school by a set date to be announced. If we do not get your letter, we will not hold your place for you and it will be offered to someone else.

NB: You will not qualify to enter JMS 2 unless you have passed at least two other first year credits in addition to JMS 1.

Vacation work is to be completed during the April and/or June/July vacations. Do not leave this to the September vacation.

FIRST SEMESTER		SECOND SEMESTER	
Term 1	Term 2	Term 3	Term 4
MEDIA STUDIES			
INTRODUCTION TO CULTURAL STUDIES Priscilla Boshoff	MAKING SENSE OF MEANING MAKING Brian Garman	MEDIA HISTORIES Harold Gess and guests	INSTITUTIONS OF SA MEDIA Shepi Mati
MEDIA PRODUCTION			
INTRODUCTION TO BROADCASTING Jeanne du Toit / Steven Lang		INTRODUCTION TO WEPD Thandi Bombi / Gillian Rennie	
INTRODUCTION TO WEPD Thandi Bombi / Gillian Rennie		INTRODUCTION TO BROADCASTING Jeanne du Toit / Steven Lang	



JMS 2 YEAR CO-ORDINATOR

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This year students establish a sound knowledge of the basic principles of media production and media studies.

TIMES AND VENUES FOR LECTURES

There are three media studies lectures per week and one media production lecture.

Monday 8.40 Media Production

Fine Arts Minor (Broadcasting)

Psychology Major (WEPD)

Tuesday 9.35 Media Studies

Psychology Major

Wednesday 10.30 Media Studies

Psychology Major

Thursday 11.25 Media Studies

Psychology Major

VAC OBSERVATION WORK

(see page 17-18)

MEDIA PRODUCTION PRACTICALS

Each student is automatically allocated to one practical slot a week. Please check your timetable at <http://www.scifac.ru.ac.za/misc/TimeTable/lookup.php>

JMS 2

MEDIA STUDIES COURSES

SEMESTER ONE: MEDIA TEXTS AND HISTORY

TERM ONE: INTRODUCTION

TO CULTURAL STUDIES: REPRESENTATION, NARRATIVE AND GENRE

This course introduces students to the foundational concepts and methodologies of Cultural Studies, an eclectic field of study which seeks to explore how meaning and “culture” is produced within specific social formations and how this meaning-making is caught up in, or contests, structures of power. Using a Cultural Studies approach, we make a critical enquiry into media representations and their relationship to aspects of contemporary lived culture. More specifically, we use these theoretical lenses to look at a popular local media production, Intersexions, and the gender

roles that it proposes for South African men and women.

TERM TWO: MAKING SENSE OF MAKING MEANING

We communicate with one another through signs which come in a myriad forms – writing, speaking, gestures, facial expressions, music, pictures, food, clothes, etc. Meaning is embedded in these signs and in this course (which builds on the Representation, Narrative and Genre course) students will be introduced to using Semiotics as a tool to understand how we as makers of media are also makers of meaning.

SEMESTER TWO: SOUTH AFRICAN MEDIA INSTITUTIONS

TERM THREE: MEDIA HISTORY

Using the specific knowledge resources of the members of the School, the

JMS2 Media Histories course will examine media histories from the perspectives of the platforms of print, especially newspapers, and radio and TV broadcasting. The course will focus on key moments in South African media histories, particularly news media histories, from a political economy viewpoint to understand the forces that shaped and were shaped by our media past so as to be able to apply lessons learnt to the present and explore

MEDIA PRODUCTION COURSES

You will be assigned to a group in either the WEPD or Broadcast Production course in the first semester and, in the second semester, you will swap.

INTRODUCTION TO WEPD (WRITING, EDITING, PHOTOGRAPHY, DESIGN)

Introduction to WEPD is an integrated, introductory course in media production that is applicable to any of the visually-based mediums, i.e. print and/or online. This practical course fuses writing, editing, photojournalism and design to teach students how to put together from scratch a publication suitable for either paper or screen.

INTRODUCTION TO BROADCASTING

Although the course focuses exclusively on radio, it is designed to lay the foundation for both broadcast electives

MARK ALLOCATION

MEDIA STUDIES: 50%

SEMESTER 1: Term 1: Representation, Narrative and genre/Term 2: Semiotics
 » Term 1 Assignments = 12.5%
 » Term 2 Assignments = 12.5%

SEMESTER 2: Term 3: Media Histories and Term 4: Institutions

possible media futures.

TERM FOUR: INSTITUTIONS OF SA MEDIA

This course focuses on media institutions and the power relations that define media production (especially journalism in the South African context). This includes reflection on news values, sources, gatekeeping, beats, and newsroom cultures. It also examines the economics of media production.

that are offered to JMS students in their third year – that is, radio and television. It also serves as important preparation for students who intend to specialise at third year in photojournalism or at fourth year in New Media, since both these specialisations require of students to work with audio. The course deals with the conceptualisation of content, field work, writing for broadcast purposes, voicing, editing, programme design and programme promotion. It also explores the expanding potential of producing radio in a digital age. Radio features produced during the course will be aired on RMR and published on-line.

- » Term 3 Assignments = 7.5%
- » Term 4 Assignments = 7.5%
- » November exam = 10%

MEDIA PRODUCTION: 50%

- » No exam is written
- » 25% each for print and broadcast

ENTRY TO JMS3

PLEASE NOTE THE FOLLOWING:

Entry to Journalism and Media Studies 3 is predicated upon a candidate obtaining a minimum of 50% for both the Media Studies and Production components of the Journalism and Media Studies 2 course. A candidate who fails to obtain 50% for one of the components but passes on aggregate will be granted a non-continuing pass.

The production and media studies courses are equally weighted. Previously, a student who obtained, say, 65% for production and 45% for media studies would have obtained an aggregate of 55% for JMS2 and would have been accepted into JMS3 automatically. This is no longer the case. A student obtaining the same marks now would pass JMS2 but would not be allowed to continue into JMS3. However, a student obtaining 50% and 60% (for the same aggregate of 55%) would be allowed to continue.