

JOURNALISM AND MEDIA STUDIES

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Senior Lecturers

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JE du Toit, BA(Hons), MA, Teaching Dip(UCT), PhD (Stellenbosch)

Lecturers

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H Gess, BA(Hons), Higher Diploma in Journalism, BA(English Literature)(Rhodes), PGDHE(Rhodes)
J Gordon, Diploma in Fine Art(UCT)
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Mr Shepherd Mati MeD (UWC), MPHil (Stellenbosch)
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The School of Journalism and Media Studies (JMS) includes the academic programme as well as extensive outreach projects and ensures synergies between them. The outreach projects include the Sol Plaatje Institute for Media Leadership, Highway Africa Centre, Grocott's Mail newspaper (owned by the university), New Media Lab, the Centre for Economics Journalism in Africa, Discovery Centre for Health Journalism, the Public Service Accountability Monitor, an alumni network, and several other initiatives.

The School offers eight different routes to a qualification:

1. Bachelor of Journalism, over four years, with a specialisation in television, writing and editing, radio, photojournalism, design or new media;
2. Bachelor of Arts or Bachelor of Science degree, over three years, with a major in Journalism and Media Studies;
3. Postgraduate Diploma in Journalism and Media Studies (Postgraduate), over one year, for **graduates only**;
4. Postgraduate Diploma in Media Management (Postgraduate), over one year, for **graduates only**.
5. Postgraduate Diploma in Economics Journalism (Postgraduate), over two years.
6. Honours in Journalism and Media Studies.
7. Master of Arts in Journalism and Media Studies.
8. PhD (individual research).

The School of Journalism and Media Studies provides an all-round education that includes academic and practical components in print, broadcast and new media. This background enables graduates to enter a wide range of occupations in media and communication.

The three year undergraduate programme has

been designed to provide an adequate theoretical and production foundation for a career in mass media or entrance to postgraduate studies. Students wishing to specialise in advanced media skills are advised to register for the four-year Bachelor of Journalism degree. Both the three and four-year programmes are constructed on a modular system. There are high numbers of students in the JMS 1 class each year.

Entry into JMS2 is not guaranteed, however. Applications are submitted by students and reviewed in committee. The following areas are taken into account: individual academic performance; a portfolio of journalistic work completed by students during their first year; tutors' reports and students' progress; an evaluative and biographical questionnaire and a critical reflection on the media work undertaken in the course of the year. Owing to human and technical resource constraints, only 120 places are available in the second year class. However, as many students do not apply, a reasonable proportion of those who wish to gain entry into second year are able to do so. Students are offered a place in Journalism and Media Studies 2 for the academic year immediately following their completion of Journalism and Media Studies 1. Students should confirm acceptance of this offer by means of a letter of acceptance submitted by a date stipulated by the School of Journalism and Media Studies. The offer lapses thereafter. Candidates who wish to complete Journalism and Media Studies 2 in a later year must apply before the first day of Term Four in the year preceding their intended year of study. Candidates wishing to return at a later stage must reapply before the 1st day of Term 4 of the previous year. If a student withdraws from the Journalism and Media Studies 2 course for certified reasons of illness or trauma or is excluded, s/he will not be allowed to repeat completed modules or exams. These candidates will need to inform the School of their intention to return by the end of the first week of January. A candidate accepted into Journalism and Media Studies 2 who fails the year or who passes the year with a non-continuing pass will not be allowed to re-register for a second attempt.

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 and may not repeat Journalism and Media Studies 2.

It is therefore strongly recommended that students who register for Journalism and Media Studies 2 also register for two other second year credits in order to ensure that they still have two major options should they fail Journalism and Media Studies 2 or pass the year with a non-continuing pass.

Students are offered a place in Journalism and Media Studies 3 for the academic year immediately following their completion of Journalism and Media Studies 2. Students should confirm acceptance of this offer by means of a letter of acceptance, submitted by a date to be stipulated by the School of Journalism and Media Studies. The offer lapses thereafter. Candidates who wish to complete Journalism and Media Studies 3 in a later year must apply before the first day of Term Four in the year preceding their intended year of study.

Entry to the media specialisations of television, writing and editing, radio, photojournalism and design in Journalism and Media Studies 3 is limited. Admission is based on individual performance at Journalism and Media Studies 2 level as well as on written motivations and additional media experience.

Journalism and Media Studies may be taken as a major in the Faculties of Humanities and Science. Journalism and Media Studies 1 may also be taken as a single course in the Faculty of Commerce. Under set conditions, Management may be taken as a major with Journalism.

Entry into Journalism and Media Studies 4 is predicated upon a candidate obtaining a minimum of 60% for both the Media Studies and Production components of the Journalism and Media Studies 3 course.

Admission to Journalism and Media Studies 4

will depend on the final mark attained in Journalism and Media Studies 3, written motivation, portfolio, and on overall performance. A pass in Journalism and Media Studies 3 will not automatically admit a student to Journalism and Media Studies 4 but will enable the student to complete the three-year Bachelor of Arts degree.

Entry into Journalism and Media Studies 3 or 4 will not automatically admit a student to the specialised

media skill option of his or her choice.

NB: For all courses, not all options listed will necessarily be offered in any one year.

Detailed information about all the courses in the degrees offered are contained in the Department's 2013 Handbook.

CREDIT TRANSFERS: Every year the School of Journalism and Media Studies receives applications from JMS1 students in excess of the places available in JMS2. The selection process requires applicants to have done the following:

- obtained comparatively good marks (normally a minimum of 65%);
- completed at least 40 hours of vacation observation work at a media institution and/or worked in student media during the course of the year;
- provided an evaluation form from their vacation employer or student editor;
- provided a reflective essay on what they learnt during their vacation or student media work;
- completed a questionnaire giving biographical information and motivating for their acceptance in the light of the School's mission statement.

These applications are then subjected to a rigorous evaluation process by the School. Given the requirements and the nature of this process, while the University may accept credit transfers in Media or Communication Studies they will not be considered for entry into our JMS2 course unless the following conditions are met:

- that the application is made in early October of the preceding year;
- that the applicant provides the same forms and evaluations as the JMS1 applicants;
- that the applicant's credit from the original institution is cognate and analogous to JMS1;
- that the applicant has completed at least 40 hours at a media institution; and
- that the application is evaluated by the full selection committee and in comparison to the JMS1 applications.

Journalism and Media Studies 1

An introduction to Journalism and Media Studies comprising the following Modules:

Introduction to the Theory and Practice of Journalism
Introduction to the Study of Media
Introduction to Digital Journalism

Journalism and Media Studies 2

This year is divided equally into two streams, which are taught concurrently:

- Media Production: A semester-long module in Broadcast Production and another in Print Production.
- Media Studies: This includes the following termly modules:

South African journalism histories

Media sociology and institutions

Analysing media texts

Media law and ethics in South Africa

Journalism and Media Studies 3

NB: entry to options may be limited

Media and Society

Journalistic Reporting

Specialisation studies options (design, photojournalism, radio, television, writing and editing)

Journalism Democracy and Development

Critical Media Production

Please note that students of photography and television need to attend a technical skilling workshop during O-week. Hostel residents should make special arrangements for early entry into accommodation.

Journalism and Media Studies 4

JMS 4 consists of three courses, all of which are compulsory:

1. A specialised media production course (television, writing and editing, design, photojournalism, radio or new media) that incorporates theory and practice.
2. A media studies paper: Representation, Identity and Social Change.
3. A media intensive course in which students select from a range of options related to media production or relevant media topics. This is offered in the fourth term (subject to staff availability and a minimum number of students per course).

In order to complete Journalism and Media Studies 4, students must pass two of the courses (one of which must be the specialised media production course) and obtain a sub-minimum of 45% in the remaining course.

Students wishing to enter fourth year must have completed both third-year majors. Acceptance into a fourth year media specialisation will be decided on the basis of performance, portfolio and written motivation and/or interview. Students not permitted entry are allowed to switch from a BJourn registration to a BA registration. Students registered for a BA degree and who are accepted into fourth year may change their registration to BJourn.

isiXhosa for Journalism is a one-year course. This course is compulsory for all students majoring in Journalism and Media Studies and must be taken during the second year of their degree. If students fail the course at the end of this year, they will be allowed to repeat the course during their third year of study. The course must be completed before a student can graduate. Students who intend to graduate with a BJourn degree should note that the full course must be completed by the end of the third year of their Journalism and Media Studies major. Once the course has been passed, students can also proceed to isiXhosa 2. Such students will be allocated either to the Mother Tongue or Second Language stream, depending on their level of proficiency in isiXhosa. Students who plan to proceed to isiXhosa 2 in this way may apply to complete the isiXhosa for Journalism course during their first year.

The purpose of the IsiXhosa for Journalism course is to enable students to work confidently and sensitively as journalists in multilingual and multicultural environments. It achieves this goal by focusing on what it means to work as a journalist in the environment in which Rhodes University is based. Because isiXhosa is the primary language of communication for the majority of people in this context, the course focuses on strengthening students' ability to communicate in this language. This aspect of the course is designed to accommodate students with widely different proficiency levels in isiXhosa, from those who are fluent to those who have no experience in speaking the language. The course also assists students in strengthening their ability to reflect in an informed way on how journalism is produced and circulated in multicultural contexts. They do so by exploring cultural and linguistic questions and debates of relevance to the South African context, with particular reference to issues of relevance to environments in which isiXhosa is spoken. The knowledge students acquire in this way is, however, more widely applicable, strengthening their ability

to engage with the languages and cultures that are of relevance to any work environment.

Honours (Journalism and Media Studies)

The programme consists of five papers: There are TWO *compulsory papers* for all Honours students, including those doing joint Honours: Representation, Identity and Social Change; Media Research Methods + Long paper (comprise a single paper).

At least THREE papers from ONE of the following specialisation streams:

- Health Journalism
- Economics Journalism
- Media Studies and Popular Culture
- One paper in another department (with the approval of both heads of departments).

Candidates must choose options in consultation with the Honours Co-ordinator and the Head of Department.

Not all of these options will necessarily be available in any given year.

Interdisciplinary Honours Degrees

Students taking interdisciplinary Honours degrees may also take a selected course in Journalism.

See Calendar entry under Interdepartmental Studies

Postgraduate Diploma in Journalism and Media Studies (PGDIP)

The PgDip consists of four courses. The department reserves the right to limit the enrollment and entry to the course to 12 students for any one academic year.

The four courses are:

Course 1

Reporting Skills and Principles for Journalists

Course 2

Journalism: Institutions and Representations

Course 3

Critical Journalism Praxis

Course 4

Media Intensive (Writing & Editing, Photo-Journalism, Radio, Web Scripting and Internet Technology, Arts Journalism, Economics Journalism, Investigative Journalism, Literary Journalism, Communication Design, Sub-Editing, etc). Entry to these options is limited. Community Reporting at *Grocotts*

Not all options are necessarily offered in any one year.

Although the qualification is not set up as a bridging

course, a student who graduates with the PgDip may be accepted for a higher degree in Journalism and Media Studies, provided that the Dean, after consulting the Head of Department, is satisfied that the said student has passed examinations which could be deemed prerequisite for the relevant degree (see Rule H.28 for the Honours degree).

Post Graduate Diploma in Media Management (PDMM)

This course provides graduate students with specialised skills in the management of media. There are eight compulsory papers in specialised areas of media management; an experiential learning component involving a media management research project and a further project relating to active participation in a media initiative. The eight compulsory papers include:

Paper 1: Management Paradigms

This course provides students with an overview of the different paradigms of management and leadership and how these relate to organizational structures in media institutions.

Paper 2: Media Management

This course is concerned with effective management, the development of skills in strategic leadership and planning for media organizations as well as issues relating to change management.

Paper 3: Contextualizing Media Management

This course explores debates on the media's role in terms of issues of democratisation, diversity and transformation and the tensions that exist between the market driven and public service imperatives.

Paper 4: Media Economics and Financial Planning

The course covers the economic fundamentals of running a sustainable media organization, including the critical issues of controlling production and distribution costs and revenue generation. Students are required to demonstrate competence in using accounting software.

Paper 5: Human Resource Management

This course provides an overview of the different theoretical positions regarding human resource management. It focuses on the core human resource management functions required in a media organization.

Paper 6: Markets and Audiences and Advertising

The course focuses on an understanding of media markets and the strategic and analytical skills required in ensuring media products achieve maximum penetration in competitive environments.

Paper 7: Managing Media Content

The course engages with the different approaches to content provision in the print and broadcast industries.

Paper 8: Circulation, Distribution and Transmission

This course develops an understanding of the pivotal strategic role a circulation department can play in a print media enterprise as well as addressing issues of signal distribution and transmission for broadcast media organizations.

Postgraduate Diploma in Economics Journalism

This course, which is run part-time over two years, builds on the journalistic skills of participants by giving them the intellectual tools to report on issues and events in the economic arena in a way that improves their career prospects and deepens their understanding of business journalism. The programme consists of five modules. Four of the modules are subject-specific and each revolves around a week of lectures/seminars at Rhodes. The fourth module is a self-driven assignment. The four modules are:

Economics for Journalists (macro and micro)

Companies and Markets

Globalisation and Development

Economics, Media and Society

The assignments for each of the five modules count 20% towards the final mark. All assignments must be completed in order for the candidate to pass.

Master's Degree by coursework and thesis

The Master's degree by coursework and thesis can be taken on a full-time basis. Where the candidate has not developed satisfactory command of academic discourse during the coursework, the department reserves the right to exclude the candidate from continuing with the thesis. All candidates for the Master's degree by coursework will either take four papers which count for 50% of the total mark, or two papers and a media production project which together count 50% of the total mark. In addition, the research component counts for 50%.

Admission

A candidate may be admitted to the Master's degree by coursework in Journalism and Media Studies if the candidate:

- (a) has obtained an Honours degree or fourth year in Journalism and Media Studies or related discipline;

(b) or has obtained an Honours degree in a different discipline, but has in addition at least five years of professional experience in journalism and/or media studies;

(c) provided that a candidate may be required to complete one or more specific papers from the Honours degree,

(d) provided that candidates satisfy the general regulations governing Master's degrees in the Faculty of Humanities.

Application must be made to the School in writing by the end of the first week in October by the latest. Applications should be accompanied by a full curriculum vitae, a certified copy of the applicant's academic transcript, a typed one page motivation letter and two examples of analytic writing. In some circumstances a candidate may be called for an interview as part of the selection process.

The rules of the Faculty of Humanities coursework

Master's degree apply. The thesis for both full and part-time students should not normally exceed 30 000 words, but should not under any circumstances exceed 50 000 words.

There are two options for the coursework component of the degree:

Option A (four coursework papers)

Four coursework papers (12.5% each of the final mark) are compulsory for both full-time and part-

time students and are assessed by means of long paper (70%) and examinations (30%):

Students take three courses:

Media and Society

Media and texts

Media research methods

And one other, selected from:

Cultural studies

Journalism studies

New Media Studies

Reporting in Africa.

Not all these options will necessarily be available in any given year.

Option B (two course work papers plus one media production project)

Two coursework papers (12.5% each of the final mark) are compulsory for both full-time and part-time students:

A paper in Journalism and Media Studies

Media research methods

In addition, students must design and develop an in-depth media production project (25% of the final mark).