

## 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.

FIRST SEMESTER		SECOND SEMESTER	
Term 1	Term 2	Term 3	Term 4
<b>REPRESENTATION, IDENTITY AND SOCIAL CHANGE</b> (2 days per week) Venue: Fine Art Lecture Theatre Lynette Steenveld		<b>MEDIA SPECIALISATION</b> (5 days per week)	<b>MEDIA INTENSIVE</b> (5 days per week)
<b>MEDIA SPECIALISATION</b> (3 days per week) <b>DESIGN</b> – Brian Garman <b>MULTIMEDIA STORYTELLING</b> – Harold Gess & Jeanne du Toit <b>TELEVISION</b> – Alette Schoon <b>WRITING &amp; EDITING</b> – Anthea Garman <b>DIGITAL MEDIA</b> – Kayla Roux			



#### JMS 4 YEAR CO-ORDINATOR

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 Room 210

#### NOTE

1. Some specialisations may require that you remain for some time during the June/ July vacation to work on CueMedia or other projects
2. The Intensives continue to the end of the term four swot week.
3. Some specialisations require that you remain during the November exam period to complete portfolios or to prepare other assessment tasks.

#### TIMES AND VENUES

##### MEDIA STUDIES

For your media studies course in terms one and two you will have a lecture as a whole group on Monday mornings (10.00-13.05) and in the afternoons from 14.15-16.00. You will be divided into specialisation specific seminar groups, which will meet weekly on a day and time to be announced. Your lecture venue is the Fine Art Lecture Theatre.

##### MEDIA SPECIALISATIONS

Lecturers will specify times and venues for the media specialisations for which you are enrolled. These will be presented in the course outlines that you are given.

## JMS 4

### MEDIA STUDIES

#### REPRESENTATION, IDENTITY AND SOCIAL CHANGE

The focus of the fourth year is on media for social change. The RISC course provides initial insights for thinking about what this means. The course is designed to interrogate the ways in which social representations offer up different ways of understanding people, places and events, and the kinds of identities that are constructed through these representations. It does this by problematising representational practices from around the world, and uses 'Southern Theory' as a way of making sense of the representational practices that we are confronted with.

By focusing on Africa and the framework provided by coloniality/ decoloniality theory, we are able to probe representational practices in relation to race and gender. It is hoped

that these frameworks will enable students to see the ways in which their own practices are shaped by various kinds of 'common sense', and in so doing offer them more critical ways of engaging in their own practice, so that they can use their media production as a means of social change. Students will be regarded as researchers whose objects of study are both commercial and other media, as well as their own work. In this way the course will attempt to integrate 'media studies' and 'media practice', and in so doing contribute to the education of reflective and critical media producers, as well as media-literate citizens.

### SPECIALISATIONS

#### COMMUNICATION DESIGN

This course is designed to build on the skills that were introduced in third year and explore new areas of design,

both in the practical and theoretical spheres. Students will learn through engagement with a number of different projects which include among others: type design, newspaper and magazine design, web and web-based multimedia design, corporate identity, branding and poster design. Other projects may be incorporated as opportunities arise. Many of the components of JMS 4 design will require that students conduct their own research into the theoretical and practical complexities of projects. Throughout the course students will be introduced to a variety of designs and design-related theory with which they will be required to reflect on their practical production. There is a strong emphasis on producing in-depth, creative, experimental and well-considered designs.

#### **DIGITAL MEDIA**

This course immerses students in contemporary thinking, study and practices associated with 'new' media's institutional use. Praxis covers online writing and editing, data journalism, multimedia production, online marketing and web scripting and Internet technologies, among others.

Research involves informed and critical reflection on the interplay between mass media, emergent media use, journalism and society. Students undertake several online assignments and projects for the course.

#### **MULTIMEDIA STORYTELLING**

The JMS4 Multimedia course is principally about storytelling and this is not limited to 'journalism'. The course is intended to encourage students to experiment with different storytelling methods, styles and media.

Multimedia should be thought of beyond the idea of a video/sound/slides combination and be experimented with more broadly. Web-based interactive multimedia, found images/video/audio combined with new elements, multi-dimensional media, map-based multimedia, animation, etc. are all to be considered and explored. Site-specific installation can also be looked at, be it in the form of exhibition, audio tours, or something else. Multimedia storytelling need not be linear and students will be encouraged to think outside of the boundaries of the linear model.

Documentary storytelling forms a backbone to the course but other forms, including fiction, instructional, and process storytelling, are also valid parts of the course. Studying various genres and borrowing methods, creative devices, etc. is an effective tool in bringing a fresh perspective or method to other genres of storytelling.

This course is about breaking down of the boundaries between specialisations, both for the individual multi-skilled media practitioner and for the specialised media practitioner working as part of a team. The independent multi-skilled practitioner works as a solo media practitioner bringing all necessary skills to the project. The specialised media practitioner brings particular skills and knowledge to a team.

Storytelling is only as good as the knowledge and content that underpins it and for this reason, skills in research, fact-checking, note taking, interviewing for research, organization of information, etc are an important aspect of the course.

#### **TELEVISION**

This course provides a practical

understanding of general TV production techniques and the ability to put them into practice in a variety of genres, including a full-length 24- minute documentary. Although some students may proceed from this course to become specialists in specific fields of production, it is designed primarily to produce multi-skilled professionals. The outcomes of the course include high level journalism, technical and creative skills, and the ability to integrate theory and practice.

If cueTV is convened, working on cueTV is compulsory for JMS4 TV students, unless otherwise arranged with the TV4 lecturer. Students should note that copyright on all media products generated in this course resides with the School.

#### **NOTE:**

1. Students need to supply themselves with an external hard drive, which should be USB2 AND Fire Wire enabled.
2. Students need to have completed a three week industry internship in third year before embarking on JMS4 TV.

#### **WRITING AND EDITING**

The writing and editing specialisation draws together and deepens all the skills you have gathered over your previous three years of studying journalism. In the first semester, the JMS 4 writers will alternate week-by-week as 'general' reporters and then as beat reporters for the Grocott's Mail digital-first platform and newspaper based in the Africa Media Matrix.

Writers will spend one week in the newsroom:

- » Covering breaking, event-based and general news assignments;

- » Conducting community engagement strategies for Grocott's Mail and
- » Designing innovative story ideas and forms for use in Grocott's Mail.

They will spend the second week of their rotation with their beat editor and in the field:

- » Deepen their knowledge of one of the following beats: public life/ municipal affairs, education, health, environment, enterprise, arts/culture/ entertainment;
- » Assessing where gaps in the paper's coverage of their beat could be enhanced over time and
- » Crafting sustained and targeted journalism to develop this beat.

Writers will be supported by a photojournalism lecturer and will be expected to take usable photographs in their day-to-day reportage. Writers will also be expected to design and develop a blogging platform and will be supported in using other forms of social media in their journalistic practice. And since writing students will share the GM newsroom with radio and TV students in 2016, there will also be scope for the development of converged media productions.

As part of their course work, writers will be expected to work as staff reporters on Cue, the official daily platform of the National Arts Festival from 30 June - 10 July 2016.

In term three, writers will undertake an immersion journalism project in which a subject, a research method and a sustained period of time are used to produce a major piece of written work suited to a major, serious magazine, or digital platform.

The final term of the year is designated for an Intensive of each student's choice. In addition to the

experience of doing journalism, students will also reflect on and analyse their experiences as well as read and engage with one another's work during weekly seminars.

### **MEDIA INTENSIVES**

A media intensive course in which students select from a range of options to explore and experiment with traditional, as well as digital, networked and interactive platforms, genres and formats for journalism and media production/work. Not all specialisations will be able to do one of the media intensives that are offered.

### **JMS 4 MARK ALLOCATION**

- » Representation, Identity and Social Change: 20%
- » Media specialisations: 60%.
- » Media intensives: 20%

For each of these, check your course outlines for the mark breakdowns as they will vary for each course.

### **SUB-MINIMUM REQUIREMENTS AT JMS 4**

In order to complete JMS 4, students must pass the RISC course (50%) and the media specialisation and obtain a sub-minimum of 45% in the media intensive course.