

NOTE: This is not an official document. Please refer to the 2017 NMMU Prospectus for the Faculty of Arts.



**SCHOOL OF LANGUAGE MEDIA AND CULTURE
Department of Journalism, Media and Philosophy**

FIRST YEAR REGISTRATION 2017

BA Media, Communication and Culture

NOTE: Maximum number of credits that can be registered per academic year.

A student shall not be allowed to register for more than 120 credits per academic year unless prescribed in the relevant Faculty Rules. In exceptional cases, a deviation may be approved by the Executive Dean on recommendation of the Head of the Department or Director of the School.

Information for Students

Compulsory modules that first year students must register for:

LMC113: Media Ethics (Fundamental) 6 credits

And

WRFC101: COMPUTING FUNDAMENTALS 8 credits (If students have passed CAT at school, they must register for this module, but write an exemption test through the Computer Science Department for an exemption)

ALL first year BA MCC students MUST be registered for all 9 first year modules on offer:

LMC101: Communication (a) 6 credits

LMC102: Communication (b) 6 credits

LMC105: Cultural Studies: Contemporary Culture (a) 6 credits

LMC106: Cultural Studies: Contemporary Culture (b) 6 credits

LMC107: Introduction to Media Studies 6 credits

LMC109: News Writing and Reporting 6 credits

LMC110: Magazine Feature Writing 6 credits

LMC111: Introduction to Film Studies (a) 6 credits

LMC112: Introduction to Film Studies (b) 6 credits

In addition, they must choose one language as their core and continue with that same language into second year.

The choices are:

Afrikaans (LA111, LA112, LA113 and LA114) 6 credits each

OR

English Literature (LLE101, LLE102, LLE103, LLE104) 6 credits each

OR

Academic English (LES111 and LES112) 12 credits each

OR

French for Beginners (LFP101, LFP102, LFP103, LFP104) 6 credits each

OR

isiXhosa for Non-Mother Tongue Speakers (LXP111, LXP112, LXP113, LXP114) 6 credits each

OR

isiXhosa for Mother Tongue Speakers (LX111, LX112, LX113, LX114) 6 credits each

Recommended Electives (Up to 28 credits)

They may choose another language from the list above.

OR

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Philosophy (SFV101, SFV111, SFV102 and SFV112) 10 credits each

Philosophy is primarily for students who are interested in going into freelance writing, video production, film studies, and cultural studies

OR

Introduction to Business Management and Entrepreneurship (EB101 and EB102) 12 credits each

These modules open doors for entry into other professional spaces, and offer a wider range of skills in a world that requires entrepreneurs and self-employment.

If students are **undecided** between Philosophy and Business Management, then it is recommended that they register for SF131 and EB101, and attend classes for both modules for the first two weeks.

The same applies to students who are undecided between languages. They **MUST** make their decision **BEFORE** 28 February 2017, and communicate this choice to Ms Vermaak, who will assist them.

***LMC103** is not recommended for first year BA MCC students in 2017, but is available for those that are repeating the module.

SECOND YEAR REGISTRATION 2017

Maximum number of credits at second year: 132

NO STUDENT WHO HAS FAILED MORE THAN 50% OF FIRST YEAR SUBJECTS WILL BE ALLOWED TO REGISTER FOR SECOND YEAR SUBJECTS IN THE BA MCC.

Students who fail module pre-requisites may not continue into the second year of that subject.

Codes

Please check whether the student has one of the following codes on their record:

- **FW:** Academic warning (this student has done very poorly in the previous year)
- **FD:** Does not promote (student may only repeat failed modules from the previous year and may not register for any higher year level modules).
- **FG:** Excluded (student has been excluded from the programme and will not be allowed to register unless he/ she has appealed against the exclusion successfully). The student must have proof of successful appeal. If not, they must register late.

FOUR Language modules at NMMU 2nd-year level from Afrikaans or English or French or isi-Xhosa plus EIGHT LMC modules. If the student chooses to take elective modules such as a second language, Philosophy, or Business Management, they need only complete six (6) LMC core modules (one of these will be completed in the student's third year due to credit capping).

LMC MODULES (select eight or six modules [if taking electives])

LMC201 Communication Studies

Note: LMC101 and LMC102 are Pre-requisites

LMC202 Written Communication

Note: LMC109 or LMC110 are pre-requisites (the student need only have passed one of these modules)

LMC203 Media Studies: Media and Society

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LMC205 Media Studies: Television

LMC206 Media Studies: Film Genres

LMC207 Media Studies: Advertising Industry

LMC208 Media Studies: Introduction to Public Relations & Corporate Communications

Note: LMC 107 is a pre-requisite

A maximum of 70 students will be selected on merit

LMC209 Media Studies: African Film

LMC210 Cultural Studies: Contemporary Society (a)

Note: LMC105 and LMC106 are pre-requisites.

LMC211 Cultural Studies: Contemporary Society (b)

Note: LMC105 and LMC106 are pre-requisites

LMC212 Principles of Design and Layout (a)

Note: WRFC101 is a prerequisite

A maximum of 44 students will be accepted into the course based on merit

LMC213 Introduction to Script Writing

LMC214 Principles of Design and Layout (a)

Note: LMC 212 is a pre-requisite

LMC215 Media Studies: Television (b): Image Production

Note: LMC205 is a pre-requisite

A maximum of 50 students will be selected on merit

LMC216 Copywriting for Advertising and Marketing

LMC217 Scriptwriting (b)

Note: LMC213 is a pre-requisite

LANGUAGE MODULES (select 40 credits of modules from the same language as first year)

Afrikaans and Dutch

Syntax and Morphology: (Afrikaans) 1 & 2 LA211 10

Phonology and Semantics (Afrikaans) 3 & 4 LA212 10

Cultural Interaction (Afrikaans) 1 & 2 LA213 10

Song and Lyrics (Afrikaans) 3 & 4 LA214 10

Prerequisites: LA111, LA112, LA113 and LA114

English Language Studies

English Language Studies 1 & 2 LES211 20

English Language Studies 3 & 4 LES212 20

Prerequisites: LES111 and LES112

English Literature

The English Renaissance and Literature 1 & 2 LLE201 10

Popular Literature and Subversion 1 & 2 LLE202 10

Romanticism and After 3 & 4 LLE203 10

Literature of Africa and its Diaspora 3 & 4 LLE204 10

Prerequisites: LLE101, LLE102, LLE103, LLE104

Creative Writing: Prose LE205 10 (Elective)

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Creative Writing: Drama, Radio and TV LE206 10 (Elective)

French

Intermediate French 1 LFP201 10

Intermediate French 2 LFP202 10

Intermediate French 3 LFP203 10

Intermediate French 4 LFP204 10

Prerequisites: LFP101, LFP102, LFP103, LFP104

isiXhosa

isiXhosa for non-Mother Tongue Speakers 1 LXP211 10

isiXhosa for non-Mother Tongue Speakers 2 LXP212 10

isiXhosa for non-Mother Tongue Speakers 3 LXP213 10

isiXhosa for non-Mother Tongue Speakers 4 LXP214 10

Prerequisites: LXP111, LXP112, LXP113, LXP114

isiXhosa for Mother Tongue Speakers LX211 10

isiXhosa for Mother Tongue Speakers LX212 10

isiXhosa for Mother Tongue Speakers LX213 10

isiXhosa for Mother Tongue Speakers LX214 10

Prerequisites: LX111, LX112, LX113, LX114

Looking to Third Year: Module “Packages” for Streams

Culture

LMC 210 – Culture

LMC 211 – Culture

LMC 202 – Written Communication

LMC 203 – Media and Society

LMC 206 – Film

Philosophy is recommended as elective modules

English Literature is recommended as elective modules

Design

LMC 212 – Design

LMC 214 – Design

LMC 207 – Advertising

LMC216 – Copywriting

LMC 202 – Written Communication

Public Relations

LMC 208 – PR

LMC216 – Copywriting

LMC 207 – Advertising

LMC 201 – Communication

Plus either

LMC 212 and LMC 214 – Design

LMC 202 – Written Communication

LMC 205 – Television

Or:

LMC 203 – Media and Society

LMC 202 – Written Communication

LMC 210 and LMC 211 – Cultural Studies

Print

LMC 202 – Written Communication

LMC 208 – PR

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LMC 203 – Media and Society
LMC 210 and LMC 211 – Culture
LMC 212 and LMC 214 – Design
Electives: WRWD201 and WRWD202: Web Design – pre-requisite for third year stream

Scriptwriting

LMC 213 – Scriptwriting
LMC217 – Scriptwriting (b)
LMC 205 – Television (a)
LMC215 – Television (b)
LMC 206 – Film and/ or
LMC 209 – African Film
LMC202 – Written Communication

Video Production

LMC 205 – Television (a)
LMC 215 – Television (b)
LMC 213 – Scriptwriting (a)
LMC217 – Scriptwriting (b)
LMC 206 – Film and/or LMC 209 – African film
LMC 202 – Written Communication
LMC 203 – Media and Society

Electives

If students choose to take electives, they need only complete 6 LMC modules, one of which may be taken in their third year (due to credit limits).

Students elect modules in consultation with the programme leader. The following electives are recommended, but students may choose to study an additional language, or, subject to the approval of the programme leader, any other modules relevant to the overall purpose of the degree. Students may also **take a second language** (English, Afrikaans/ Dutch, isiXhosa or French) as elective.

The following are possible electives:

Philosophy

SFV221 PHILOSOPHICAL PRACTICE: IDEOLOGY CRITIQUE – Semester 1 (10 credits)
SFV222 PHILOSOPHICAL PRACTICE: INTERPRETATION AND ART – Semester 1 (10 credits)
SFV223 PHILOSOPHICAL PRACTICE: PHILOSOPHY THROUGH FILM – Semester 2 (10 credits)
SFV224 PHILOSOPHICAL PRACTICE: CREATING CONCEPTS – Semester 2 (10 credits)

Marketing

EBM201 Marketing Management (14 credits)
Note: EB102 is a pre-requisite
EBM203 Marketing Communication Management (14 credits)
Note: EBM201 is a pre requisite

THIRD YEAR REGISTRATION 2017

Maximum number of credits at third year: 144

All students must complete **LMC 311** (20 credits) and in addition select a minimum of three LMC modules in consultation with the programme leader. In addition to the required LMC modules,

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students may choose to continue a language to third-year level, or, subject to the approval of the programme leader, any other modules relevant to the overall purpose of the degree.

Students must have at least 120 credits at third year level (in third year modules). That means they must take 7 third year LMC's and LMC311, which equals 125 credits.

LMC 311 Media and Communication project: Integration of Theory and Practice (20 credits)

Students must select a stream from one of the six possible streams and complete the relevant modules in that stream.

If you choose to do the **Culture stream**, you must complete LMC 309 and LMC 319.

If you choose to do the **Design stream**, you must complete LMC 304 and LMC322.

If you choose to do the **PR stream**, you must complete LMC 318 and LMC 320.

If you choose to do the **Print stream**, you must complete LMC 303 and LMC 302.

If you choose to do the **Scriptwriting stream**, you must complete LMC323 and either LMC 306 and LMC307 OR LMC315 and LMC321.

If you choose to do the **Video stream**, you must complete LMC 315 and LMC 321.

JMJ 301 Media Law (15 credits)

LMC302 New Media and Information Technology (15 credits)

LMC 303 Freelance Writing for the Media (15 credits)

Note: LMC 202 is a pre-requisite

LMC 304 Advanced Design and Layout (a) (15 credits)

Note: LMC 212 and LMC 214 are pre-requisites

LMC 315 Video Production (a) (20 credits)

Note: LMC 205, LMC215 and LMC 213 and LMC217 are pre-requisites

A maximum of 20 students will be selected on merit

LMC 307 Media Studies: African film (2) (15 credits)

LMC 318 Public Relations and Corporate Communications (15 credits)

Note: LMC 208 is a pre-requisite.

LMC 309 Cultural Studies: Contemporary Society (A) (15 credits)

Note: LMC 210 and LMC 211 are pre-requisites.

LMC319 Cultural Studies: Contemporary Society (B) (15 credits)

Note: LMC309 is a pre-requisite

LMC320 Applied Public Relations and Corporate Communications (15 credits)

Note: LMC318 is a pre-requisite

LMC321 Advanced Video Production (b) (15 credits)

Note: LMC315 is a pre-requisite

LMC322 Advanced Design and Layout (b) (15 credits)

Note: LMC304 is a pre-requisite

LMC323: Scriptwriting (15 credits)

Note: LMC213 and LMC217 are pre-requisites

LMC306: Media Studies: Film (15 credits)

Elective Modules

Students select modules in consultation with the Programme Leader. The following electives are recommended, but students may, subject to the approval of the programme leader, choose any other modules relevant to the overall purpose of the degree.

Philosophy

SFV321 PHILOSOPHY AND THE ETHOS: ETHICS – Semester 1 (15 credits)
SFV322 PHILOSOPHY AND THE ETHOS: NATURE – Semester 1 (15 credits)
SFV323 PHILOSOPHY AND THE ETHOS: SELF – Semester 2 (15 credits)
SFV324 PHILOSOPHY AND THE ETHOS: SOCIETY – Semester 2 (15 credits)

Afrikaans and Dutch

Afrikaans: Journalistic Text Production 1 & 2 LA311 15
Modern Afrikaans Poetry 1 & 2 LA313 15
Sociolinguistics 3 & 4 LA312 15
Modern Afrikaans Prose 3 & 4 LA314 15
Dutch Prosa 3 & 4 LD301 15
Prerequisites: LA211, LA212, LA213, LA214

English Language Studies

English Language Studies A Semester 1 LES311 30
English Language Studies B Semester 2 LES312 30
Prerequisites: LES211, LES212

English Literature

Modernism and literature 1 & 2 LLE302 15
Postmodernism and literature 1 & 2 LLE303 15
SA literature 1 & 2 LLE304 15
World literature today 3 & 4 LLE305 15
Prerequisites: LLE201, LLE202, LLE203, LLE204
Creative writing portfolio 1 – 4 LLE306 15 (Elective)

French

French language and literature 1 LF301 15
French language and literature 2 LF302 15
French language and literature 3 LF303 15
French language and literature 4 LF304 15
Prerequisites: LFP201, LFP202, LFP203, LFP204

isiXhosa

Xhosa: Pragmatics 1 LX311 15
Xhosa: Biography and Essays 2 LX312 15
Xhosa: Language change 3 LX313 15
Xhosa: Creative writing and poetry 4 LX314 15
Prerequisites: LX211, LX212, LX213, LX214

isiXhosa for non-mother tongue speakers

isiXhosa for non-Mother Tongue Speakers 3 1 LXP311 15
isiXhosa for non-Mother Tongue Speakers 3 2 LXP312 15
isiXhosa for non-Mother Tongue Speakers 3 3 LXP313 15
isiXhosa for non-Mother Tongue Speakers 3 4 LXP314 15
Prerequisites: LXP211, LXP212, LXP213, LXP214

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EACH STUDENT NEEDS THE FOLLOWING TO GRADUATE:

- 120 credits per year of study, totaling 360 credits
 - LMC113 and WRFC101 (or equivalent)
 - 10 first year LMC core modules
 - 8 (or 6) second year LMC core modules
 - Two years of the same language
 - LMC 311 plus corresponding stream module(s)
 - Three third year LMC core modules (including stream module(s) but excluding LMC 311)
 - 120 credits at 3rd year level
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