

Department of Journalism, Media and Philosophy
Prof Andrea Hurst Andrea.hurst@nmmu.ac.za
Prof Adrian Konik Adrian.konik@nmmu.ac.za

Department of Public Relations and Communication Studies
Dr. H. S. Fourie Hercules.fourie@nmmu.ac.za

Provisional 2017 timetable for the BA Honours in Media Studies, and BA Honours in Corporate Communication.

Instructions for pipeline MA: Media Studies coursework students also follow below.

Honours students please note: For the list of compulsory modules and the range of elective modules for each of the above offerings, please consult the Faculty of Arts Prospectus 2017, in conjunction with this document. IT IS EACH STUDENT'S RESPONSIBILITY TO REGISTER FOR THE CORRECT MODULES.

Pipeline Master's students must please note that the MA: Media Studies coursework qualification has been discontinued and only pipeline students can still participate. As stipulated in the 2017 Faculty of Arts Prospectus, the final year for new admission into this programme was 2014, and the final year for all students to comply with all requirements for this qualification is 2018. Pipeline students must BY JANUARY 2017 contact the relevant coordinators/lecturer for each of their remaining modules for lecture/supervision arrangements. IT IS EACH STUDENT'S RESPONSIBILITY TO REGISTER FOR THE CORRECT MODULES. See the bottom of this document for coordinators/lecturers associated with the MA: Media Studies coursework modules.

-Note for BA Honours in Corporate Communication:

-Compulsory modules: LMC 401, LMC 425 and LMC 428

-Apart from these, you must complete two of: LMC 403, LMC 429, LMC 430

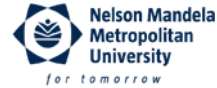
-(The following modules will not be offered for BA Honours Corporate Communication in 2017: LMC 417, LMC 419, LMC 427)

Orientation meeting dates:

BA Honours in Media Studies: 2 February 2017, 12:00 – 14:00, MB0415

BA Honours in Corporate Communication: 2 February 2017, 12:00 – 14:00, MB0208

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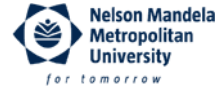
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Module Summaries for 2017

Module Code	Module Description	Semester and Lecturer	Assessment Method	External Examiner/Moderator	Timetabling
LMC 401	<p>Research Methodology: Media The aim of this module is to introduce students to the methodological concepts and practices that will enable them to carry out academic research in their chosen fields of study. As such, it explores major theories in the fields of Media, Communication and Culture, and provides applied training in methodologies relevant to their fields of study.</p> <p>Theory and research methodology; research ethics; generating a research topic; research questions; deciding on a methodology and designing the research instrument; writing a research proposal; writing a research paper of limited scope.</p>	<p>1</p> <p>For Media Studies: Prof. A. Konik, Prof. A. Hurst, Ms. J.L. Vermaak, Mr. C. du Plessis, and Dr. K. Asmah-Andoh</p> <p>Supervisors from the Department/School</p> <p>For Corporate Communication: New staff member</p> <p>Supervisors from the Department: Dr. H. Fourie, Dr. A. Mbinjama-Gamatham, Ms. C. Leppan, New staff member</p>	<p>Continuous evaluation: Assignments, research proposal plus research paper of a limited scope.</p> <p>Continuous evaluation: Assignments, research proposal plus research paper of a limited scope.</p>	<p>External examiners are selected according to research topics.</p> <p>External examiners are selected according to research topics.</p>	<p>Block release: Media Studies: Date: 20-24 February 2017 Venue: MB0415</p> <p>Thereafter, students write a research proposal in consultation with the supervising lecturer.</p> <p>Block release: Corporate Communication: Date: 27 February-03 March 2017 Venue: 1 0206 Time: 08:30 – 16:00</p> <p>Thereafter, students write a research paper in consultation with the</p>

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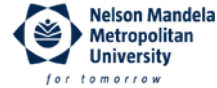


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					supervising lecturer.
LMC 402	Portfolio of own work Students submit a portfolio of work, which must include projects that are in line with the chosen focus area. This may consist of one or more of the following: a film/video thesis, a design and layout project, a print media project, media releases and publications and/ or an interactive CD-ROM, and/or New Media artefacts.	Not offered in 2017			
LMC 403	Internship and Work-based Learning Students must obtain 200 notional hours of experiential learning in a field in line with the chosen focus area. Experiential learning will take place at an approved media/ journalism company in the private or public sector. A comprehensive report about the internship is submitted for evaluation.	Only offered in the Honours: Corporate Communication (see details below):			
		Dr. A. Mbinjama-Gamatham	Continuous evaluation: Portfolio of internship		First meeting: Date: 27 February 2017 Venue: 1 0417 Time: 13:00 Assessed and managed according to NMMU policy on internships and workbased learning. In consultation with lecturer. No formal lectures.
LMC 417	Critical Approaches to Media Design Recent critical theoretical perspectives on graphic design. The four branches of media design: persuasive, informational, directional and enhansive. Trends in visual design and their influence on the media in which they appear. Application of theory in relation to media design. Please note: A relevant conceptual, design portfolio must be presented to the lecturer concerned before acceptance into this module.	1 Mrs. T. Rennie	Continuous evaluation	Martine vd Walt Ehlers, UNISA	First meeting: 17 February 2017, 09:00, MB0407 Lectures and practical work in first semester.
LMC 418	Moving Image Production and Reception	Not offered in 2017			

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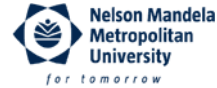


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	Moving image production and reception, focusing on the analysis of technical composition with regard to genre type and media format in relation to intended audience. Narrative structure, composition, sound, lighting and visual semiotics. Critical issues in moving image production.				
LMC 419	New Media Cultures Technology, nature and culture; cyberculture; online media strategies; new media and identity; user-generated content; new media and visual culture; case studies of new media in South Africa; collective intelligence; social networking and media.	2 Mr. C. du Plessis	Exam		Block release: Date: 26 July-01 August 2017 Venue: MB0415
LMC 420	Cinema and Transgression This module will focus on critical theoretical perspectives of cinema that transgresses the boundaries of homogenizing discursive practices. Particular emphasis will be placed on the political role of cinema as a source of discursive transgression that has the potential to lead to both personal and social transformation.	1 Prof. A. Konik	Exam	Ms. Johanet Kriel, University of the Free State	Block release: Date: 6-10 March 2017 Venue: MB0415
LMC 423	Southern African Cinema Students will develop, firstly, an informed critical understanding of the factors influencing southern African film productions, as well as the reflection on socio-political events that occurs through the medium of film in the southern African countries. Secondly, the module gives an integrated perspective on a variety of film genres, including drama, comedy, political satire, political propaganda, documentary, short films and various productions for television. While the political landscape of the subcontinent, historically, strongly dominates both content and the possible target audiences for the films, the critical approach will also address the grammar of film language as evident from the films. Thirdly, the module aims to develop the student's ability to situate the films in the broad context of the African continent's realities, relating in particular, but not exclusively, to the results and threats of acculturation to Western social models, urbanisation and globalisation. Finally, the role of film productions within the mass media context, and as an expression of local cultures, will be addressed.	1 Dr. J. Wozniak	Continuous evaluation		First meeting: 13 February 2017, 13:00, MB0208

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	This module introduces students to the South African broadcast media landscape, with a specific focus on issues and trends in documentary-making in a South African context and its relationship to global media. Students will be required to produce either an investigative journalism piece or genre documentary for South African television from idea conception to packaged broadcast product.	Dr. S. Moodley	Continuous evaluation		First meeting: 7 February 2017, 10:00, MB0410
LMC 427	African Media Contexts The diverse influences and discourses of African media; transgressing the homogenizing discursive boundaries/tendencies of Western models; African contexts and African subjectivities as evident in media-related processes; developments in African public expression and their representation in Western and Asian contexts.	2 Mr. S. Nzioki	Exam		Block release: Date: 14-18 August 2017 Venue: MB0415
LMC 428	Corporate Communication Corporate communication as a strategic management function; issues, challenges and trends impacting the practice of corporate communication within South Africa and globally; integrated approaches to corporate communication; corporate culture; corporate personality; the persona of organizations; corporate image, reputation and identity.	1 Ms. C. Leppan	Exam		Block release: Date: 06-10 March 2017 Venue: 1 0206 Time: 08:30 – 16:00
LMC 429	Communication Studies Recent critical theoretical perspectives on communication; critical analysis and application of communication theory in practice; discusses the conceptual model of organizational culture by identifying manifestations and socially constructed meanings of culture within an organization; identifies the implications for organisational culture management by also looking at the importance and interconnectedness of international and intercultural communication.	2 Dr. H. Fourie	Exam		Block release: Date: 10-14 July 2017 Venue: 1 0206 Time: 08:30 – 16:00
LMC 430	Brand Communication Brand communication and branding; issues, challenges and trends facing the industry in the current context; case studies of brand campaigns; the role of integrated communications in effectively delivering campaigns; history of branding; psychological perspectives on branding; developing brand equity; communicating brands in a global context.	2 Dr. A Mbinjama-Gamatham	Exam		Block release: Date: 18-22 September 2017 Venue: 1 0206 Time: 08:30 – 16:00

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LMC 431	Print Journalism The South African print media landscape and its relationship to global print media; issues and trends in print journalism in South Africa; online and mobile journalism for print journalists; applied print journalism within particular specialisms, including business and technology, science, health and medical, travel and food and investigative journalism; practical portfolio.	Not offered in 2017
LMC 432	Political Philosophy and Journalism The political history of democracy, from Plato to the democratic present; the critical relationship between journalism and democracy as a politico-philosophic practice; journalism as a vocation and its relationship with and to democracy.	Not offered in 2017

Contact details of lecturers involved in the above qualifications:

From the Department of Journalism, Media and Philosophy:

Ms. J.L. Vermaak
 Office: MB0409
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 Email: Tarryn.Rennie@nmmu.ac.za

Mr. C. du Plessis
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From the Department of Public Relations and Communication Studies:

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 Tel: 041 504 3330
 Email: Hercules.Fourie@nmmu.ac.za

Dr. A. Mbinjama-Gamatham
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 Email: Adelina.Mbinjama Gamatham@nmmu.ac.za

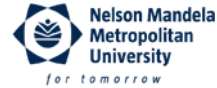
Ms. C. Leppan
 Office: MB0502 South Campus Tel: 041 504 4681
 Email: Claudette.Leppan@nmmu.ac.za

Coordinators/lecturers associated with the MA: Media Studies coursework modules.*

***It is the responsibility of the pipeline MA student, for each of their remaining modules, to contact by January 2017 the coordinators/lecturers below for lecture/supervision arrangements for 2017.**

Coordinators/Lecturer	Module name	Module Code	Meeting/block release dates
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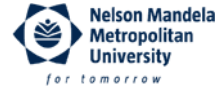


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Coordinators/Lecturer	Module name	Module Code	Meeting/block release dates
For JMP: Prof. A. Konik, and Ms. J.L. Vermaak For Corporate Communication: Dr. H. Fourie	Research Methodology: Media	LMC 401	Same as LMC 401 above
NOT OFFERED IN 2017	Extensive Portfolio of Own Work	LMC 402	
Only offered in the Honours: Corporate Communication Coordinator: Dr. A. Mbinjama- Gamatham	Practical Internship and Work-based Learning	LMC 403	Same as LMC 403 above
NOT OFFERED IN 2017	Visual Communication Design	LMC 406	
NOT OFFERED IN 2017	Theory and Practice of Audio-visual Materials Production	LMC 407	
NOT OFFERED IN 2017	Scriptwriting	LMC 415	
NOT OFFERED IN 2017	Media Text Production	LMC 405	
NOT OFFERED IN 2017	Philosophy of Culture and Film Criticism	LMC 409	
Mr. C. du Plessis	New Media Theory and Practice	LMC 408	Same as LMC 419 above
NOT OFFERED IN 2017	Semiotic aspects of Cinema	LMC 410	
Dr. H. Fourie	Communication Theory	LMC 411	Same as LMC 429 above

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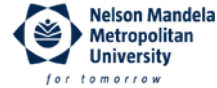


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Coordinators/Lecturer	Module name	Module Code	Meeting/block release dates
Coordinator for Media Studies: Prof. A. Hurst Coordinator/s for Corporate Communication: Dr. H. Fourie, Dr. A. Mbinjama- Gamatham, Ms. C. Leppan, New staff member	<i>Capita Selecta</i> on an approved topic	LMC 412	Same as LMC 425 above
NOT OFFERED IN 2017	Media Ethics	LMC 413	
Ms. C. Leppan	Corporate Communication	LMC 414	Same as LMC 428 above
Supervisor from the School	Treatise or substantive project on an approved research topic	LMC 511	For more information contact supervisor by January 2017
Mrs. T. Rennie	Advanced Visual Communication Design	LMC 512	For more information contact lecturer by January 2017
NOT OFFERED IN 2017	Advanced Audio-visual Materials Production	LMC 516	For more information contact lecturer by January 2017

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Coordinators/Lecturer	Module name	Module Code	Meeting/block release dates
Dr. J. Wozniak	Communication, News and Politics	LMC 519	For more information contact lecturer by January 2017
Dr. H. Fourie	Specialised Corporate Communication	LMC 520	For more information contact lecturer by January 2017
Dr. J. Wozniak	International Communication	LMC 518	For more information contact lecturer by January 2017
Supervisor from the School	<i>Capita Selecta</i>	LMC 521	For more information contact supervisor by January 2017
Mrs. T. Rennie	Advanced Applied Corporate Communication	LMC 522	For more information contact lecturer by January 2017