



University of Zululand

Department of Communication Science

Course Outline

Module Title	<i>Communication Science I</i>
Purpose of the module	
The purpose of this module is to introduce learners to the scientific theories and skills of intrapersonal communication (communication with the self), interpersonal communication, small-group communication, organisational communication, mass communication, and non-verbal communication.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none">○ Illustrate how the various communication theories affect the practice of Public Relations;○ Apply related knowledge to concepts and trends affecting the profession;○ Apply the theory of communication science to practical examples.	
Content Topics	
<ul style="list-style-type: none">○ The nature of communication○ Introduction to the nature of communication theory○ Intrapersonal communication○ Interpersonal communication○ Public communication○ Pictorial communication○ Communication by objectives○ Practical application	

Module Title	<i>Communication Science 2</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of organisational communication theory and research, and to enable them to apply this theory and research for the effective use, assessment and planning of communication in and between organisations.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none">○ Demonstrate an understanding of communication as a science;○ Apply all communication theory to practical examples (<u>including aids education</u>);○ Write an article;○ Use persuasive skills in public speaking;○ Apply the principles of public speaking by delivering a speech.	
Content Topics	
<ul style="list-style-type: none">○ Basic Research Methodology○ Mass communication○ Media study○ Persuasive communication○ Political communication○ Practical application	

Module Title	<i>Communication Science 3</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of the role of the communication in globalisation, cultural imperialism, and international affairs, and to enable them to <u>research</u> the international flow of news and entertainment, the New World Communication and Information Order and international communication policy.	
Specific learning outcomes for the module	
The Learner will be able to:	
<ul style="list-style-type: none"> ○ Demonstrate an advanced knowledge and skills of communication theory with specific reference to the South African context (including AIDS education) and ○ Apply theory to case studies and practical examples. 	
Content Topics	
<ul style="list-style-type: none"> ○ Strategic Organisational communication ○ Small group communication ○ Intercultural communication ○ Practical application 	

Module Title	<i>Public Relations 1</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of the theory and practice of public relations, and to enable them to plan the execution of public relations campaigns.	
Specific learning outcomes for the module	
The Learner will be able to:	
<ul style="list-style-type: none"> ○ Demonstrate an understanding of the scope and ethics of public relations, and the development and practice of public relations; ○ Undertake basic <u>research</u> in public relations; ○ Demonstrate an understanding of the relationship between public relations and marketing, advertising and personal selling; ○ Demonstrate an understanding of the role of communication in public relations; ○ To plan a public relations programme for events such as exhibitions, trade fairs, conferences, seminars and open days, and for features such as corporate image and identity, corporate social investment and sponsorship; ○ Demonstrate an understanding of the role of the media (print, electronic, television, video and audio-visual media) in public relations; ○ Comprehend a financial statement and ○ Prepare a budget 	
Content Topics	
<ul style="list-style-type: none"> ○ Historical perspective ○ The Public Relations profession ○ Elementary Public Relations <u>Research</u> ○ The basic Public Relations programme ○ Application skills for Public Relations tools ○ Practical work/ assignments/ case studies. ○ Understanding <u>Income & Expenditure</u> ○ Comprehension of <u>financial</u> Statements ○ Compile a <u>budget</u> 	

Module Title	<i>Public Relations 2</i>
Purpose of the module	
This module provides students with the skills to understand media relations, analyse public relations problems, plan, implement and evaluate public relations campaigns, and to distinguish between public relations practice in business, government and non-profit organisations.	
Specific learning outcomes for the module	
The Learner will be able to:	
<ul style="list-style-type: none"> ○ Demonstrate an understanding of the development of public relations; ○ Demonstrate an understanding of the various models of public relations; ○ Implement public relations as a management function; ○ Manage a public relations department; ○ Plan the development of a corporate image; ○ Demonstrate an understanding of crisis communication; ○ Manage the finances of a Public Relations Department; ○ Conduct <u>research</u> with respect to public relations; ○ Demonstrate an understanding of corporate social responsibility; ○ Demonstrate an understanding of the functions of a public relations practitioner up to middle management level and ○ Demonstrate an understanding of media management and special events. 	
Content Topics:	
<ul style="list-style-type: none"> ○ Public relations <u>research</u> and planning; ○ <u>Budgeting and costing</u>; ○ Public relations in commerce and industry; ○ Public relations in non-profit and welfare organisations; ○ Public relations in the public sector; ○ Public relations in training and education institutions; ○ Public relations in entertainment, sport and travel; ○ Social responsibility. 	

Module Title	<i>Public Relations 3</i>
Purpose of the module	
This module provides students with the skills to understand and analyse management techniques in Public Relations.	
Specific learning outcomes for the module	
The Learner will be able to:	
<ul style="list-style-type: none"> ○ Demonstrate adequate knowledge and understanding of the theory underpinning public relations practice; ○ Apply communication theories in a South African context; ○ Demonstrate an understanding of the role of public relations in the South African government and ○ Demonstrate an understanding of the impact of on-line technology in public relations. 	
Content Topics	
<ul style="list-style-type: none"> ○ Public relations management, techniques and strategies ○ Corporate / institutional, advocacy advertising ○ Advanced communication with employees ○ Public relations in the mass communication media ○ Advanced case studies / assignments 	

Module Title	<i>Journalism 1</i>
Purpose of the module	
<p>This course has been developed for learners who are interested in pursuing a career in journalism. The qualification is designed to assist learners in the construction of a news report in accordance with the requirements of a specific media news enterprise. Journalism I offers the learner an insight into newspaper journalism and the responsibilities of a journalist, a code of journalism standards and ethics of journalism. Learners will understand the various approaches to writing news. Further, learners will be introduced to developing interview skills and story construction.</p>	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Utilize mail and internet applications ○ Communicate effectively with their audience ○ Prepare mass communication messages in the appropriate style. ○ Apply appropriate technology to the creation and dissemination of messages ○ Students will be able to plan communication that serve audience needs ○ Articulate ideas and problems ○ Analyze articles in a newspaper. ○ Display behaviour that is consistent with the ethical standards within a profession or discipline. ○ Develop their news gathering skills ○ Understand definitive copy editing techniques ○ Differentiate between different story structures and formats ○ Construct interview questions. 	
Content Topics	
<ul style="list-style-type: none"> ○ Newspaper editorial department operation ○ Gathering news (<u>including AIDS / HIV related</u>) ○ Writing news stories ○ Newsroom operation ○ Laws of the press ○ Newsroom organization and copy flow ○ Newspaper organization ○ Analysis of articles found in a newspaper ○ Analysis of articles found in a newspaper ○ Story selection criteria, ethics ○ Copy editing commands ○ Story structures and formats ○ Leads, interviewing skills, source selection and beats ○ Specific attributes and skills required of journalists 	

Module Title	<i>Journalism 2</i>
Purpose of the module	
Is to familiarise learners with the construction of a story implementing the 5 W's and a "H". This module equips the learner to critically analyze news content. The learner will understand the different story structures pertinent to journalism. This module familiarises the learner with theoretical and practical aspects of newspaper journalism.	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Practice communication within legal boundaries ○ Demonstrate sensitivity to the ethical issues of their practice ○ Evaluate sources for effective reporting ○ Display advanced journalism principles ○ Apply the stages of the writing process (Pre-writing, drafting, revising and editing) ○ Understand the attributes and skills required of journalists ○ Understand the structure of a newspaper ○ Analyze content and stories ○ Understand the interview process including the construction of questions ○ Edit, write and dissect a story. 	
Content Topics	
<ul style="list-style-type: none"> ○ Nature of news, qualities of news, budget meetings, the news hole, 5 "W" and an "H". Attributes and skills required of journalists ○ The modern newspaper's structure and wire service ○ Content analysis and types of stories ○ Reporting: The morgue, beats, PR releases, release dates, sources, attribution, using statistics, formulating questions, interviewing & preparation ○ The interviewing process – including the challenges associated with covering victims in the media, library articles ○ Types of stories. Finding stories: Sidebars & spin-offs, networking ○ Writing the story: Language, structure of inverted pyramid, pegs, historical development of news story, placement of attribution, information selection, editorializing: how to avoid, paragraphing, readability formulas. Writing the lead and body, wraps, follows, and proceeds ○ Editing: Methods & symbols ○ Dissecting a story: Editing exercise ○ Professional media ethics 	

Module Title	<i>Journalism 3</i>
Purpose of the module	
To provide the learner with theoretical foundation of public speaking. To enable the learner to carry out an audience analysis and how to adapt the information to the audience. To enable the learner to write and present news and programmes for radio, television and the Internet. To inform the learner about broadcast regulations and restrictions.	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Become an effective public speaker ○ Understand audience psychology ○ Identify a main message ○ Use the speech to manage perceptions ○ Hook the media ○ Apply speech building techniques ○ Understand the public speaking process which includes the ethics in public speaking and the differences in public speaking and other forms of communication ○ Analyse the different audience according to demographics, psychographics and socio-graphics ○ Produce written scripts for Radio and Television broadcasts. ○ Carry out basic digital sound editing ○ Understand how to Radio presentation and pronunciation ○ Identify the history and function of radio news ○ Carry out news writing for television ○ Know how to compile a news bulletin ○ Understand Broadcast restrictions and regulations ○ Compile news documentaries 	
Content Topics	
<ul style="list-style-type: none"> ○ Persuasive Communication ○ Audience Analysis ○ Radio writing style and presentation of programme material ○ Production of radio news and features ○ TV presentation and interviewing ○ History and function of TV journalism ○ News writing for television ○ TV presentation and interviewing ○ History and function of TV journalism ○ Bulletin compiling ○ Broadcast restrictions and regulations ○ News documentaries ○ Digital editing 	

Module Title	<i>Media Studies I</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of media institutions, functionalist and critical media theories, and media issues, and to enable them to <u>research</u> topics such as media institutional practices, ownership, regulation, censorship, media and democratisation, and the power and functions of the media.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none"> ○ Differentiate between public relations and journalism; ○ Demonstrate skills related to interviewing and writing; ○ Design a simple print layout; ○ Demonstrate a basic knowledge of print and electronic media; ○ Illustrate the overlap in public relations, journalism and media studies. 	
Content Topics	
Ethical considerations (<u>including AIDS education</u>); Gathering the news; Newspapers; Magazines; Feature writing; Radio; Television; House journals	

Module Title	<i>Media Studies 2</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of the theories of and skills to analyse media texts, genres, audiences and the effects of the media, and to plan the use of media for educational purposes.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none"> ○ Start up and manage an in-house publication such as a house journal, a brochure or a pamphlet, including skills in copy editing, layout, photography, and optimising the readability of publications; ○ Create a web page for an organisation, including layout, editing and updating; ○ Write for a web site; ○ Identify non-verbal communication such as lighting and colour and ○ Analyse the media critically. 	
Content Topics	
<ul style="list-style-type: none"> ○ Editing and design ○ Photography ○ Theory ○ Practical ○ <u>Advanced writing</u> ○ Desktop publishing (electronic paging) 	

Module Title	<i>Media Studies 3</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of the theories of and skills to analyse media texts, film theory and criticism, adaptation of reception theory to analyse media audiences and the knowledge of media production.	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Analyse media texts (media content) ○ The use of language in the media (to produce and sustain ideology), ○ Explain the nature, value and importance of film theory, ○ The history and underlying assumptions of reception theory, ○ The contribution of cultural studies to reception research ○ A definition and classification of print media and the newspaper 	
Content Topics	
<ul style="list-style-type: none"> ○ Media Content ○ Film Theory ○ Media Audience ○ Media Production ○ Advanced writing 	

Module Title	<i>Communication Research Methods</i>
Purpose of the module	
<p>This module seeks to introduce theoretical guidelines to practices of conducting research in human and social sciences. Due emphasis is on historical and institutional contexts of research methods and methodologies. In this instance, consideration is focused on synthesizing (i) key concepts in social theory, (ii) actual practice of social & cultural research.</p> <p>Various associated relationships will be teased out. These include connection between research and social policy, research and social theory, the philosophy of social-human sciences and subject positions (reflexivity of social researchers).</p> <p>This module will highlight basic & applied research methods in this challenging and opportune era of globalisation, interdisciplinary, and mass democratisation.</p> <p>This course examines research methods in mass communication in response to innovations in communication. The role of Communication Research Methods (hereafter, CRM) is to ask and answer questions about use of media technologies, consumption of media contents, and media audience stratifications. In effect, CRM attempts to find out what a particular media field is about, how it is used, what its effects are and also what its potential is. Learners will therefore engage with arising issues in a background of evolving communication like the World Wide Web, corporate communication, e-commerce; knowledge incorporation from a range of studies such as the critical paradigm, information science, linguistics.</p>	
Specific learning outcomes for the module	
<p>The Learner will be able to</p> <ul style="list-style-type: none"> ○ Display an awareness of research methods and techniques as learning skills that can be applied in practice (via analysis, writing, researching and data gathering). ○ Apply research skills for problem-solving in communication-related professions and for purposes of experiential learning. ○ Plan, conduct, report and critically analyse on a research study according to learned research skills. ○ Undertake basic communication research into media content-audiences and research in other areas of organisational and development communication. ○ Comprehend the relationship between texts and their contexts, media-society relations and how these are shaped by political economy and sociology of institutions. 	
Content Topics	
<ul style="list-style-type: none"> ○ Basic Concepts in the Methodology of the Social Sciences ○ Qualitative & Quantitative Research Technique ○ Communication-related Research Methodologies (+ Case Studies) 	

Module Title	<i>Communication Skills 1</i>
Purpose of the module	
The purpose of this module is to guide the student or learner towards becoming an effective communicator where communication refers to all the four communication skills: speaking, writing, listening and reading.	
Specific learning outcomes for the module	
<p>The Learner will be able to</p> <ul style="list-style-type: none"> ○ Deliver a professional oral and written presentation, report, memo and minutes ○ Participate meaningfully in interactions with others in such a way that the sender of the message feels valued and supported ○ Show through responses that to and use of written texts that understanding, interpretation and evaluation have taken place ○ write letters, e-mails, memorandums, faxes, notices, short advertisements and brochures that meet the needs of the intended audience and achieve the desired goals ○ prepare and deliver a speech on a given topical issue 	
Content Topics	
<ul style="list-style-type: none"> ○ Communication Process ○ Conducting Meetings and Writing Minutes ○ Writing Reports, Business letters & letters ○ Networking, negotiation an influencing ○ Publicity, media and public relations ○ The importance of listening ○ Audience: purpose and role. ○ Oral communication 	
<p>The student will:</p> <ul style="list-style-type: none"> ○ Deliver a professional oral and written presentation, report, memo and minutes ○ Participate meaningfully in interactions with others in such a way that the sender of the message feels valued and supported ○ Show through responses that to and use of written texts that understanding, interpretation and evaluation have taken place ○ write letters, e-mails, memorandums, faxes, notices, short advertisements and brochures that meet the needs of the intended audience and achieve the desired goals ○ prepare and deliver a speech on a given topical issue 	

Module Title	<i>Communication Skills 2</i>
Purpose of the module	
The purpose of this module is to provide the learner with knowledge of effective communication skills in both written and the oral medium within a number of different contexts in and out of the organisation.	
Specific learning outcomes for the module	
<p>The Learner will be able to</p> <ul style="list-style-type: none"> ○ Apply the concepts of persuasive communication within a number of different social contexts. ○ Develop business communication skills ○ Avoid common mistakes made in a formal conversation. ○ Listen to his/her audience in order to provide a suitable response. ○ Understand audience in different contexts ○ Carry out an audience analysis ○ Develop the skill of delivering both good and bad news. ○ Carry out an effective presentation making use of both written and oral communication skills. 	
Content Topics	
<ul style="list-style-type: none"> ○ Persuasive communication ○ Business writing ○ Public Speaking ○ Audience Analysis ○ Presentation skills 	

Module Title	<i>Digital Communication 1</i>
Purpose of the module	
The purpose of this module provides students with an understanding of basic electronic communication methods.	
Specific learning outcomes for the module	
<p>The Learner will be able to</p> <ul style="list-style-type: none"> ○ Use Microsoft WORD to write letters and reports. ○ Use Microsoft EXCEL to compile databases. ○ Use Microsoft POWERPOINT to create presentations. ○ Surf the Internet. ○ Use Microsoft FRONTPAGE to develop WebPages. 	
Content Topics	
<ul style="list-style-type: none"> ○ Microsoft Office: WORD. ○ Microsoft Office: EXCEL. ○ Microsoft Office: POWERPOINT. ○ Use of Internet (Fire Fox & Explorer) ○ Microsoft Office: FRONT PAGE. 	

Module Title	<i>Digital Communication 2</i>
Purpose of the module	
The purpose of this module provides students with an understanding of basic electronic communication methods.	
Specific learning outcomes for the module	
<p>The Learner will be able to</p> <ul style="list-style-type: none"> ○ Set up an email address ○ Use advanced search techniques on the Internet ○ Complete a mini research project using the Internet and email. ○ Use the Internet to find email addresses for a prescribed sample ○ Develop a short survey instrument and email it to a sample of potential respondents; have sent reminder emails to non-respondents; will capture returned emailed data and correlate findings. ○ Edit movie clips 	
Content Topics	
<ul style="list-style-type: none"> ○ Email ○ Search engines ○ Social network working (Facebook, Twitter, You-Tube, Podcasting, Skpye). ○ Windows Movie Maker ○ Nero Vision Production 	

Module Title	<i>Business Studies</i>
Purpose of the module	
This module provides students with the skills to manage or start up a small business. It is intended to provide students with an understanding of the relationship between business and the public.	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Demonstrate an understanding of the relationship between a business and its environment; ○ Explain the different functions of an enterprise and ○ Demonstrate an understanding of enterprise culture and enterprise zone; ○ Demonstrate an understanding of the necessary requirements for starting and managing a small business. 	
Content Topics	
Needs: satisfaction Macro environment 2.1 Economics 2.2 Legal 2.3 Social 2.4 Physical 2.5 Technological 2.6 International Market or task environment Internal environment 4.1 Management 4.2 Marketing 4.3 Purchasing 4.4 Production 4.5 Personnel 4.6 Financial 4.7 Administration 4.8 Public relations	

Module Title	<i>Marketing and Advertising 1</i>
Purpose of the module	
Learners will understand the purpose of Advertising and Marketing within the scope of Public Relations. They will learn that advertising is the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers. Further students will learn that Marketing is the systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none"> ○ Create a marketing strategy for any product or organisation; ○ Identify correct market segmentation for products; ○ Correctly price goods and ○ Create adverts. 	
Content Topics	
<ul style="list-style-type: none"> ○ The Marketing Function, ○ The Marketing Mix, ○ Marketing <u>Research</u>, T ○ he Promotional Mix ○ Elementary statistics 	

Module Title	<i>Marketing and Advertising 2</i>
Purpose of the module	
Learners will understand the purpose of Advertising and Marketing within the scope of Public Relations. Learners will learn the different types of advertising. They will be made to understand how an advertising agency works. Learners will also be introduced to the consumer audience and the impact of social and cultural influences on consumers. They will learn the steps in the decision making process. Further learners will learn to create print, broadcast and internet advertising. Media selection procedures and negotiation techniques will be introduced to complete the marketing and advertising concept..	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none"> ○ Create advertisements for various media: broadcast, print and internet. ○ Identify the steps in the decision making process; ○ Design a media plan ○ Select and negotiate media channels for advertisements ○ Conduct evaluative research on consumers. 	
Content Topics	
<ul style="list-style-type: none"> ○ Types of Advertising, ○ The consumer audience ○ Consumer behaviour ○ Media channels of communication, ○ Creative advertising ○ The integrated advertising campaign 	

Module Title	<i>Law for Public Relations</i>
Purpose of the module	
The purpose of this module is to provide learners with an understanding of the nature, techniques and skills associated with the role of rhetoric and persuasion in politics, the effects of political communication, and the media and channels of political communication.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none"> ○ Demonstrate adequate knowledge and skills of the sources of South African law; ○ Classify South African law; ○ Demonstrate adequate knowledge and skills about the structure and working of the South African judicial system, media law, democracy (freedom of expression), defamation law and copyright law. 	
Content Topics	
<ul style="list-style-type: none"> ○ Introduction to the SA Legal Systems ○ Definition and registration of newspapers ○ Defamation ○ Statutes regulating advertising ○ Gambling ○ The law of immaterial property ○ Statutes regulating contents of publications ○ Basic outline of relevant areas of labour law ○ Basic principles of law of contract ○ Any other relevant legislation promulgated not less than six months before the date of examination. 	

Module Title	<i>Experiential Learning</i>
Purpose of the module	
This module provides students with the real world work experience. It will provide students with skills to plan, analyse public relations problems, implement and evaluate public relations campaigns, and to distinguish between public relations practice in business, government and non-profit organisations.	
Specific learning outcomes for the module	
The Learner will be able to: <ul style="list-style-type: none"> ○ Demonstrate an understanding of the development of public relations; ○ Demonstrate an understanding of the various models of public relations; ○ Implement public relations as a management function; ○ Manage a public relations department; ○ Plan the development of a corporate image; ○ Demonstrate an understanding of crisis communication; ○ Manage the finances of a Public Relations Department; ○ Conduct <u>research</u> with respect to public relations; ○ Demonstrate an understanding of corporate social responsibility; ○ Demonstrate an understanding of the functions of a public relations practitioner up to middle management level and ○ Demonstrate an understanding of media management and special events. 	
Content Topics	
Work place experience	

Module Title	<i>Work Integrated Learning</i>
Purpose of the module	
This module provides students with the real world work experience. It will provide students with skills to plan and analyse mass communication problems. It will equip them to implement and evaluate broadcasting / mass communication campaigns, and to distinguish between corporate and community mass communication strategies.	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Demonstrate an understanding of the development of mass communication; ○ Demonstrate an understanding of the various models of mass communication; ○ Implement mass communication strategies; ○ Manage a mass communication department; ○ Plan the development of a corporate image; ○ Demonstrate an understanding of crisis communication; ○ Manage the finances of a mass communication Department; ○ Conduct <u>research</u> with respect to mass communication; ○ Demonstrate an understanding of corporate social responsibility; ○ Demonstrate an understanding of the functions of a media practitioner up to middle management level and ○ Demonstrate an understanding of media management and special events. 	
Content Topics	
Work place experience	

Module Title	<i>Business Ethics</i>
Purpose of the module	
The purpose of this module is to provide learners with knowledge of different ethical theories applicable to business, and the skills to critically analyse workplace issues within the parameters of professional codes of conduct. As with all Philosophy modules, this is a language enriched module enhancing the development of students' oral and written skills of expression.	
Specific learning outcomes for the module	
<p>The Learner will be able to:</p> <ul style="list-style-type: none"> ○ Make ethically sound decisions in business; ○ Include and be aware of ethical issues in relation to corporate responsibility, affirmative action, <u>AIDS</u>, sexual harassment and retrenchment. 	
Content Topics	
<p>Part One (Introduction to Business Ethics)</p> <ul style="list-style-type: none"> ○ Introduction to the discipline of ethics; ○ Ethics and business; ○ Ethical issues in business: Insider trading; Affirmative action; <u>HIV AIDS in the work place</u>; ○ Guidelines for conflict resolution; ○ Social responsibility: business and poverty; ○ Business and environmental responsibility. <p>Part Two (Business Ethics: Global Perspectives)</p> <ul style="list-style-type: none"> ○ Business in its international Environment; ○ The reality of Multi-National Corporation (MNC); ○ Adverse effects of MNCs on host countries; ○ The issue of cultural relativism; ○ Multinational guidelines: employment practices and policies; consumer protection; environmental protection; political associations; basic human rights. 	

Module Title	<i>Philosophical Perspectives on Communication</i>
Purpose of the module	
The purpose of the module is to develop academic literacy enabling the student to write grammatically and coherently within the context of various theories about rational and irrational forms of communication. As all philosophy modules, this is a language-enriched module enhancing the development of the student's oral and written skills of expression.	
Specific learning outcomes for the module	
Students should be able to:	
<ol style="list-style-type: none"> 1. Compare and contrast liberal and Marxist theories of freedom and rational communication (Nozick, Marcuse). 2. Critically evaluate Marx's theory of liberty and the role of ideologies and consumerism in the XXI century. 3. Evaluate the ideological force of writing in contemporary journalism as well as in business and corporate communication. 4. Identify and critique writing which perpetuates the disempowerment of women. 5. Write in a manner which is sensitive to gender issues and which could contribute to the liberation of women and the society as a whole 6. Present, discuss, and critique the presented theories in an academic manner 7. Express themselves fluently and clearly on the above topics both orally and in writing. 	
Content Topics	
<ol style="list-style-type: none"> 1. Liberal theories of freedom (Nozick, Mill) 2. Marxist theories of freedom and the Marxist theory of ideology 3. Religion as an ideology (Marx and opposing views) 4. The inferior status of women in the world and in Africa– the feminist view and opposing views 5. Consumerism as an ideology of the XXI century (Marcuse, Wolff) 	

Module Title	HIV & AIDS Literacy
Module Code	AHIV 111
NQF level of Module	5
Credit of Module	16 credits
Field	Inter-disciplinary/Inter departmental
Department	Faculty to decide
Faculty	Art
Pre-requisite Module	None
Programme(s) in which the module is offered	All programmes in the Faculty of Arts
Programme Title	Arts
Dates	
Approval	2009
Introduction	2010
Evaluation and review	2012
Purpose of the module	<ul style="list-style-type: none"> ➤ To empower students to make a difference in dealing with HIV&AIDS crisis ➤ To provide students with information on HIV&AIDS prevention and management ➤ To expose students to various areas on which HIV&AIDS impacts
Specific learning outcomes for the module	<p>At the end of this module students should be able to understand the following:</p> <ul style="list-style-type: none"> ➤ The way immune system operates by being able to describe it's operation ➤ Different types of viruses and how they invade the immune system ➤ How HIV&AIDS can be prevented ➤ Strategies of how HIV&AIDS can be managed ➤ The impact of HIV&AIDS
Content Topics:	<ul style="list-style-type: none"> • HIV&AIDS background <ul style="list-style-type: none"> -prevalence of HIV&AIDS -HIV&AIDS origin -Meaning -Immunology -Virology -Sexually transmitted infections -HIV and the immune system -Transmission of HIV -Diagnosis of HIV infection • HIV&AIDS Prevention <ul style="list-style-type: none"> -Sexuality education and life skills training for young and adult people -Principle of youth education -HIV&AIDS in various contexts -Changing unsafe and drug use behavior • HIV&AIDS Management <ul style="list-style-type: none"> -Antiretroviral drugs -Exercises -Diet/ nutrition -Support -Life skills
S706/09	
	<ul style="list-style-type: none"> • Impact of HIV&AIDS <ul style="list-style-type: none"> -Impact on the victim -Impact on the household/family -Impact on the economy • Legal Issues <ul style="list-style-type: none"> -Ethical principles • Public Health Model