



**FACULTY OF ARTS
DEPARTMENT OF COMMUNICATION SCIENCE**

Module Title	Media Studies 1B
Module Code	ACOM221
Programme in which the module is offered	Diploma in Public Relations – ACPDP1
Year of offering	3rd year
SAQA Credits	15
NQF level	07
Name of Lecturer / Lecturers	Mr J.M. Magagula



Date: 05 February 2018

Dear Student

Welcome to the module **Media Studies ACOM221 1B**. Remember you are in a Higher Education institution and your success is determined by yourself. Therefore you must not become distracted but be focused on all your Communication Science classes together with every other course. You will be exposed to the various skills/ tools that will equip and empower you to become a valuable person in the marketplace. You are encouraged to use the library and the internet to conduct research and read further about different aspects of international communication.

- Prerequisite required for this course – ACCS111 (Communication Studies 2)

The module provides learners with knowledge of media institutions, functionalist and critical media theories, and media issues, and to enable them to research topics such as media institutional practices, ownership, regulation, censorship, media and democratisation, and the power and functions of the media.

Lecturer's expectations: Please refer to Appendix 3: Guidelines for Communication Science Students.

Roles and responsibilities of the students: Please refer to Appendix 3: Guidelines for Communication Science Students.

Lecturer's contact details: Mr. J.M. Magagula
Communication Science
2nd floor
Office A2 - 42
Email: Magagulaj@unizulu.co.za
Telephone: 035 9026945

Consultation Times (J.M. Magagula)

Days of the week	Times	Venue
Tuesday	12h30-13h30	A2 – 42
Wednesday	12h30	A2 – 42
Thursday	12h30-13h30	A2 – 42

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1. DEFINITION OF TERMS

COURSE OUTLINE/SCHEME OF WORK/MODULE OUTLINE: Course/Module outline/Schemes of work represent a contract between the lecturer and student stipulating the requirements for each course: its aims, learning outcomes, course requirements and assessment.

LEARNER/STUDY GUIDE: A learner/study guide helps in organising lecture notes and textbook material so that students can increase their comprehension and memory of large amounts of information. Specific outcomes on topics covered, the summary of content, as well as revision questions, are included.

TUTORIAL: A tutorial is an interactive method of transferring knowledge in the learning process. A tutorial seeks to teach by example and supply the information to complete a certain task.

PRACTICAL: A practical is a lesson in which theories and procedures learned are applied to the actual making or doing something.

FORMATIVE ASSESSMENT: The goal of formative assessment is develop and monitor student learning to provide ongoing feedback that can be used by lecturers to improve their teaching and by students to improve their learning.

SUMMATIVE ASSESSMENT: The goal of summative assessment is to evaluate student learning at the end of an instructional unit by comparing it against some standard or benchmark.

GENERIC OUTCOMES: These are critical cross-field outcomes that inform all teaching and learning as stipulated by SAQA Regulations.

Each module should enable students to:

- work effectively as individuals and with others as members of a team;
- organise and manage themselves and their activities responsibly and effectively;
- identify and solve problems and make decisions using critical and creative thinking;
- collect, analyse, organise and critically evaluate information;
- communicate effectively using visual, symbolic and/or language skills in various modes;
- use science and technology effectively and critically showing responsibility towards the environment and the health of others; and
- demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation.

2. MODULE PURPOSE

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 research topics such as media institutional practices, ownership, regulation, censorship, media and democratisation, and the power and functions of the media.

3. MODULE OUTCOMES

Specific outcomes – students will be able to:

- Differentiate between public relations and journalism;
- Demonstrate skills related to interviewing and writing;
- Sketch a simple print layout;
- Demonstrate a basic knowledge of print and electronic media;
- Illustrate the overlap in public relations, journalism and media studies.

4. TOPICS WITH SCHEDULING

WEEKS	TOPICS
WEEK 1 5 – 9 February 2018	Introduction to Communication Studies 3 <ul style="list-style-type: none"> • Welcome • Overview of course and assessments • Learning outcomes • Guidelines and Rules
WEEK 2 12 – 16 February 2018	Introduction to Media Studies <ul style="list-style-type: none"> • History of Media in South Africa
WEEK 3 19 – 23 February 2018	Media Institutions in South Africa <ul style="list-style-type: none"> • Who owns South Africa's newspaper?
Task Given Out 22 February 2018	GROUP ASSIGNMENT
WEEK 4 26 – 2 March 2018	Media policy <ul style="list-style-type: none"> • Ownership, control and censorship
WEEK 5 5 - 9 March 2018	Media and Audiences: Effects
9 APRIL 2018	CLASS TEST 1
WEEK 6 12 - 16 March 2018	Political Challenges in Media Policy Development <ul style="list-style-type: none"> • Social and cultural issues in Media Policy Development • Language
Task Given Out 16 March 2018	TASK (INDIVIDUAL ASSIGNMENT)
16 March 2018	PRESENTATION (GROUP ASSIGNMENT)
WEEK 7 19 – 23 March 2018	Technological Issue in Media Development <ul style="list-style-type: none"> • Telecommunication; challenges in MPD Broadcasting • The SABC as a public service broadcaster • Newly developed satellite broadcasting system
TEACHING RECESS: 23 MARCH – 30 MARCH 2018	
WEEK 8 3 – 6 April 2018	Approaches to Media Studies <ul style="list-style-type: none"> • What is theory • The value of theory, goals of theory and goals of mass media theory
WEEK 9 9 April – 13 April 2018	Theoretical approach: positivism approach, functionalism <ul style="list-style-type: none"> • Critical theory today, what is ideology, critical theory, criticism of critical theory
WEEK 10 16 April – 20 April 2018	Functions of Media; the role of media in a society; functionalism
20 APRIL 2018	SUBMISSION OF INDIVIDUAL ASSIGNMENT
19 APRIL 2018	CLASS TEST 2
WEEK 11 23 April – 27 April 2018	New Media technologies; a conceptual framework of new technologies <ul style="list-style-type: none"> • The consequences of new media technologies, global village and globalization;

WEEK 12 30 – 4 May 2018	Convergence of technologies <ul style="list-style-type: none"> Digitalization of technologies
8 MAY 2018	MAKEUP-CLASS TEST
WEEK 13 7 – 11 May 2018	Revision and preparation for exam
EXAMINATION (SUMMATIVE ASSESSMENT) DATE: TBA	

5. NOTIONAL HOURS

Contact Study	Notional Hours	Self-Study	Notional Hours
Lectures	45	Lecture related	15
Practicals	30	Practical related	10
Fieldwork	Assignments		20
Tutorials	5	Revision	20
Guided Revision	5	Assessments	
Total	85	Total	65
Total notional hours (16 weeks) 150			

6. ASSESSMENT PROCEDURES

All class activities have been given weights which add up to 50%:

Assessment weighting: ACOM221						
	ASSESSMENT	DUE DATE	WEIGHT	TYPE		
1.	Group Assignment	16 March 2018	15%	Formative Assessments	50%	DP
2.	Class Test 1	9 April 2018	15%			
3.	Group Practical	20 April 2018	20%			
4.	Class Test 2	19 April 2018	15%			
5.	EXAMINATION	TBA	50%	Summative Assessments	50%	

Rules and requirements during assessment activities

- Students will not be allowed to leave the venue while an assessment is being conducted.
- Plagiarism is a serious offence, and disciplinary action will be taken should a student be found guilty.

Self-assessment activities

- *Revision questions*
- *Reflective reports*

Assignment and project details

All assignment must be typed out as follow:

- *Arial.*
- *Use 12 Point font,*
- *1.5 line spacing,*
- *Insert Page numbers.*
- *Use the university approved assignment front page, this should reflect your personal information.*
- *Make provision for a table of contents.*
- *Reference all sources that you use*

6.1 Practical's

This module will include practicals in the form of public speaking presentations and group sessions.

7. ASSESSMENT CRITERIA

Learning outcomes	Assessment criteria	Assessment methods
<p><i>students will be able to:</i></p> <ul style="list-style-type: none"> a) <i>Differentiate between public relations and journalism;</i> b) <i>Demonstrate skills related to interviewing and writing;</i> c) <i>Sketch a simple print layout;</i> d) <i>Demonstrate a basic knowledge of print and electronic media;</i> e) <i>Illustrate the overlap in public relations, journalism and media studies.</i> 	<p><i>The student will:</i></p> <ul style="list-style-type: none"> • <i>Define the differences between Public Relations and Journalism</i> • <i>Document skills related to interviewing and writing in an assignment format</i> • <i>Produce a sample of a print layout</i> • <i>Document knowledge of print and electronic media.</i> • <i>Explain the overlap in public relations, journalism and media studies.</i> 	<ul style="list-style-type: none"> ❖ <i>Group Assignment</i> ❖ <i>Group Practical Assignment</i> ❖ <i>Tests and Exams</i> <p>(Please refer to the assessment weighting table on page 8 for tentative dates).</p>

8. GUIDELINES FOR PRESENTING ASSIGNMENTS

Arial is the official font chosen by the university. Use 12 Point font, 1.5 line spacing unless stated otherwise in the lecture. Sizes of pages and margins can be communicated to the student by the lecturer. Use the university approved assignment cover page.

9. REFERENCING STYLE

Kindly follow the Harvard referencing style. Visit

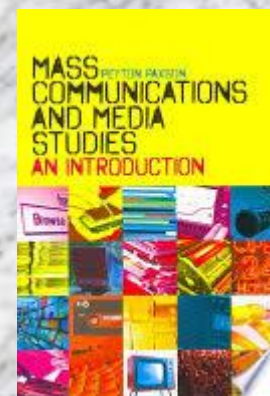
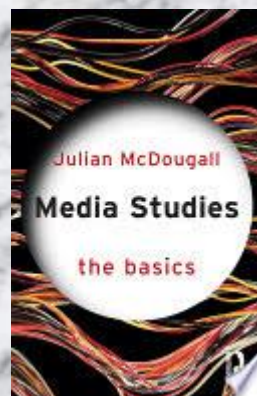
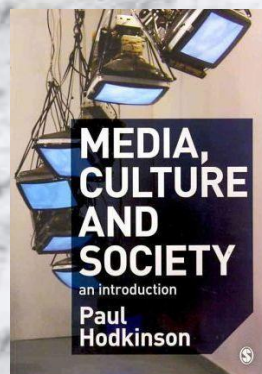
[https://www.staffs.ac.uk/assets/harvard quick guide tcm44-47797](https://www.staffs.ac.uk/assets/harvard_quick_guide_tcm44-47797)

10. ASSIGNMENT COVER SHEET

Use university approved assignment cover sheet to submit your assignments.

11. PRESCRIBED READINGS, AND ADDITIONAL (RECOMMENDED) READINGS

- a. **Prescribed Text Book:** Vukojević, A., 2014. Julian McDougall Media Studies- The Basics. Društvena istraživanja, 23(1), pp.201-204.
- b. **Reference Books:** Paxson, P., 2010. Mass communications and media studies: An introduction. A&C Black.



MATERIALS NEEDED FOR THE MODULE - ONLINE SUPPORT AND MATERIAL

Please make use of the Faculty LMS – Moodle

Kindly log onto <http://arts-online.unizulu.ac.za/> and register for the class Communication Studies 3 - ACCS311 (Department of Communication Science) using the enrolment key provided in class. Please download the support material provided which includes:

- Study guides
- All assessments and rubrics.
- PowerPoint presentations used in class.
- Further readings: journal articles and presentations.
- Case studies (including questions).
- Current news reports and videos of events dealing with international communication.

**APPENDICES
APPENDIX 1**



ASSIGNMENT COVER

FINAL%

**FACULTY OF ARTS
DEPARTMENT:**

MODULE TITLE	
MODULE CODE	
ASSIGNMENT TOPIC	
NAME OF LECTURER	
DUE DATE	

NON - PLAGIARISM DECLARATION

I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet. I acknowledge and understand that plagiarism is wrong. I understand that my research must be accurately referenced. I have followed the rules and conventions concerning referencing, citation and the use of quotations as set out in the Departmental Guide. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong and that submitting identical work to others constitutes a form of plagiarism. I have not allowed, nor will I in the future allow, anyone, to copy my work with the intention of passing it off as their own work. By signing this cover sheet, I agree that I have read and understood the above. I acknowledge that should it be found to be higher than the acceptable similarity percentage, I may receive 0 (ZERO) for my assignment.

STUDENT NAME	STUDENT NO	SIGNATURE

LECTURER'S REMARKS	
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APPENDIX 2

ASSIGNMENT MARKING GRID

ASSESSMENT CRITERIA	PERFORMANCE DESCRIPTION					MARK OBTAINED
	No/Hardly any attempt to	Criteria not yet mastered	Criterion <u>mastered</u> partially	Criterion mastered fully	Criterion surpassed	
	1 Below 40%	2 40 – 59%	3 50-59%	4 60-69%	5 70% & above	
Structure of assignment (cover page with necessary information, table of contents well organised; appropriate numbering and sub-headings, correct length, paragraphing, correct font type and font size)						
Introduction (Subject well introduced, introduction of major concept (s), what does the reader expect to find in the assignment)						
Language (grammar, correct spelling and full sentence construction)						
Logic and coherence of ideas (Flow of ideas, Connectedness of ideas to one another; logical flow of thoughts from sentence to sentence, paragraph to paragraph and linking each paragraph with the topic)						
Subject matter (Was the question answered?)						
Subject matter (Is the information provided relevant and well researched)						
Quantity and quality of sources used (comprehensiveness of sources Were the sources used adequate, relevant and up to date?)						
Originality (Is the information original? Are the sources used in the text acknowledge?)						
Conclusion (summary of discussion linked to the introduction, critical thought based on the discussion).						
Referencing (Harvard style, Correct in-text citation, listing all relevant references in alphabetical order, use of different sources or references)						

Total						
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Comments:

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Lecturer's signature.....

APPENDIX 3: Guidelines for Communication Science Students



University of Zululand

Guidelines for Communication Science Students

1. Ensure that you are correctly registered. It is the students' responsibility to ensure that you are registered for the correct modules.
2. It's important that you don't lose your PROOF OF REGISTRATION
3. Editions of your registration will only be done within the first two weeks of registration.
4. Attend only the modules that appear on your proof of registration. Students are not allowed to attend lectures if they are not registered for a module.
5. If you have obtained a DP according to the Faculty Handbook in your final score (assessments plus examinations), you are entitled to write the supplementary examinations.
6. You may be allowed to write supplementary examinations if you have been VERY sick during the examinations. You will be required to produce a medical certificate.
7. SUPPLEMENTARY EXAMINATIONS WILL BE WRITTEN AT THE END OF EACH SEMESTER (NOT IN THE NEXT SEMESTER). Please do not leave campus soon after your examinations. Check that all your problems are sorted out before leaving campus. Dates for supplementary examinations will be posted on departmental notice boards.
8. Students will not be allowed to write two supplementary examinations. No matter what the reason is, you will only be given ONE SECOND CHANCE to rewrite an examination (only if you qualify to do so). If you wish to re-write after you have already written a supplementary examination, YOU WILL HAVE TO RE-REGISTER the module.
9. If you have missed a supplementary examination, you must re-register for the module.
10. If you have been found guilty of copying you will be suspended from this institution (and other institutions) for a period of two years. We cannot do anything to minimise the sentence.

11. In order to pass a module, you must submit all assignments timeously and write all tests and examinations. You must also attend AT LEAST 80% of the lectures. This is NOT A PART-TIME university. The Department of Communication Science will NOT issue academic records.