



## 2017 HANDBOOK JOURNALISM



# **HANDBOOK FOR 2017**

## **FACULTY OF ARTS AND DESIGN**

**DEPARTMENT of  
Media, Language and Communication**

**PROGRAMME:  
Journalism**

## **MISSION**

- To empower Journalism graduates through quality career-focused Journalism teaching, learning and applied research.
- To build capacity in a transforming society within a dynamic African and global context.
- To promote sustainable partnerships with industry, community and society.
- To encourage entrepreneurial and vocational development through an innovative approach to analytic thinking and artistic expression.
- To instil in the learner initiative, sensitivity, responsibility and a values driven ethos.

## **VISION**

DUT Journalism, a programme in the Department of Media, Language and Communication, strives to nurture a holistic approach towards journalism training and education as well as a critical understanding of society and world by balancing the intellectual, creative and artistic aspirations within the pragmatic requirements of the discipline.

### **What is a University of Technology?**

A university of technology is characterised by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialised thus providing a source of income for the University. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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### IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the University's General Rules contained in the current General Handbook for Students.

### NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the University will cease. Your re-registration anytime thereafter will be at the discretion of the University and, if permitted, will be in accordance with the rules applicable at that time.

## **I. CONTACT DETAILS**

Head of the Department (HoD):	Ms BA Mall
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Email:	<a href="mailto:ayesham@dut.ac.za">ayesham@dut.ac.za</a>
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Location of Programme:	City Campus, 1 <sup>st</sup> Floor.

### **All Faculty queries to:**

Faculty officer:	Mr P. Reddy
Tel No:	(031) 373 6522
Fax No:	(031) 373 6518
Location of Faculty office:	City Campus

### **Executive Dean:**

Tel No:	Dr R. A. Smith
Fax No:	(031) 373 6517
Location of	(031) 373 6518
Executive Dean's office:	City Campus

## 2.      **STAFFING**              **Name and Qualification**

**Programme Co-ordinator:**              Ms BA. Mall, MA (UKZN)

**Associate Director:**                  Adv R. Sewlal, LLB (UND)

**Senior Lecturer:**                      Prof A Collins, PhD (University of California, USA)

**Lecturers:**                                Mrs D. Soobben, MA (UKZN)  
    Ms M. Blose, MSc (Northwestern University, USA)

The Programme is assisted by several part-time lecturers who are highly experienced practitioners in the Journalism industry.

### 3. PROGRAMMES OFFERED BY THE DEPARTMENT

The following qualifications are offered:

Qualification (Journalism)	SAQA NLRD Number
ND: Journalism	72245
BTech: Journalism	72146
Master of Journalism	72190

### 4. PROGRAMMES INFORMATION AND RULES

On the basis of a variety of placement assessments, successful applicants for study towards a National Diploma will be accepted into a three-year minimum programme of study.

Compulsory Subjects	NSC Rating
English (home) or English (1st additional)	5 (60 – %)
Life Orientation	4 (50 – %)
and three 20 credit subjects (not more than one language)	3 (40 – %)

Candidates aged 23 and above will be considered through the matric age exemption route.

Candidates need to sit for a selection test, and, if successful, attend an interview, dates of which are pre-determined by DUT Journalism.

The onus is on candidates who are in school to provide DUT Journalism with pre-matric (trial) marks at the time of their selection test (or soon thereafter) as well as to ensure that the first official print-out of their Senior Certificate or matriculation marks is sent to DUT Journalism. If selected, candidates are required to hand in their matric certificates upon enrolment. Post-matric candidates are obliged to make their certificates and/or official printouts of post-matric marks available at the time of the selection test;

Candidates must understand that admission can only be considered if a place is available. DUT Journalism has discretion whether or not to offer a candidate a seat in the Programme.

### LTRI. Bachelor of Technology

#### 1.1 Journalism

Candidates must be in a possession of a National Diploma: Journalism or equivalent. Those requiring an equivalent must make an application for Conferment of Status before a place can be offered.

Candidates can also apply by virtue of Recognition of Prior Learning (RPL). In addition to the minimum requirements outlined above, candidates are selected on the strength of a portfolio, a CV, 600-word article on current issue and a motivation letter.

## **LTR2.NATIONAL DIPLOMA: JOURNALISM (NDJRN I)**

- a) Promotion to Year 2  
Pass the following subjects:  
News Reporting I,  
Media Production I,  
Media Communication I
- b) Promotion to Year 3  
Pass ALL subjects at years 1 and 2  
ALL ten (10) subjects listed herein are compulsory.

## **LTR3.DURATION**

### **1. The National Diploma: Journalism**

- 1.1 The programme takes a minimum of three (3) years inclusive of work-integrated learning. Work-integrated learning is for a minimum period of six (6) months to be completed by the student at a recognised media entity in the final year of study. In as much as DUT Journalism and/or the Co-operative Education Unit at DUT have an alert system to opportunities in industry, the onus is on students to secure placements.

### **2. Bachelor of Technology: Journalism**

The programme can be completed in one (1) year.

## **LTR4.WORK DONE DURING THE YEAR/SEMESTER**

### **1. Attendance**

- (i) A student is required to attend all lectures. Exceptions are given only in a case of illness for which a valid medical certificate is supplied specifying the nature and the duration of the illness, or a sworn affidavit, or circumstances which in the opinion of the department were beyond his/her control at the time, to attend a minimum of 80% of lectures in each subject, including writing tests as well as completing and submitting assignments on the due dates.
- (ii) A student is required to attend all practicals and tutorials. Exceptions are given only in a case of illness for which a valid medical certificate is supplied specifying the nature and the duration of the illness, or a sworn affidavit, or circumstances which in the opinion of the department were beyond his/her control at the time, otherwise, a 100% attendance at all practicals and tutorials is required.

### **2. Year Mark**

- (i) The year mark of subjects assessed through continuous assessment, is based on the assessment method of each subject.
- (ii) Students are given sufficient opportunity to accumulate a year mark. The number of assessments in each subject as determined by the lecturer will be indicated to students.
- (iii) A student must submit all tests and assignments on deadline for a subject in order to obtain a course mark.



## **LTR5 COPYRIGHT**

Copyright laws must be observed all the times. Refer to the Study Guides and L4 on the Rule Book for Students.

## **LTR6 REFUSAL OF RE-REGISTRATION**

- (i) A student who has not successfully completed any subject after two periods of registration shall only be permitted to register for that subject at the discretion of the Departmental Appeals Committee.
  - Departmental Appeals Committee (Composition)
  - HOD/ Representative, HOP and subject lecturer.
- (ii) A student who has been refused permission to re-register for a subject in terms of Rule G17 will not be permitted to register for any other subject in that qualification. A student will thereby be unable to complete the qualification.
- (iii) A full-time student who has not completed the National Diploma within six years of the first registration may, at the discretion of the Departmental Appeals Committee, be refused permission to re-register, or may be accepted subject to special conditions.
- (iv) A student who wishes to appeal to the Faculty of Arts Board against the application of rule above must submit to the Faculty Officer a statement in which she/he explains the reasons for this appeal. The appeal must be submitted to the Faculty Officer within ten working days of the student being officially notified in writing that she/he has not been permitted to re-register. No appeal will be considered after this.

## **LTR7 FEES**

A breakdown of fees may be obtained from the Finance Department.

## 5. PROGRAMME STRUCTURE

<b>National Diploma: Journalism</b>						
<b>Code</b>	<b>Subject</b>	<b>*C/O</b>	<b>Sem / Year</b>	<b>Assessment Method</b>	<b>NQF Level</b>	<b>Pre - Req</b>
NWRP101	News Reporting	C	Y	Continuous Assessment	6	
MCOM101	Media Communication I	C	Y	Continuous Assessment	6	
MPRO101	Media Production I	C	Y	Continuous Assessment	6	
MINM101	Media Information Management	C	Y	Continuous Assessment	6	
ADRP201	Advanced Reporting II	C	Y	Continuous Assessment	6	News Reporting
MCOM201	Media Communication II	C	Y	Continuous Assessment	6	Media Communication I
MPRO201	Media Production II	C	Y	Continuous Assessment	6	Media Production I
ADRP301	Advanced Reporting III	C	Y	Continuous Assessment	6	Advanced Reporting II
MEDP301	Media Practice	C	Y	Continuous Assessment	6	
MDPR302	Media Production	C	Y	Continuous Assessment	6	Media Production II

<b>Bachelor of Technology: Journalism</b>						
<b>Code</b>	<b>Subject</b>	<b>*C/O</b>	<b>Sem / Year</b>	<b>Assessment Method</b>	<b>NQF Level</b>	
BRPR401	Basic Research Project	C	Y	Continuous Assessment	7	
EDIT401	Editorial Management	C	Y	Continuous Assessment	7	
SPRP401	Specialist Reporting	C	Y	Continuous Assessment	7	

<b>Master of Journalism</b>						
<b>Code</b>	<b>Subject</b>	<b>*C/O</b>	<b>Sem / Year</b>	<b>Assessment Method</b>	<b>NQF Level</b>	
RPJN501	Research Project and dissertation	C	Y	Exam	8	
RPJN511	Research Project and dissertation	C	Y	Exam	8	

## **6. ASSESSMENT PLAN**

There are two types of assessments used in different subjects by different lecturers. Refer to each Study Guide for the type of assessment for individual subjects. These assessments are:

### **(i) Continuous assessment**

This type of assessment occurs throughout the year where students are assessed through assignments, tests, presentations, etc. in different subjects. There is no written examination at the end of the year for such subjects. Refer to the Study Guides for more details.

Continuous Assessment is applicable to all subjects. There are no final summative examinations; The pass mark for all subjects is 50%.

A learner who does not perform to an acceptable level in an assessment is entitled to one (1) additional opportunity to improve his/her mark.

Learning Areas in the various subjects comprise News Writing, Feature & Review Writing, Radio, Television, New Media, Photography, Contemporary Politics, Regulation of News, Media Studies, Media Law, Ethics, Computer Literacy, Editorial Management, and Layout & Design and Research.

## **7. RE-REGISTRATION RULES (if more stringent than General Rules)**

Incl. Pre/Co requisite

**Exclusion Rules** (if more stringent than General Rules)

## **8. CURRICULUM: COURSE OUTLINE**

### **NATIONAL DIPLOMA: JOURNALISM**

#### *Year One*

#### **News Reporting I (NWRP101)**

Identify news angles and values to gather, structure and report news for print and broadcast;

Use and describe events in relation to contemporary history and politics to contextualise reports and academic assignments;

Develop linguistic proficiency and communication skills for information gathering and structuring;

Type accurately;

Apply basic media law and ethics to news production;

Behave professionally, with reference to treatment of others, adherence to deadlines, accuracy and to enhance teamwork in the media organisation.

#### **Media Production I (MPRO101)**

Operate sound and image recording, storage and editing equipment;

Photograph still life and action shots;

Apply ethical considerations to photo-journalism, television and radio news.

#### **Media Communication I (MCOM101)**

Understand and describe events in relation to contemporary history and politics to contextualise reports and academic assignments;

Develop linguistic proficiency and communication skills for information gathering and structuring;

Analyse and discuss media texts and institutions.

#### **Media Information Management I (MINMI010)**

Apply basic research skills to assignments and story gathering;

Analyse and discuss media texts and institutions.

#### *Year Two*

#### **Advanced Reporting II (ADRP201)**

Develop advanced linguistic proficiency and communication skills for information gathering, reporting and academic writing;

Develop fundamental conceptual skills in a specialist area to facilitate specialist writing and reporting;

Identify news values in events to facilitate news-gathering and structuring;

Make legitimate ethical decisions in journalism;

Apply media law to published and broadcast work.

### **Media Production II (MPR0201)**

Use production and editing tools and techniques to gather, produce and edit content for print media;

Function in a simulated print news environment cognisant of the policies, economics and professional ethics of media organisations;

Use production and editing tools as well as techniques to gather, produce and edit broadcast content;

Identify appropriate treatment for broadcast content.

### **Media Communication II (MCOM201)**

Apply basic research skills to assignments and news writing;

Analyse and discuss media through the lens of culture to develop advanced media gathering, reporting and academic writing;

Develop advanced linguistic proficiency and communication skills for information gathering, reporting and academic writing.

### *Year Three*

### **Advanced Reporting III (ADRP301)**

Conduct critical information gathering and research to generate specialised content for news or features;

Write specialised content for news or features;

Edit specialised content for news or features;

Demonstrate an understanding of the theory underpinning a specialised field of journalistic coverage.

### **Media Production III (MDPR302)**

Research and information-gather contextualised, in-depth content for news and features print media genres;

Write contextualised, in-depth content for news and features print media genres;

Edit content for print media genres;

Use established ENG techniques to news-gather information for the production of broadcast content;

Use established criteria to script and produce broadcast content;

Use editing tools and advanced techniques to produce and edit broadcast content.

### **Media Practice III (MEDP301)**

Research and gather information to produce in depth media reports;

Write contextualised and specialised media reports;

Demonstrate an understanding of the theory underpinning a specialised area of journalism.

## **BACHELOR'S DEGREE IN TECHNOLOGY: JOURNALISM COURSE OUTLINE**

### **Specialist Reporting IV (SPRP401)**

Demonstrate application of theory, concepts and issues in a specialist media field;  
Produce complex, contextualised, critically-sourced content containing informed commentary and analysis.

### **Editorial Management IV (EDIT401)**

Use management and financial theory to plan for, produce, manage, promote, position and/or audit a publication programme from inception to distribution.

Use media and marketing research to strategize product development.

### **Basic Research Project (BRPR401)**

Write a proposal, identifying the critical questions, scope and method of investigation for a small research study in the field of journalism;

Review and synthesise the relevant literature and media, collecting relevant data for a small research study;

Apply research tools effectively to produce and present a small research study in the style of an academic dissertation.

## **CONTINUOUS ASSESSMENT**

(a) Continuous Assessment is applicable to all subjects.

(b) The pass mark for each subject is 50%.

(c) A learner who fails a project examined under any form of continuous assessment will be given one (1) additional opportunity to improve his/her mark.

## **MASTER OF JOURNALISM**

### **RESEARCH OPTION**

#### **Programme Code: MSJRN I**

An intensive research project and a dissertation in compliance with the provisions of the General Rules for students.

Research Project and Dissertation (RPJN501)

Research Project and Dissertation (RPJN511)

Research Project and Dissertation (RPJN521)

## **9. DUT JOURNALISM ACTIVITIES & EVENTS**

Over and above the pursuit of academic excellence, DUT Journalism is committed to ongoing relevant applied research as well as the upliftment of the community.

To this end, DUT Journalism is involved in a string of activities that not only promotes a strong culture of teaching and learning but also contributes to the wellbeing of its numerous stakeholders.

Significant days like World Press Day (May 3) and Media Freedom Day (October 19) are recognised.

In collaboration with the Gandhi Development Trust (GDT), DUT Journalism launched the Mahatma Gandhi Media Lecture on October 02, 2008, the keynote speaker being businessman and government leader Jay Naidoo. The date is hugely significant in that it commemorates the birth anniversary of Gandhi, and it's the International Day of Non-Violence.

At regular intervals, leading personalities in their respective fields of expertise donate their time and talent as guest speakers. Moreover, participants at the yearly festivals hosted by the Centre for the Creative Arts at UKZN such as the Time of the Writer Festival, Durban International Film Festival and Poetry Africa conduct workshops.

DUT Journalism is actively involved in producing content for radio, television and the students' online site, Journalismiziko. It has strong ties with the South African National Editors' Forum (Sanef) and other national bodies.

The Advisory Board: Journalism comprises programme staff and senior members of the media industry. The board, inter alia, fosters, strengthens and maintains efficient and professional standards in the field of journalism. It meets twice a year.

Staff/Students Committee: comprises of staff and two students from each level of study. It meets twice a year.

DUT Journalism sees itself playing a critical role in areas such as youth and women development, HIV/Aids awareness and 'Mainstreaming Africa'.

Student Achievement is recognised at an Annual Awards Ceremony. Guest speakers have included Fred Khumalo, McIntosh Polela, Salma Patel, Thulani Mbatha, to name but a few.

Alumni have excelled across the media spectrum. With a strong journalistic foundation they are prospering in institutions like Agenda, Al-Jazeera, Caxton Newspapers, City Press, Durban Youth Radio, East Coast Radio, e.tv, Express Media, Financial Mail (FM), Gagasi 99.5 FM, Government Communication & Information Services (GCIS), Independent Newspapers (titles across the country), Jacaranda 94.2, Lotus fm, East Coast Radio, Mail & Guardian, M-Net, North Coast Courier, Radio 702, Radio Hindvani, Rising Sun, Tabloid Media, SABC Radio & TV, Sowetan, Summit TV, Sunday Times, Telkom Media, Umafrika and Witness.

## **E&O**