

# JOURNALISM



**DUT**  
DURBAN UNIVERSITY OF TECHNOLOGY  
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

**FACULTY OF  
ARTS &  
DESIGN**

JOURNALISM

**2023 HAND  
BOOK**

**ENVISION2030**

transparency • honesty • integrity • respect • accountability  
fairness • professionalism • commitment • compassion • excellence

**CREATIVE. DISTINCTIVE. IMPACTFUL.**

HANDBOOK FOR 2024  
FACULTY of ARTS  
&  
DESIGN

**DEPARTMENT of MEDIA, LANGUAGE  
& COMMUNICATION**

**JOURNALISM PROGRAMME**

## **ENVISION 2030**

In keeping with the ENVISION 2030 of the University, the programme is designed to offer an in-depth interactive and research-orientated learning environment so the student can advance to the highest level of understanding and creativity; to provide greater learning opportunities in terms of skill and technology to meet the needs of the journalism industry; and to equip students with practical skills and conceptual and applied knowledge, that meets socio-economic needs through stewardship, systems, and processes; and ensuring that we are influencing and impactful through the perspectives on sustainability and society.



## **Faculty of arts and Design**

### **Vision**

Leading Arts, Design and Education in Africa, and Beyond

### **Mission**

"Empowering Creative Changemakers"  
through  
Critical Thinking, Innovation and Expression

### **Core Values**

#### **Curiosity**

(We value the process of discovery and inquiry and all that it leads us to. We keep open minds and are willing to explore)

#### **Creativity**

(We are willing to look at different perspectives, experiment and take risks. We imagine, collaborate and enjoy the creative process of collaboration)

#### **Care**

(We show empathy and compassion to one another. We treat others with kindness, respect and dignity)

#### **Commitment**

(We are dedicated, disciplined, willing and follow through on our promises and priorities. Giving of ourselves through involvement matters)

*Dare. Do. Disrupt*

## **DEPARTMENT OF JOURNALISM: Vision and Mission**

The DUT Journalism 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 the world by balancing the intellectual, creative, and artistic aspirations within the pragmatic requirements of the discipline.

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

## **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.

## **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.

## **DISCLAIMER**

The information contained within this handbook is reflective of the Department and Programme Rules and Procedures, as approved by the University Senate Rules Committee, and must be read in conjunction with the latest version of the General Handbook for Students of the Durban University of Technology. Please verify information with the Department or Programme in the unlikely event that errors and omissions could have occurred.

## CONTENTS

### Table of Contents

<b>DEPARTMENT OF JOURNALISM: Vision and Mission .....</b>	<b>5</b>
<b>1. CONTACT DETAILS .....</b>	<b>7</b>
<b>2. STAFFING.....</b>	<b>8</b>
<b>3. PROGRAMMES OFFERED BY THE DEPARTMENT .....</b>	<b>8</b>
<b>4. PROGRAMME INFORMATION AND RULES.....</b>	<b>8</b>
<b>5. BACHELOR OF JOURNALISM (BJOURN), SAQA ID (111451).....</b>	<b>9</b>
<b>5.1 PROGRAMME STRUCTURE .....</b>	<b>10</b>
<b>5.2 PROGRAMME RULES .....</b>	<b>12</b>
<b>5.3 PROGRAMMES INFORMATION.....</b>	<b>14</b>
<b>5.4 MODULE CONTENT.....</b>	<b>16</b>
<b>6 BACHELOR OF JOURNALISM HONOURS (CODE: BJHONS).....</b>	<b>22</b>
<b>6.1 PROGRAMME STRUCTURE .....</b>	<b>22</b>
<b>6.2 PROGRAMME RULES.....</b>	<b>23</b>
<b>6.3 MODULE CONTENT.....</b>	<b>23</b>
<b>7 MASTER OF JOURNALISM (CODE: MSJRNI) .....</b>	<b>24</b>
<b>7.1 PROGRAMME RULES.....</b>	<b>25</b>

## **I. CONTACT DETAILS**

All Programme queries to: Department of Journalism

Programme Secretary:	Mrs. N. Nxumalo
Tel No:	031-373 6614
Fax No:	031-3736623
Email:	<a href="mailto:ntandox@dut.ac.za">ntandox@dut.ac.za</a>
Location:	1 <sup>st</sup> floor, Room CD0108, CITY CAMPUS corner of Anton Lembede Road and Khuzimphi Shezi Road, Durban

All Faculty queries to:	
Faculty officer:	Mr P Reddy
Tel No:	031-373 6522
Email:	<a href="mailto:redryp@dut.ac.za">redryp@dut.ac.za</a>
Location of Faculty office:	City Campus, Ground floor

Executive Dean:	Prof Runette Kruger
Executive's secretary:	Ms Beatrice Dita Sophie Buthelezi
Tel No:	031-373 6517
Email:	<a href="mailto:ditab@dut.ac.za">ditab@dut.ac.za</a>
Location:	City Campus

## 2. STAFFING

Title	Name	Qualification:
Programme Co-ordinator	Mrs D. Soobben	MA (UKZN)
Senior Lecturer	Dr T. D. Adjin-Tetty	PhD (UNISA)
Lecturers	Ms. B.A. Mall	MA (UKZN)
	Dr. T. Frankish	PhD (Wits)
	Mr S. Ngubane	MA (Cardiff University)
	Mr S. Zondi	MA (University of Sussex)
Secretary	Mrs N. Nxumalo	B.Tech (Business Administration)
Technician	Mr. S. Mnomiya	B.Tech (Information Technology)
* The Programme is assisted by several part-time lecturers, teaching assistants and tutors who are highly experienced practitioners in the Journalism industry.		

## 3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes offered in this Department, which upon successful completion, lead to the award of the following qualifications:

Qualification (Journalism)	SAQA ID	Qualification Code
Bachelor of Journalism	111451	BJOURN
Bachelor of Journalism Honours	119810	BJHONS
Master of Journalism	96835	MSJRNI
*National Diploma: Journalism	72245	NDJRNI
* The National Diploma: Journalism (72245) has been phased out, and, accordingly, there will be no new intake for this qualification in 2024.		

## 4. PROGRAMME INFORMATION AND RULES

The rules for the Bachelor of Journalism were approved by Senate on 13 November 2019. The rules for the Bachelor of Journalism Honours were approved by the Senate on 31st August 2022.



## **5. BACHELOR OF JOURNALISM (BJOURN), SAQA ID (111451)**

This is a 3-year, 360-credit HEQSF level 7 Bachelor's degree

### **Purpose**

The purpose of this qualification is to produce journalists who have an understanding of the Journalism profession and the ethical principles that inform it.

The graduates of this degree will be able to demonstrate competencies of general knowledge and intellectual ability as well as professional techniques of research, writing (and other forms of presentation), editing, design and production. The graduates would have achieved the ability to use the tools of journalism and to adapt to new technologies and innovative practices.

### **Exit Level Outcomes**

At the exit level from this three-year programme, a student will be able to demonstrate the ability to:

1. Access, evaluate, use, and source information and language resources effectively and responsibly to create publishable stories and academic writing.
2. Produce and edit print media products by applying knowledge to news and feature genres, visual values, and ethics.
3. Produce and edit broadcast material applying knowledge to news genres, visual values, and ethics and
4. Be able to compile, edit and upload multimedia news and feature packages of a professional, publishable standard.

### **Graduate attributes**

#### **Critical and creative thinkers who work independently and collaboratively**

Graduates will be capable of thinking contextually and applying logical, critical, and creative thinking strategies. They will have developed competencies that enable them to function effectively individually and within teams. They will be resourceful and responsible and able to manage relationships with other team members.

#### **Knowledgeable practitioners**

Graduates will have an in-depth knowledge of the journalism and media industry and of the societies and communities in which they exist, and an ability to apply that knowledge in practice.

#### **Effective communicators**

Graduates will demonstrate proficiency in communicating and presenting complex arguments and ideas effectively in oral and written forms and to diverse audiences.

## Culturally, environmentally, and socially aware within a local and global context.

Graduates will have engaged in processes to enable them to recognise the seminal cultural, environmental, and social issues that have an impact both on their local context and globally. They will be aware of the ethical implications of human behaviour.

### 5.1 PROGRAMME STRUCTURE

The qualification is offered on a full-time basis only. The minimum completion time is three years, and the maximum time is five years (G21B). The programme is divided into six semesters or Study Levels 1, 2, 3.

In addition to the General Rules of the DUT:

Students may choose from the available Institutional General Education and Faculty General Education modules according to the credit requirements of the programme.

The table below outlines how the modules in the qualification are structured.

Students must do all modules listed as compulsory and fundamental.

Code	Module	Assessment	Semester of Study	SAQA Credits	Pre-Requisite Modules
PRJO101	Print Journalism 1A	CA - compulsory	Semester 1A	8	
PHJO101	Photojournalism 1A	CA - compulsory	Semester 1A	8	
MEST101	Media Studies I	CA - compulsory	Semester 1A	16	
CORE101	Court Reporting	CA - compulsory	Semester 1A	16	
CSTN101	Cornerstone 101	CA - compulsory	Semester 1A	12	
EGLA101	English for the Arts	CA - compulsory	Semester 1A	12	
PRJO102	Print Journalism 1B	CA - compulsory	Semester 1B	8	Print Journalism 1A
PHJO102	Photojournalism 1B	CA - compulsory	Semester 1B	8	Photojournalism 1A
MEET101	Media Ethics	CA - compulsory	Semester 1B	12	
ICTL101 SERS101	Information & Communication Technology Literacy and Skills  OR  Sustainable Earth Studies	CA - elective	Semester 1B	8	
POJO101	Politics for Journalism	CA - compulsory	Semester 1B	12	
PRJO201	Print Journalism 2A	CA - compulsory	Semester 2A	12	
RAJO201	Radio Journalism 2A	CA - compulsory	Semester 2A	8	
DIJO201	Digital Journalism 2A	CA - compulsory	Semester 2A	8	
TEJO201	Television Journalism 2A	CA - compulsory	Semester 2A	8	
MELA101	Media Law	CA - compulsory	Semester 2A	16	
MRDN101 FRCH101	Language: <u>1</u> of the following:	CA - elective	Semester 2A	12	

	Introduction to Mandarin <b>OR</b> Introduction to French				
PRJO 202	Print Journalism 2B	CA - compulsory	Semester 2B	12	Print Journalism 2A
DIJO 202	Digital Journalism 2B	CA - compulsory	Semester 2B	8	Digital Journalism 2A
TEJO202	Television Journalism 2B	CA - compulsory	Semester 2B	8	Television Journalism 2A
RAJO202	Radio Journalism 2B	CA - compulsory	Semester 2B	8	Radio Journalism 2A
MEST201	Media Studies 2	CA - compulsory	Semester 2B	16	Media Studies 1
GENV101	The Global Environment	CA - elective	Semester 2B	8	
LDSH101	<b>OR</b> Leadership				
PRJO 301	Print Journalism 3A	CA - compulsory	Semester 3A	12	
DIJO301	Digital Journalism 3A	CA - compulsory	Semester 3A	12	
JOPR301	Journalism Practice 3A	CA - compulsory	Semester 3A	8	
TEJO301	*Television Journalism 3A	CA - elective	Semester 3A	12	
<b>OR</b>					
RAJO301	*Radio Journalism 3A				
CRTH101	Critical Thinking	CA - elective	Semester 3A	8	
SRSC101	<b>OR</b> Social Responsibility and Sustainable Community Development				
HCDK101	HIV & Communicable Diseases in KZN	CA - elective	Semester 3A	8	
TENE101	<b>OR</b> The Entrepreneurial Edge				
PRJO302	Print Journalism 3B	CA - compulsory	Semester 3B	12	Print Journalism 3A
DIJO302	Digital Journalism 3B	CA - compulsory	Semester 3B	12	Digital Journalism 3A
JOPR302	Journalism Practice 3B	CA - compulsory	Semester 3B	8	Journalism Practice 3A
TEJO302	*Television Journalism 3B <b>OR</b>	CA - elective	Semester 3B	12	Television Journalism 3A <b>OR</b>
	*Radio Journalism 3B				*Radio Journalism 3A
RPPR302	Journalism Research	CA - compulsory	Semester 4B	12	

	Project				
--	---------	--	--	--	--

**KEY:** CA = Continuous Assessment. Numbers 1 to 3 indicate the year of study. "A" = Semester 1. "B" = Semester 2. A prerequisite means this module must be passed prior to registration for the subsequent module.

## 5.2 PROGRAMME RULES

### Academic Integrity

Refer to the DUT General Rules pertaining to academic integrity G13(I)(o) – covering falsification of academic records, plagiarism and cheating. These will be enforced wherever necessary to safeguard the worthiness of our qualifications, and the integrity of the Faculty of Arts and Design at DUT.

### Assessment and Moderation

Continuous Assessment will be the method of assessment for all modules in the programme. As such, there are no final examinations, and there are no supplementary examinations. The results for all modules are determined through a weighted combination of assessments. Students are encouraged to work steadily throughout the academic semesters to achieve the highest results possible. Assessment details are outlined under Programme Rules. Assessments could include a variety of testing methods including, but not limited to, written tests, oral tests, practical submissions, group work, and assignments.

### Minimum Requirements

On the basis of a variety of placement assessments, successful applicants for study towards the Bachelor of Journalism will be accepted into the programme. The General Rules applicable for admission into Bachelor studies will apply as per DUT Rules G3, G7, and G23B (I), In addition, the minimum entrance requirements are:

The minimum admission requirement is a National Senior Certificate (NSC) or National Vocational Certificate (NVC) as certified by the Council for General and Further Education and Training (Umalusi) with a minimum achievement of 5 for English Home Language and 6 for English First Additional Language. An additional requirement is an achievement rating of 4 (50 - 59 %) or better in four recognised NSC 20 credit subjects or equivalent. These requirements will be considered in tandem with any other university requirements.

Compulsory Subjects	NSC Rating	SC	SC
		HG	SG
English	5	C	B
Any other official language	4	D	C

Applicants, aged 23 and above, will be considered via the mature age exemption route. Applicants have 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 applicants who are in secondary education to provide DUT Journalism with pre-matric (trials) 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, applicants are required to hand in their matric certificates

upon enrolment. Post-matric applicants are obliged to make their certificates and/or official printouts of post-matric marks available at the time of the selection test.

Applicants must understand that admission can only be considered if a place is available. DUT Journalism has the discretion of whether or not to offer an applicant a seat in the degree.

These Rules are with effect from 13 November 2019.

## **Exclusion Rules**

In addition to DUT Rule G17, in Semester 1 student who fails three or more modules with a final result of less than 40%, is not permitted to reregister in this programme. Deregistration from any modules is according to the provision of DUT Rule G6.

## **Promotion to a Higher Level/Progression rules**

The DUT Rule G16 applies. In addition to Rule G16, a student must pass all modules in Study Period 1 and Study Period 2 **BEFORE** being permitted to register for any modules in Study Period 3 (Senate approved November 2022).

## **Interruption of Studies**

In accordance with Rule G21B, the minimum duration for this programme will be three years and the maximum duration will be five years of registered study. Should a student interrupt their studies by more than three (3) years, the student will need to apply to the department for permission to re-register and will need to prove currency of appropriate knowledge prior to being given permission to continue with registration.

## **Copyright**

Copyright laws must be observed at all times. Refer to the Study Guides and the General Handbook for Students.

## **Refusal of Re-Registration**

(i) A student who has not successfully completed any module after two periods of registration shall only be permitted to register for that module at the discretion of the Faculty Board Exco.

(ii) A student who has been refused permission to re-register for a module in terms of Rule G17 will not be permitted to register for any other module 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/Bachelor's degree within five 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 reregister.

No appeal will be considered after this.

## **Exclusion Rules**

In addition to DUT Rule G17, a Semester I student who fails three or more modules with a final result of less than 40%, is not permitted to reregister in this programme.  
Deregistration from any modules is according to the provision of DUT Rule G6.

## **5.3 PROGRAMMES INFORMATION**

### **Continuous assessment**

(a) Continuous Assessment is applicable to all modules.

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

Feedback to students on assessment:

Written feedback to each student

Verbal feedback in consultation with each student

Verbal feedback to class

### **Work done during the year/semester**

#### **Attendance**

Attendance is compulsory. A student who, for any valid reason, is absent from planned academic activity must provide written proof of the reason for the absence to the lecturer concerned, within five (5) working days of returning to the institution in order to be considered for a special assessment. In these cases, the department will determine the validity of the student's reason for not taking the assessment and the nature of the special assessment. Refusal to accept this will result in a zero mark for the missed practical or test. As is the case with continuous assessment, i.e., 100% coursework, and no final examination, any student failing to obtain a final result of at least 50% will have to repeat that module.

Students are expected to attend all planned academic activities as these are designed to provide optimal support for the required competency. Students are expected to be punctual for all academic activities. Penalties may be applied for late or poor attendance (refer to Study Guide).

### **In addition to DUT and FACULTY Rules, the following PROGRAMME Rules shall Apply:**

All assessment tasks will be described in the assignment/project brief at the commencement of the task. The brief will explain the duration, submission specifications, learning content and outcomes of the task, and will be accompanied by a marking rubric explaining how the task will be assessed.

All work submitted timeously for assessment will be marked, moderated and returned to the student within 10 working days of submission. Late submissions for some modules may be penalised (refer to Study Guide). Failure to write a test at the scheduled date and time will result in a zero being awarded unless a valid medical certificate is presented. This zero mark will be included when calculating the final result.

Any student failing an assignment/project with a mark of 45% - 49% inclusive will be permitted to resubmit their work within one week of it being returned to them. The revised mark will be capped at 50%. This rule does not apply to theory tests.

Feedback may be in the form of a consultation session (for theory and/or practical work); individual/group critique (depending on the type of assessment), or written/individual feedback (for written assignments), through marking memos or assessment rubrics.

Absentee notes must be submitted to the Programme Secretary within five days after the student's return. Notes submitted after this period will not be accepted. An extension of deadline may be granted by the lecturer only if it benefits the entire class group and if it does not extend beyond the semester.

For practical modules, all assessments and/or portfolio submissions may/may not be equally weighted and averaged (refer to Study Guide). For theory modules, all assessments will be equally weighted and averaged. General Education modules, offered by other departments or programmes, will be assessed and examined as described in the relevant Study Guide.

### **General Education Modules**

Students must comply with the University's General Education requirements. This includes the following standalone General Education modules, which comprise:

Compulsory DUT Cornerstone 101 module.

Compulsory Faculty General Education module.

Elective Institutional General Education modules (Students will select electives modules as indicated in the Programme Structure).

### **In addition to DUT and FACULTY Rules, the following PROGRAMME Rules shall Apply:**

(i) A student is required to attend all lectures and other pre-arranged forums -exceptions apply in a case of illness for which a valid medical certificate is to be 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.

(ii) A student is required to attend all practical sessions and tutorials -exceptions apply 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.

### **Year Mark**

(i) The year mark of modules assessed through continuous assessment, is based on the assessment method applicable to each module.

(ii) Students are given sufficient opportunity to accumulate a year mark. The number of assessments in each module as determined by the lecturer will be indicated to students.

(iii) A student must sit for all tests and submit all assignments by the deadline date in each module in order to be assessed.

## Code of Conduct

In addition to the Student Code of Conduct in the DUT General Handbook for Students, and the relevant requirements as stated in the appropriate Study Guides, strict adherence to instructions issued by a technical, laboratory, or academic staff is required due to the need to ensure effective and safe practice in these facilities. A professional code of conduct pertaining to behaviour, appearance, personal hygiene, and dress shall apply to all students registered with the Faculty of Arts and Design, at all times.

## Health and Safety

Students must adhere to all Health and Safety regulations. Failure to do so will be treated as a breach of discipline.

### FEES

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

## 5.4 MODULE CONTENT

### Semester I

#### **Print Journalism IA - 8 credits (PRJO101)**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: Print Journalism is a fundamental module in this programme. It equips journalism students with the understanding of print journalism and the tools and skills to work as print journalists for newspapers and magazines. This module also lays the foundation for writing for other news mediums.

#### **Photojournalism IA - 8 credits (PHJO101)**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module provides the foundation upon which other forms of visual journalism such as television and digital journalism are built. It helps instil in the journalism student a critical awareness of one's surroundings, which is a key attribute of a journalist.

#### **Media Studies IA - 16 credits (MEST101)**

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module provides a historical and theoretical foundation upon which the other modules are built.

#### **Court Reporting - 16 credits (CORE101)**

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: It trains the students in accuracy, ethics, fairness, and balance, the fundamental values of journalism.

#### **Faculty Gen Ed Modules (compulsory) – Cornerstone 101 & English for the Arts Cornerstone 101 (CSTN101) - 12 credits**



**Duration:** One semester

**Assessment:** Continuous Assessment

**Syllabus:** The module content will be developed around the concept of journeys, across time, across space, and across human relationships. It will take the journey of the uMngeni River (which is close to all DUT campuses) as a metaphor. The module will bring different disciplinary perspectives to this content – environmental, historical, and sociological in particular. The metaphor of the journey will be sustained across the module and will be applied to personal journeys, historical, political, and environmental journeys, and social journeys, with a specific focus on gender. Each section will draw on issues of ethics, diversity, and critical citizenry. The design team may later take a different metaphor or theme, but with the same outcomes and attributes.

The final section of the module will identify and integrate learning from earlier sections and examine implications for further learning. At each stage of the module, activities such as the weekly online journal and class discussion will involve reflection and building communicative practices. There will be a concluding section in which students will identify their learning and examine the implications for their roles as students and as citizens.

### **English for the Arts - 12 credits (EGLA101)**

**Duration:** One semester

**Assessment:** Continuous Assessment

**Syllabus:** The purpose of this module is to develop and enhance English language proficiency amongst students in the Faculty of Arts and Design. English for the Arts will allow students to engage critically with texts within their discipline.

## **Semester 2**

### **Print Journalism 1B - 8 credits (PRJO102)**

**\*Print Journalism 1A is a pre-requisite**

**Duration:** 32 weeks theory: 2 lectures per week.

**Assessment:** Continuous Assessment

**Syllabus:** This is a core module in this programme. It equips journalism students with the understanding of print journalism and the tools and skills to work as print journalists for newspapers and magazines. This module also lays the foundation for writing for other news mediums.

### **Photojournalism 1B - 8 credits (PHJO102)**

**\*Photojournalism 1A is a pre-requisite**

**Duration:** 32 weeks theory: 2 lectures per week.

**Assessment:** Continuous Assessment

**Syllabus:** This module provides the foundation upon which other forms of visual journalism such as television and digital journalism are built. It helps instil in the journalism student a critical awareness of one's surroundings, which is a key attribute of a journalist.

### **Media Ethics - 12 credits (MEET101)**

**Duration:** 32 weeks theory: 3 lectures per week.

**Assessment:** Continuous Assessment

**Syllabus:** This module provides the ethical basis for all the other modules. It includes theories and case studies on ethics and journalism.

### **Politics for Journalism – 12 credits (POJO101)**

Duration: 32 weeks theory: 3 lectures per week.  
Assessment: Continuous Assessment  
Syllabus: This module provides the underpinning of politics in South Africa and the effects on the media. It includes theories and case studies of South African politics, decolonization and the media.

**Institutional Gen Ed Module - 8 credits**

Choose Sustainable Earth Studies (SERS101)

**OR**

Information & Communication Tech Literacy & Skills (ICTL101)

**Study Period two**

**Semester I**

**Print Journalism 2A - 12 credits (PRJO201)**

Duration: 32 weeks theory: 3 lectures per week.  
Assessment: Continuous Assessment  
Syllabus: This module equips journalism students with the understanding of radio journalism and the tools and skills to work as radio journalists: field reporters, news anchors and news producers.

**Digital Journalism 2A - 8 credits (DIJO201)**

Duration: 32 weeks theory: 2 lectures per week.  
Assessment: Continuous Assessment  
Syllabus: This module consolidates all learning that takes place in the other modules, especially in Print Journalism, Radio Journalism and Television Journalism. Students will learn how to produce content for converged platforms.

**Television Journalism 2A - 8 credits (TEJO201)**

Duration: 32 weeks theory: 2 lectures per week.  
Assessment: Continuous Assessment  
Syllabus: This module equips journalism students with an understanding of television journalism and the tools and skills to work as television journalists: field reporters, news anchors, and news producers.

**Radio Journalism 2A - 8 credits (RAJO201)**

Duration: 32 weeks theory: 2 lectures per week.  
Assessment: Continuous Assessment  
Syllabus: This module equips journalism students with an understanding and history of radio journalism and the tools and skills to work as radio journalists: field reporters, news readers, and news producers.

**Media Law**

(Serviced by the Department of Applied Law) 4<sup>th</sup> Floor, B Block, ML Sultan Campus -16 credits (MELA101)

Duration: 32 weeks theory: 4 lectures per week.  
Assessment: Continuous Assessment  
Syllabus: This module provides the legal history and framework within which journalism is practiced in a particular society.

## **FAD GE modules:**

Introduction to Mandarin (MDRN101) **OR** Introduction to French (FRCH101)

## **Semester 2**

### **Print Journalism 2B - 12 credits (PRJO202)**

**\*Print Journalism 2A is a pre-requisite**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This is a core module in this programme. It lays the foundation for writing for other news mediums.

### **Radio Journalism 2B - 8 credits (RAJO202)**

**\*Radio Journalism 2A a pre-requisite**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module equips journalism students with the understanding of radio journalism and the tools and skills to work as radio journalists: field reporters, news anchors and news producers.

### **Digital Journalism 2B - 8 credits (DIJO202)**

**\*Digital Journalism 2A is a pre-requisite**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module consolidates all learning that takes place in the other modules, especially in Print Journalism, Radio Journalism and Television Journalism. Students will learn how to produce content for converged platforms.

### **Television Journalism 2B - 8 credits (TEJO202)**

**\*Television Journalism 2A is a pre-requisite**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module equips journalism students with the understanding of television journalism and the tools and skills to work as television journalists: field reporters, news anchors and news producers.

### **Media Studies 2 - 16 credits (MEST201)**

**\*Media Studies I is a pre-requisite**

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module provides a historical and theoretical framework within which the other modules are embedded.

## **Institutional Gen Ed Modules - 8 credits**

1. The Global Environment (GENV101)

OR

2. Leadership (LDSH101)

## **Study Period 3**

## **Semester I**

**Print Journalism 3A - 12 credits (PRJO301)**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module provides a historical and theoretical framework within which the other modules are embedded. This is a fundamental module in this programme. It lays the foundation for writing for other news mediums.

**Digital Journalism 3A - 12 credits (DIJO301)**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module consolidates and reinforces all learning that takes place in the other modules, especially in Print Journalism, Radio Journalism, and Television Journalism in the form of multi-media output. Students will learn how to produce content for converged platforms.

**Radio Journalism 3A - 12 credits (RAJO301)**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module equips journalism students with the understanding of radio journalism and the tools and skills to work as radio journalists: field reporters, news anchors, and news producers.

**Television Journalism 3A - 12 credits (TEJO301)**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module equips journalism students with the understanding of television journalism and the tools and skills to work as television journalists: field reporters, news anchors, and news producers.

**Journalism Practice 3A - 8 credits (JOPR301)**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: The module gives the students the opportunity to apply in a simulated newsroom the knowledge and skills acquired in the B Journalism programme.

**Institutional Gen Ed Modules: - 8 credits**

HIV & Communicable Diseases In KZN (HCDK101) **OR** The Entrepreneurial Edge (TENE101)

**Faculty Gen Ed Modules - 8 credits**

Critical Thinking (CRTH101) **OR** Social Responsibility & Community Development (SRSC101)

**Semester 2****Print Journalism 3B - 12 credits (PRJO302)**

**\*Print Journalism 3A is a pre-requisite**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This is a fundamental module in this programme. It lays the foundation for writing for other news mediums.

**Digital Journalism 3B - 12 credits (DIJO302)****\*Digital Journalism 3A is a pre-requisite**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module consolidates and reinforces all learning that takes place in the other modules, especially in Print Journalism, Radio Journalism, and in Television Journalism in the form of multi-media output. Students will learn how to produce content for converged platforms.

**Radio Journalism 3B - 12 credits (RAJO302)****\*Radio Journalism 3A is a pre-requisite**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module equips students with an understanding of radio journalism and the tools and skills to work as radio journalists: field reporters, news anchors, and news producers.

**Television Journalism 3B - 12 credits (TEJO302)****\*Television Journalism 3A is a pre-requisite**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module equips students with an understanding of television journalism and the tools and skills to work as television journalists: field reporters, news anchors, and news producers.

**Journalism Practice 3B - 8 credits (JOPR302)****\*Journalism Practice 3A is a pre-requisite**

Duration: 32 weeks theory: 2 lectures per week.

Assessment: Continuous Assessment

Syllabus: The module gives the students the opportunity to apply in a simulated newsroom the knowledge and skills acquired in the degree.

**Journalism Research Project - 12 credits (JRPR302)**

Duration: 32 weeks theory: 3 lectures per week.

Assessment: Continuous Assessment

Syllabus: The purpose of this module is to develop student competence in the research and writing of a basic research report within a journalism context.

## 6 BACHELOR OF JOURNALISM HONOURS (CODE: BJHONS)

This is a 3/5-year, 120-credit HEQSF level 8 professionally oriented Honour's degree.

### Purpose

The student will obtain a full understanding of the fundamentals of research methods demonstrated in writing a proposal and eventually undertake a research project.

### Exit Level Outcomes

- Understand the fundamentals of research methods demonstrated in writing a proposal and eventually undertake a research project.
- Apply media management techniques to media and journalism ventures, newsrooms, and related media products.
- Demonstrate journalistic understanding of language issues in their social and media context at the level of a professional journalist.
- Operate as a professional journalist to produce in-depth media products in a specialist field demonstrating an understanding of the context and ethical considerations.
- Access, evaluate, use, and source information and language resources effectively and responsibly to create publishable stories and academic writing.

### Graduate attributes

Students should be able to:

- Formulate their own views about media effects against the background of criticism against media effect theory and research; and find their own examples that illustrate the different media effect theories.
- Students should be able apply their knowledge of ideology to analyse media.
- Students should be able to explain the characteristics and functions of a signs and codes.
- Students should be able to explain key media concepts

## 6.1 PROGRAMME STRUCTURE

This is a full-time qualification. Students must do all modules listed as compulsory.

Name of Module	Module Code	Study Period	NQF Level	Module Credits	C/E*	Pre-Req	Co-Req	Stream	Exam**
Media and Society 401	MASC401	Semester 1A	8	20	C	NIL	NIL		No
Multi-media and Journalism 401	MMAJ401	Semester 1A	8	20	C	NIL	NIL		No

Research Project 401	RMJN401	Semester IA	8	28	C	NIL	NIL		No
Media Management 401	MMGN402	Semester IB	8	20	C	NIL	NIL		No
Specialist Journalism 401	SPJN402	Semester IB	8	20	C	NIL	NIL		No
Research Methodology 401	RPJN402	Semester IB	8	12	C	Research Project is a pre-requisite	NIL		No

## 6.2 PROGRAMME RULES

### Pre-requisite Qualification(s)

The minimum admission requirement is a completed bachelor's degree or equivalent in Journalism or a related field. Applicants must also submit a portfolio of relevant work.

## 6.3 MODULE CONTENT

### Semester I

#### Media and Society 401 - 20 credits (MASC401)

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: The purpose of this module is to introduce concepts and models for the scientific study of the media, and to demonstrate how the media is related to society in relation to the programme/s.

#### Multi-media and Journalism 401 - 20 credits (MMAJ401)

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: The purpose of this module is to extend and consolidate core journalistic skills – researching, interview, and writing news, features, and comments – and then develop an understanding of how to apply those skills to create accurate and compelling content for online media. The module introduces students to the different ways online and interactive multimedia technologies are changing journalism.

#### Research Project 401 – 28 credits (RMJN401)

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module is aimed at guiding students through their own research project. How to collect the research data planned in the research proposal. How to write up the findings and how to interpret research data, showing why the findings are significant.

### SEMESTER 2

#### Specialist Journalism 401 - 20 credits (SPJN402)

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: The purpose of this module is to provide the writing and critical-thinking fundamentals necessary to be successful in a specialised reporting beat.

### **Research Methodology 401 - 12 credits (RPJN402)**

#### **\*Research Project 401 is a pre-requisite**

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: This module is aimed at introducing students to the process of academic research.

### **Media Management 401 - 20 credits (MMGN402)**

Duration: 32 weeks theory: 4 lectures per week.

Assessment: Continuous Assessment

Syllabus: The module is designed to expose students to the basic management of media industries. It will introduce students to the business side of media start-ups and teach students to identify opportunities for innovation whether inside legacy media organisations or as part of a media start-up.

## **7 MASTER OF JOURNALISM (CODE: MSJRNI)**

This is a two years (full-time) or Three years (part-time), 120-credit HEQSF level 8 professionally oriented Master's Degree.

### **Exit Level Outcome**

To produce internationally compatible graduates in the journalism discipline who can produce independent research that contributes to industry and social praxis through critical engagement with media theory and innovative methods at the forefront of knowledge production in the field.

### **Exit Level Outcomes and Associated Assessment Criteria**

<b>Exit Level Outcome:I</b>	<b>Associated Assessment Criteria</b>
On completion of this qualification, learners will be capable of demonstrating acquired skills in applying research methods	Qualifying learners will be required to demonstrate their competence in: <ul style="list-style-type: none"><li>- Advanced principles of research methodology within the journalism or related field and</li><li>- Developing appropriate methods to address questions arising from research in journalism and execute research in journalism and/or related field</li></ul>



<p><b>Exit Level Outcome 2</b></p> <p>Graduates will be capable of proposing and designing research within the discipline, including:</p> <ul style="list-style-type: none"> <li>- Writing a research proposal</li> <li>- Using literature to identify theoretical issues pertaining to the proposal</li> <li>- Structuring precise research questions</li> </ul>	<p>Qualifying learners will be required to demonstrate their competence in:</p> <ul style="list-style-type: none"> <li>- Writing a proposal, conducting literature review and formulating research questions in accordance with recognised norms and standards.</li> </ul>
<p><b>Exit Level Outcome 3</b></p> <p>On completion of this qualification learners will be capable of:</p> <ul style="list-style-type: none"> <li>- Analysing the results</li> <li>- Writing up the findings and results emanating from the research in journalism</li> </ul>	<p><b>Associated assessment criteria:</b></p> <p>Qualifying learners will be required to demonstrate their competence in:</p> <ul style="list-style-type: none"> <li>- Implementing methodology and analytic tools in the write up of research findings</li> </ul>
<p><b>Exit Level Outcome 4</b></p> <p>On completion of this qualification learners will be capable of:</p> <ul style="list-style-type: none"> <li>- Producing a final dissertation of novel research</li> </ul>	<p><b>Associated assessment criteria:</b></p> <p>Assessment is made by external examiners in line with norms pertaining to the qualification</p>

## 7.1 PROGRAMME RULES

### Minimum Admission Requirements:

General Rule G7 (I) and G24 (I) refer. In addition, applicants with a B. Tech degree as the highest qualification wishing to study towards a Master's degree will have to satisfy the following conditions:

I. Obtain Advanced Standing via RPL into postgraduate studies.

Requirements in fulfilment of the Advanced Standing RPL are:

(a) A minimum of three years of practice in the related field.

(b) Demonstrated competence in advanced research methodologies or successful completion of a research methods module, offered

within the Faculty of Arts and Design.

Assessment: Continuous Assessment

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

Research Project and Dissertation (RPJN501)

Research Project and Dissertation (RPJN511)

Research Project and Dissertation (RPJN521)