



“The practical exposure combined with a solid theoretical base is what makes the BA MCC such an attractive option.”
– BA MCC graduate

Faculty of Humanities
Media & Communication

BA (MCC) BACHELOR OF ARTS IN MEDIA, COMMUNICATION AND CULTURE

The BA Media, Communication and Culture degree offers a qualification that meets the current *external* demand from industry for versatile graduates who are socially, critically and technologically adept, with significant problem solving skills and adaptability, and the capacity to serve the increasingly complex Media, Communication and Culture environment.

Starting with the first year foundation level, students move towards a specialization in one of three streams in their final year, namely video production, design or culture.

The programme also places firm emphasis on language which forms the basis for all successful communication. Students are required to do one or more languages up to second year level. Students can choose between the following languages: Afrikaans, English, French or isiXhosa.

WHAT CAN I DO WITH A BA (MCC)

- Writing for the Media
- Video Production
- Graphic Design
- Scriptwriting
- Advertising
- Public Relations
- Cultural and literary studies
- Teaching
- Translation

Our students have been placed in top national communication departments and have gone on to study at design and advertising schools, landed jobs within media field of editorial, magazines and newspapers and worked for video production companies.

COURSE DESCRIPTION

This programme provides intensive theoretical knowledge and practical skills in arts and culture, communications, languages and literature, media and information technology from highly qualified staff who have extensive experience in their given fields.



Change the World

Graduates of the programme will have a high level of language competence, together with expertise in intercultural communication, practical skill for the communications industry, and the technical know-how to keep pace with continually moving global trends and technology.

UNIQUE CHARACTERISTICS

The modular system used allows students to explore various fields and options in a non-rigid or prescribed manner, allowing the students to discover their own interests within their focus areas. Courses offered vary from cultural studies (classic and contemporary) to advertising, visual communication and design, film studies and video production as well as writing for the media which includes newspaper and magazine writing to name but a few.

In addition, students may take elective modules in disciplines such as philosophy, business management, web design, music technology, psychology or marketing. Some

modules do require an entrance test and have limited space.

COURSES OFFERED

- Communication Studies
- Cultural studies: Classic and contemporary
- Language Studies
English, Afrikaans, French, isiXhosa
- Media Ethics and Media Studies, Visual Communication including Design and Layout, Advertising and Copywriting, Film Studies, Writing for the Media, Public Relations, Scriptwriting, Television, Film and Video Production.

ENTRANCE REQUIREMENTS

Prospective students need degree programme entry and at least 36 APS points. We also recommend strong marks in languages.

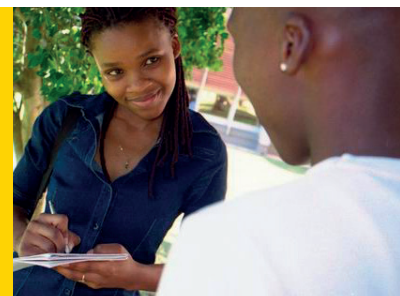
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“Having a degree not only increases your chance of getting a job, but it increases one’s sense of accomplishment in life”
 – BA MCC student



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