

Faculty of Humanities Media & Communication

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

COURSE CONTENT

YEAR 1 (Full-time attendance)

Compulsory modules

- Social Consciousness and Sustainable Futures
- End-User Computing
- Media Studies and Ethics
- Introduction to Film Studies
- Writing for the Media
- Critical Communication
- Cultural Studies: Contemporary Culture (a)
- Cultural Studies: Contemporary Culture (b)

Language modules

- Four modules of the same language (Afrikaans, English, French or isiXhosa)

Electives

- Philosophy (select A or B):
A Philosophical Skills
B Introduction to Philosophy
- Introduction to Business Management and Entrepreneurship
- Introduction to the Business Functions

YEAR 2 (Full-time attendance)

Compulsory modules

- Media, Film and Society
- Creative Communication in Advertising
- Cultural Studies: Contemporary Society (a) and (b)
- Media, Communication and Culture Integrated Project

Select A or B

- A Television and Video Production
- B Principles of Preproduction

Select A or B:

- A Visual Communication
- B Copywriting for Advertising and Marketing

Language modules

- Four modules of the same language (Afrikaans, English, French or isiXhosa - continued from first year)

Select one of the following modules:

- Philosophical Practice: Ideology Critique
- Philosophical Practice: Interpretation and Art
- Philosophical Practice: Philosophy through Film
- Philosophical Practice: Creating Concepts

YEAR 3 (full-time attendance)

Compulsory modules

- Film Theory and Analysis
- Cultural Studies: Contemporary Society (a) and (b)
- Media, Communication and Culture Advanced Integrated Project

Select three of the following modules:

- Advanced Video Production
- Production Management
- Audiovisual Presentation Design
- Advanced Visual Communication
- Advanced Copywriting for Advertising and Marketing
- New Media and Communication

Select one of the following modules:

- Philosophy and The Ethos: Ethics
- Philosophy and The Ethos: Nature
- Philosophy and The Ethos: Self
- Philosophy and The Ethos: Society

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