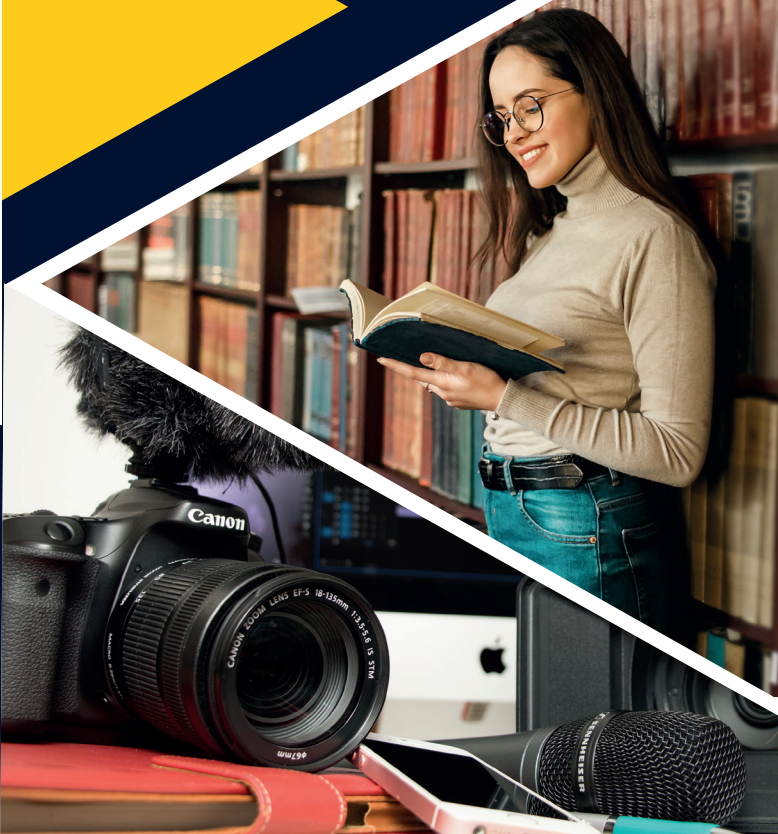


NELSON MANDELA
UNIVERSITY

Faculty of Humanities

Media and Communication



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

BA MCC graduate

Change the World

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NMU.Media.Communication



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CAREER OPPORTUNITIES

- Writing for the Media
- Video Production
- Graphic Design
- Copywriting
- Scriptwriting
- Advertising
- Cultural and Literary Studies
- Teaching



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

COURSE DESCRIPTION

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

Graduates of the programme will have a high level of language competence, together with expertise in intercultural communication, practical skills 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 contemporary cultural studies to advertising, copywriting, visual communication and design, film studies and video production as well as writing for the media.

COURSES OFFERED

- Communication Studies
- Contemporary Cultural Studies
- 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, Scriptwriting, Television, Film and Video Production.



ADMISSION REQUIREMENTS

- Minimum NSC statutory requirements for degree entry must be met.
- An applicant with NSC Grade 12 Mathematics or Technical Mathematics requires a minimum Applicant Score of 350.
- An applicant with NSC Grade 12 Mathematical Literacy requires a minimum Applicant Score of 365.
- NSC achievement rating of at least 60% in any one Home or First Additional Language.
- NSC achievement rating of at least 35% for Mathematics or 55% for Mathematical Literacy or Technical Mathematics.

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 five streams in their final year, namely preproduction, video production, design, copywriting 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.