

# POSTGRADUATE DIPLOMA IN JOURNALISM

## Qualification code: PDJR21 – NQF Level 8 (120 credits)

SAQA ID: 115510, CHE NUMBER: H/H16/E195CAN

Campus where offered:

Soshanguve North Campus

### REMARKS

a. *Admission requirement(s):*

An advanced diploma in Journalism **or** a bachelor's degree in Journalism, **or** a baccalaureus technologiae degree: Journalism, **or** an equivalent qualification at NQF Level 7 (120 credits). Preference will be given to applicants with an average of 60% or more in the previous qualification.

Holders of any other equivalent South African or international qualification may also be considered. See Chapter 1 of Students' Rules and Regulations.

b. *Selection criteria:*

Selection is based on an assessment by a departmental selection panel. Candidates will be evaluated based on the performance in the previous qualification obtained and/or work experience. Applicants who completed the previous related qualification in a satisfactory time-frame of one year full-time or two year part-time block basis and who subsequently achieved the relevant body of knowledge, might be admitted into the programme.

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

c. *Recognition of Prior Learning (RPL), equivalence and status:*

See Chapter 30 of Students' Rules and Regulations.

d. *Intake for the qualification:*

January only.

e. *Presentation:*

Day classes.

f. *Minimum duration:*

One year.

g. *Exclusion and readmission:*

See Chapter 2 of Students' Rules and Regulations.

h. *Re-registration:*

A student may re-register for the module Media Research Project only with the permission of the Head of the Department. The purpose of the re-registration is to provide students with an opportunity to complete the project only, and not to redo it, should they fail the module.

### CURRICULUM

#### YEAR MODULES

CODE	MODULE	NQF-L	CREDIT
MEJ108G	Media Research Methods	(8)	(10)



MEM108G	Media Economics and Management	(8)	(20)
MET108G	Media Ethics	(8)	(20)
MRJ108G	Media Research Project	(8)	(30)
MRJ118R	Media Research Project (re-registration) (semester module, see paragraph h)	(8)	(0)
MSU108G	Advanced Media Studies	(8)	(40)

TOTAL CREDITS FOR THE QUALIFICATION: **120**

### MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the department or in the study guide that is applicable to a particular module. At time of publication, the syllabus content was defined as follows:

#### A

##### **ADVANCED MEDIA STUDIES (MSU108G)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Journalism)*

This module is aligned with broad journalistic body of knowledge pertaining to media studies within the South African mass media. It is included in the formative and summative assessment of the programme and contributes to the promotion mark of the qualification. Students who completed the module successfully, will be able to analyse, organise and critically evaluate information in areas such as: the link between media and democracy; digital media and interactivity; news framing theory and framing analysis; media content analysis; and visual culture studies. It is envisaged that students who completed the module successfully will be able to communicate effectively using technology as well as appropriate academic, professional and/or occupational discourse. (Total tuition time: ± 400 hours)

#### M

##### **MEDIA ECONOMICS AND MANAGEMENT (MEM108G)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Journalism)*

This module is aligned with broad journalistic body of knowledge pertaining to the economic principles and market forces that have an impact on media organisations within the South African mass media. Upon completion, students will be able to analyse, organise and critically evaluate information in areas such as: media industry structures and strategies; principles of media economics; the media industry and change management; management strategies for multimedia platforms; and media companies as financial institutions. It is envisaged that students who completed the module successfully will be able to communicate effectively using technology as well as appropriate academic, professional and/or occupational discourse. (Total tuition time: ± 200 hours)

##### **MEDIA ETHICS (MET108G)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Journalism)*

This module is aligned with broad journalistic body of knowledge pertaining to the study of ethics, ethical principles as well as the broad field of media ethics within the South African mass media context. Upon completion, students will be able to analyse, organise and critically evaluate information in areas such as: media ethics as a field of study; meta-ethics as a guideline for journalistic conduct; ethics from an African perspective; normative media ethics; legislation and its impact on media ethics; media ethics in the South African context; the integrated ethical analysis model; and principles and considerations for social media/online reporting. It is envisaged that students who completed the module successfully will be able to communicate effectively using technology as well as appropriate academic, professional and/or occupational discourse. (Total tuition time: ± 200 hours)



**MEDIA RESEARCH METHODS (MEJ108G)****1 X 3-HOUR PAPER*****(Module custodian: Department of Journalism)***

This module is aligned with a comprehensive and systematic knowledge base in the field of journalism with specialist knowledge of mass media products as well as a coherent and critical understanding of theory, research methodologies and techniques, mainly within the South African mass media context. Upon completion, students will be able to demonstrate knowledge and understanding in areas such as: academic writing; research methodology and academic theories; academic inquiry strategies, data collection tools and data analysis methods; and ethics in research. (Total tuition time: ± 100 hours)

**MEDIA RESEARCH PROJECT (MRJ108G, MRJ118R)****PROJECT ASSESSMENT*****(Module custodian: Department of Journalism)***

This module is aligned with a comprehensive and systematic knowledge base in the journalism and related media and communication fields and disciplines; and the understanding of theories, research methodologies, methods and techniques relevant to those fields and disciplines, in articulation with the specific field of Journalism. Upon completion, students will be able to demonstrate knowledge and understanding in areas such as: academic writing; research methodology; and research proposal writing. Students who completed the module successfully will be able to demonstrate critical thinking skills, basic data analysis skills and the ability to construct a mini dissertation, PowerPoint Presentation as well as a scientific poster by using appropriate academic and professional discourse. (Total tuition time: ± 300 hours)

