

SEMESTER 1

Research Methodology for Media and Cultural Studies

CCMS731

First Term, First semester

Tuesdays and Wednesdays, 08:00-10:00 am

Venue: Shepstone One

Tuesday

Wednesday

Week	Date	Topic	Lecturer	Date	Topic	Lecturer
2	23 Feb	Theoretical paradigms	Prof Ruth Teer-Tomaselli	24 Feb	Theoretical frameworks	Dr Sarah Gibson
3	01 March	Constructivism and Grounded Theory	Mr Basil Hamusokwe	2 March	Literature Review	Dr Lauren Dyll-Myklebust
4	08 March	Ethnography & Critical Indigenous Research	Focus Groups	9 March	Sources and References	Dr Sarah Gibson
5	15 March	Focus Groups	Ms Phiwe Nota	16 March	Academic Writing	Prof Ruth Teer-Tomaselli
	18 March (Friday)	Test				
6	19 – 28 March	Easter Holiday				
7	29 March	Sampling and Variables	Dr Jean Steyn	30 March	Thematic Analysis	Ms Phiwe Nota
8	5 April	Analysing quantitative data	Dr Jean Steyn	6 April	Content Analysis	Mr Basil Hamusokwe
9	10 April (Monday)	Hand in assignment				

Media Theory

CCMS733

First Term, First semester

Tuesdays, 08:00-10:00 am

Venue: Media Lan

Week	Date	Topic	Lecturer
1	18 Feb	Mapping Media and Cultural Studies	Dr Lauren Dyll-Myklebust
2	25 Feb	Semiotics: How signs make meaning	Dr Sarah Gibson
3	3 March	Encoding and decoding	Dr Sarah Gibson
4	10 March	Test	
5	17 March	Audience Studies	Dr Sarah Gibson
6	19 – 28 March	Easter Holiday	
7	31 March	Genre in television and film	Dr Lauren Dyll-Myklebust
8	7 April	Narrative conventions and storytelling	Dr Lauren Dyll-Myklebust
9	15 April (Friday)	Hand in assignment	

Cultural Studies in Practice

CCMS736

Second Term, First Semester

Tuesdays 08:00-10:00 am

Venue: Shepstone One

Tuesday

Week	Date	Topic	Lecturer
1	19 April	The Practice of Cultural Studies	Dr Sarah Gibson
2	26 April	Visual Culture: Film, television and photography	Dr Sarah Gibson
3	3 May	Fieldtrip (Durban Historic Quarter – KwaMuhle Museum; Holocaust museum)	Dr Sarah Gibson Prof Donal McCracken
4	10 May	Cultural Memory: Museums and Memorialisation	Prof Donal McCracken
5	17 May	Touring Cultures: Place and Performance	Dr Sarah Gibson
6	24 May	Test	
7	31 May	Material Culture: Zulu Beadwork	Dr Sarah Gibson
8	7 June	Subcultures: Youth & Moral Panics	Dr Sarah Gibson
9	15 June (Thursday)	Hand in Assignment	

Media in the Global World

CCMS735

Second term, First semester

Thursdays, 08:00-10:00 am

Venue:

Week	Date	Topic	Lecturer
1	21 April	The role of media in globalisation	Prof Ruth Teer-Tomaselli
2	28 April	Political Economy: ownership, control and regulation	Mr Basil Hamusokwe
3	5 May	Consolidation of global media houses and the rise of international news agencies	Prof Ruth Teer-Tomaselli
4	12 May	Test	
5	19 May	The Digital Divide	Ms Phiwe Nota
6	26 May	Reconsidering media imperialism: Information flows and counter-flows	Prof Ruth Teer-Tomaselli
7	2 June	The Internet and Social Media	Dr Sarah Gibson
8	9 June	Hand in assignment	

SEMESTER 2

Social Change and Health Communication

CCMS734

Third Term, Second Semester

Week	Date	Topic	Lecturer
1	28 July	Introduction to Public health communication and promotion	Dr Eliza Govender
2	4 Aug	Theories and models of Health Communication (HBM, Social Learning, EPPM)	Dr Lauren Dyll-Myklebust
3	11 Aug	Culture-Centred approach	Ms Phiwe Nota
	18 Aug	Communication for Participatory Development	Ms Phiwe Nota
4	25 Aug	Test	
5	1 Sept	Social Ecology Model for Communication and Health Behaviour (SEMCHB)	Ms Phiwe Nota
6	8 Sept	Entertainment Education	Dr Eliza Govender
7	15 Sept	Social media in health communication	Ms Phiwe Nota
	26 Sept (Monday)	Hand in assignments	