

HONOURS B.Soc Sc:

SEMESTER ONE

MEDIA THEORY (CCMS733)

Media Theory provides an approach that is both theoretically rigorous and contextually relevant. The programme is conceptually and methodologically integrated with a view to educating graduates to work in the business of the cultural, communication and media industries. The module integrates an understanding of the primary theories and approaches. These will include the following:

- Theory of representation,
- Encoding and decoding
- Semiotics: How 'Signs' make meaning
- Audience Studies
- Narrative Conventions and Story telling
- Genre and Story telling
- Film as Representation: Documentary, Ethnographic and Narrative

CULTURAL STUDIES IN PRACTICE (CCMS736)

This module investigates the methodologies and approaches used in fieldwork research; specifically in terms of the representation in everyday cultural artefacts, sites, visual materials and social interaction. Research approaches are surveyed to understand, describe, contextualise and analyse the ways in which past and present can be represented and imbued with meaning. This includes sites of cultural memory and memorialisation, as well as the imaging of history through photographs, films, print and artefacts. The KwaZulu-Natal battlefields provide rich opportunities to interrogate how historical events and processes have been represented, opening debates on power, identity, memorialisation and memory within the ambit of visual representation.

SOCIAL CHANGE AND HEALTH COMMUNICATION (CCMS734)

This module highlights the link between Southern African development and social change through the different media of interpersonal and mass communication. The module teaches how to apply theoretical understandings

to this nexus. It also provides stratagems to analyse strategic communication and 'entertainment education' interventions. The module seeks to build capacity in African among the young to research public health communication strategies. The module introduces appropriate macro development communication paradigm 'modernisation' and 'participatory approaches'. The module indigenises theory and development paradigms in terms of local contexts, culture and knowledge. It reviews key theories of health promotion communication and introduces and analyses emerging theories and models for social and behavioural change communication.

SOUTH AFRICAN MEDIASCAPE (CCMS 732)

This module surveys South African Mediascape relating to print, broadcast and Internet. It traces the historical genesis of the South Africa media as well as the contemporary ecology of the media. Political-economic issues of ownership, control and regulation guide the theoretical approach. There is an exploration of the establishment and realignments of the major press houses; while in broadcasting the advent of democracy in 1994 liberalised the sector. Attention is paid to community media, and the Internet and media. All these themes are drawn together with a consideration of the six major media conglomerates now dominating the South African Mediascape.

HONOURS B.Soc Sc:

SEMESTER TWO

MEDIA IN THE GLOBAL WORLD (CCMS735)

This module traces the movement of information and communication across the globe, examining the technical, economic, cultural and political aspects of media globalisation, both historically and in the context of the changes resulting from 'new media'. The module covers the meaning of media globalisation, with the development of media concentration from the mid-19th century, the rise of the 'Press Barons' and the international cable and news agencies. Political-economic categories of ownership,

control, regulation and diversity; as well as impact of new media and the 'digital divide' provide a theoretical basis for the module. The importance of diversity, language and accessibility in media and their relationship to global forms of cultural commodity transfer, complete the module.

RESEARCH METHODOLOGY FOR MEDIA AND CULTURAL STUDIES (CCMS731) (Compulsory)

Students learn how to create a research proposal, including its ethical considerations. This includes being taken through various theoretical traditions and paradigms that have influenced the study of media. Specific attention is paid to the indigenisation and appropriation of 'imported' theoretical frameworks to meet African needs, cosmologies and ethics. Students receive hands-on instruction and experiential exercises in the approach to compiling a literature review and a bibliography. The module closes with workshops on the structuring and finalisation, including copy-editing, styles and layouts, of the research report, dissertation or thesis.

CCMS RESEARCH PROJECT (CCMS760) (Compulsory)

Students are required to produce a piece of independent research on a topic chosen from the broad range of areas studied in the 'content' modules. Competency already gained relating to knowledge; specific theoretical and methodological approaches will be applied. The aim of this research project is for students to gain advanced experience of research in their selected field by focussing on a chosen area of specialist study and applying their skills. Particular emphasis is placed on the consideration of ethical issues.

*Not all modules will be available every year. Students may register for at least 16 credit points outside the programme.

THESES: M.Soc.Sc. & PHD

M.Soc.Sc. and PhD degrees are offered in a variety of disciplines and sub-disciplines. These include:

- Battlefield Representation
- Cultural and Media studies
- Development Communication
- History of Media and Communication
- Public Health Communication.
- Visual Anthropology & Film Studies

Students are embedded in thematic research areas and through our linkages are an integral part of larger international networks which provide additional support.

Every academic year commences with a compulsory rigorous methodology 'Boot Camp' for new students.

This support is supplemented by weekly research methodology and proposal writing seminars which complement our modules. All students are required to attend.

In recent years CCMS has graduated annually on average five PhDs and ten research Masters students.

We are proud of the fact that our graduates regularly find employment in new media, advertising, journalism, copywriting, the print media, electronic media and in academia.

Research Portfolio

The Centre for Communication and Media in Society has an outstanding research footprint which consistently outperforms in relation to Senate-proscribed benchmarks.

It has two South African National Research Foundation (NRF)-rated scientists.

Annual research outputs include scholarly books and an impressive number of book chapters and articles in recognized and accredited academic journals.

The centre has long-standing academic linkages with the universities in Germany, Sweden, Norway and Uganda.

ACADEMIC STAFF

Professor Ruth Teer-Tomaselli: Cluster Leader, Full Professor & UNESCO Chair of Communication

Professor Donal McCracken: Senior Professor & F.R.Hist.S.

Dr Lauren Dyll: Senior Lecturer

Dr Eliza Govender: Senior Lecturer

Dr Given Mutinta: Senior Lecturer

Dr Sarah Gibson: Contract Lecturer

Dr Musara Lubombo: Postdoctoral Scholar

School of Applied Human Sciences

Postgraduate Study in Culture, Communication and Media Studies

Honours, Research Masters & Doctoral Degrees

For further information visit the departmental website: <http://ccms.ukzn.ac.za/>

Our Facebook page and group:

<https://www.facebook.com/CCMSUKZN>

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