

PRESENTATION FORMAT FOR THE MINIMUM BODIES OF KNOWLEDGE AND SKILLS

Name of Programme	Master of Science Degree in Journalism and Media Studies
Duration	18 Months
Minimum Credit Load	270
Maximum Credit Load	330
Maximum MBKS Credit Load:	234
ZNQF Level	9

Entry Requirements
Normal Entry To be eligible candidates must have a first degree in a relevant field like Media and Journalism etc. from a recognised university
Special Entry Candidates with Higher National Diplomas in Social Sciences, Arts and related studies plus three years post qualification experience.
Mature Entry
Other (indicate)

LEARNING OUTCOMES
<ol style="list-style-type: none"> 1. Apply media knowledge and principles in different media contexts. 2. Write, package and post effectively using a variety of information technologies in the diverse media platforms available today. 3. Apply the relevant media laws to the immediate contexts governing their work on a day to day basis. 4. Write clear to-the-point professional copy for journalistic, public relations or other media contexts. 5. Analyse media texts, audio, visual, televisual, and so on to draw relevant readings useful for professional interpretation in the media field.

Programme Assessment (Describe and indicate percentage [%])	
Coursework	30%
By thesis	100%
Written Examinations	70%
Other	

Summary of Modules arranged in logical sequence, and allocation of Notional Hours and Credits	
Module name	Total Notional Study Hour Credits
Level One	
IJM 5101 Advanced Theories in Mass Communication	18
IJM 5102 Media and Society	18
IJM 5103 Elements of Multimedia: Theory and Practice	18
IJM 5104 Corporate Communication	18
IJM 5105 Media Texts and Audiences	18
IJM 5201 Advertising and Marketing Communications	18
IJM 5202 Advanced News and Editorial Writing	18
IJM 5203 Entrepreneurship and Management in the Media Industry	18
IJM 5204 Research Methods and Statistics	18
IJM 5205 Media Policy, Institutions and Democracy	18
Level Two	
IJM 6101 Dissertation	90

MODULE SYNOPSES (For all the 80% Modules Threshold. NB: Synopses are very central in that these are summaries of the key concepts to be taught in each module.)	
MODULE	SYNOPSIS
IJM 5101 Advanced Theories in Mass Communication	This course exposes students to the developing research and key debates and theories within media and communication. Students develop deep theoretical research knowledge needed in scholarly debates and problem analysis and solving tasks. Students are also gain competences needed for doctoral and other advanced research work.
IJS 5102 Media and Society	In this course, learners study the relationship between media, culture and society with special emphasis on the entertainment industry, news, advertising, and public relations. Specifically, students gain an understanding of the social, cultural and political interplay between the media its consequences on society, and vice-versa.

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IJM 5103 Elements of Multimedia: Theory and Practice	Students learn the fundamentals of design for the various media platforms, how to package news and information for live and delayed broadcasting, breaking stories live and the specific layout and design tools and principles for effective communication.
IJM 5104 Corporate Communication	This module provides a comprehensive introduction to corporate communications and public relations. Students learn master the critical skills like crisis management, conference organisations, press conference organisation, site visits organisation, strategic surveillance, internal and external relations, in-house magazine production, managerial advisory.
IJM 5105 Media Texts and Audiences	In this module students will study the history of audience studies and explore how different theoretical perspectives on active and inactive media audiences and the nature of texts impact on our understanding of everyday media audiences. Students further explore the practical challenges related to textual analysis beyond the common representation and stereotyping dimensions. Specific attention will also be given to the study of ‘rural’ audience analysis, persuasion, public opinion and the public use of different media and media content.
IJM 5201 Advertising and Marketing Communications	The module offers students essential skills needed in the marketing communication. Critical skills developed include creating product selling propositions, market forecasting, product placement, brand positioning and re positioning, advertising, direct marketing, and sales promotion.
IJM 5202 Advanced News and Editorial Writing	This is a skills-course focusing on the development of multimedia news stories, acknowledging digital journalism as the new journalism. Learners train how to produce content for multiple medium platforms, writing articles, producing slideshows, shoot videos, record audio stories, and use social media to cover live events, on top of vital conceptual thinking skills about the changing journalism terrain in the 21st Century
IJM 5203 Entrepreneurship and Management in the Media Industry	Student learn how to identify business opportunities in the media, designing business plans, implementing and evaluating business plans, creating prototypes for viable digital media start-ups, craft profitable strategies for building their unique skills and competences, and identify sustainable business opportunities in the media.
IJM 5204 Research Methods and Statistics	The student should be able to articulate the broad rubrics of quantitative and qualitative research, apply where either is required or both, as in triangulated research. Students must be able to draw up concise problem definition to include problem statement, objectives, subproblems, conduct a comprehensive literature review to a given problem question, apply appropriate methodological approaches, including a knowledge of the various sampling techniques, carry out comprehensive and systematic data analysis, a range of techniques from content analysis, discourse analysis. Students must be able to compile research findings, as well as draw evidence-derived conclusions. Students must also be able to apply

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	basic statistical techniques like mean, mode, standard variation, frequency and relational comparative techniques.
IJM 5205 Media Policy, Institutions and Democracy	This module provides students with an understanding of the role of journalism in democracy. Students problematise the concepts of democracy and also critique the various journalism understandings, such as the public sphere, watchdog and advocacy understandings, as well as the implications of these understandings to democracy. The course explores how media policies, institutions and regulatory framework enable and inhibit the media's role in promoting democracy. Special focus will be given to the practice of journalism in Africa and its implications to democracy on the continent.
IJM 6101 Dissertation	Students are expected to initially attend prescribed research seminars and then identify a research topic of their choice, submit a research proposal, review relevant literature and identify the theoretical framework. The choice of topics will be subject to the availability of supervisors. Students will work on their dissertations by conducting field research, analysing findings and writing up their research project reports.