



Bachelor of Arts (Communication Science and English)

SAQA ID 120745 NQF Level 7

🕒 Qualification duration

Contact

Full-Time (Campus)

- Minimum: 3 years
- Maximum: 5 years

Part-Time (Online)

- Minimum: 5 years
- Maximum: 7 years

☰ Qualification description

Flexible learning. Limitless possibilities. The Bachelor of Arts (BA) degree prepares you for work in many disciplines and is an excellent foundation for a wide range of possible careers.

Our BA degree is a broad and flexible qualification rounded in the behavioural and social sciences. This degree aims to develop critical thinking and provide you with an in-depth understanding of human behaviour from different perspectives. As you progress to Year 3, you will learn how to apply theoretical knowledge gained throughout the duration of this degree to real-world contexts.

Because of our degree's unique emphasis on practical application, you will select, conduct and present a research project and complete Work Integrated Learning (WIL) in certain streams during Year 3. In addition, by introducing you to research, we are preparing you for postgraduate studies, a unique offering of this undergraduate degree. This blended approach ensures that you graduate with essential work skills such as critical thinking and problem-solving, being innovative and adaptable to change, collaborating in teams and communicating effectively.

The success of our BA lies in its flexibility of subject choice, a curriculum that is relevant, Technology Enhanced Learning (TEL) and smaller classes, as well as teaching staff with both industry and academic experience. We give you the opportunity to tailor your subject choice to specialise in an area that interests you the most.

✔️ Entry requirements

- South African National Senior Certificate (NSC) with Bachelor's degree pass. *
- Or National Certificate (Vocational) Level 4 issued by the Council of General and Further Education and Training with a Bachelor's degree pass.
- Or letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.
- Or completion of a Bachelor's degree.
- Or completion of the relevant Foundation Programme along with a letter or certificate of exemption from Universities South Africa (USAf).
- Or completion of a relevant Higher Certificate.
- Or completion of the relevant Eduvos Access Programme.

AND

- * 25 Eduvos points or more.
- 50% or above for Grade 12 English or equivalent.

🏛️ Qualification accreditation

- Accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE).
- Registered with the South African Qualifications Authority (SAQA).

This qualification is offered at the following campuses:

- | | |
|---------------------------|----------------------|
| • Bedfordview | • Mbombela |
| • Bloemfontein | • Midrand |
| • Cape Town: Mowbray | • Nelson Mandela Bay |
| • Cape Town: Tyger Valley | • Potchefstroom |
| • Durban | • Pretoria |
| • East London | • Vanderbijlpark |



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Qualification structure

Year 1

- Business English
- Communication Science 1A & 1B
- Computer Skills
- English Literature Studies 1A & 1B
- History 1
- Linguistics 1A & 1B
- Marketing 1
- Political Science 1A & 1B

Year 2

- Applied Ethics
- Communication Science 2A & 2B
- Cultural Studies
- English Literature Studies 2A & 2B
- Introduction to Coding for Humanities
- Introduction to Research
- Marketing 2A & 2B
- Majors - Choose 1
 - Linguistics 2A & 2B
 - Political Science 2A & 2B

Year 3

- Communication Science 3A & 3B
- English Literature Studies 3A & 3B
- Entrepreneurship in Humanities
- Research Project
- Work Integrated Learning (BA)
- Majors - Choose 1
 - Linguistics 3A & 3B
 - Political Science 3A & 3B

Possible career options

Put your creative and critical thinking skills to good use. Graduating with the BA degree can form a foundation for many careers as this degree helps students acquire a wide range of interpersonal skills, which can be used in various positions. Some positions would require further training as is common with most three-year degrees, while others draw on the skills developed throughout the BA degree. The Eduvos programme provides for two core disciplines, which will enable students to have more than one option for postgraduate studies.

The careers for you, as a BA graduate are varied and, depending on the study stream you select, could include:

- Communications
- Human Resources
- Research

The BA degree generally acts as a stepping stone for further study that will allow students to pursue a range of possible careers depending on their major.



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Module descriptors

Year 1

Business English

The aim of this module is to provide students with an understanding and practical knowledge of the business communication skills essential to any business venture.

Communication Science 1A

The aim of this module is to introduce you to the foundations of communication studies, the contexts of communication and the career opportunities for students of social sciences, creative arts, communications and humanities in general.

Communication Science 1B

The aim of this module is to introduce you to the foundations of communication studies, the contexts of communication, and the career opportunities for students of social sciences, creative arts, communications, and the humanities in general.

Computer Skills

The aim of this module is to provide practical use of computer applications to create, manage and format data by developing word-processing, spreadsheet and presentation skills in a Windows Operating System (OS) environment.

English Literature Studies 1A

The aim of this module is to introduce you to a variety of literary ways of looking, thinking and writing about the world. Emphasis is placed on the inherent relationship between texts and the contexts in which they were written. The context encompasses social, political, economic, religious and cultural characteristics of a specific historical period. This module aims to enable you to see the link between texts and their contexts and to be able to analyse – in short and long writing pieces – what the texts reveal about these contexts.

English Literature Studies 1B

The aim of this module is to introduce you to a variety of literary ways of looking, thinking and writing about the world. Emphasis is placed on the inherent relationship between texts and the contexts in which they were written. The context encompasses social, political, economic, religious, and cultural characteristics of a specific historical period. This module aims to enable you to see the link between texts and their contexts and to be able to analyse – in short and long writing pieces – what the texts reveal about these contexts.

History 1

The aim of this module is to introduce you to some of the most significant phenomena in human history and how these phenomena apply to Africa. The module also aims to introduce you to some of the principles of how to study history.

Linguistics 1A

The aim of this module is to provide an understanding of core concepts in linguistics as well as the application of these concepts to practical contexts. At the end of this module, you, a linguist in the making, are expected to be equipped with the knowledge and skills needed to embark on the mastering of core topics in Linguistics 1B and to engage with other fields where language is a core matter.

Linguistics 1B

The aim of this module is to provide a deeper understanding of more complex ideas within linguistics and bringing in the effects of society on language – this will begin your academic knowledge of sociolinguistics. At the end of this module, you are expected to be equipped with the knowledge and skills needed to engage with linguistic theory in an interdisciplinary manner and discuss the topics in Linguistics 1B in-depth and to connect these topics to other relevant fields.

Marketing 1

The aim of this module is to provide the student with an understanding of the fundamental concepts and principles that underpin the marketing process and the necessary marketing skills.



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Module descriptors

Year 1

Political Science 1A

The aim of this module is to introduce you to the fundamental concepts and theories in the study of political science.

Political Science 1B

The aim of this module is to introduce you to the fundamental concepts and theories in the study of political science in regards to the branches of the government.



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Year 2

Applied Ethics

Applied ethics is a branch of ethics devoted to the treatment of moral problems, practices and policies in personal life, professions, technology and government. In contrast to traditional ethical theory (which is concerned with purely theoretical problems such as, for example, the development of a general criterion of rightness), applied ethics takes its point of departure in practical normative challenges.

Communication Science 2A

The aim of this module is to develop your awareness and understanding of communication within organisations. The extent to which communication methods and communication networks affect organisations will be probed, as well as how to deal with conflict within the organisational environment.

Communication Science 2B

The aim of this module is to develop your awareness and understanding of communication within organisations.

Introduction to Coding for Humanities

The aim of this module is to help you understand how to design and write computational solutions for given problems.

English Literature Studies 2A

The aim of this module is to examine primary theoretical issues relevant to literature from the 15th to 21st centuries while broadening a historical perspective of these texts in their contexts.

English Literature Studies 2B

The aim of this module is to continue examining primary theoretical issues relevant to literature from the 15th to 21st centuries while broadening a historical perspective of these texts in their contexts. The focus for this section is on texts from the mid-19th century to the 21st century.

Introduction to Research

The aim of this module is to introduce you to research methods for mass media. This module focuses on the key theoretical and practical elements of conducting research in the field of media studies focusing on mass media.

Linguistics 2A

This module aims to provide an understanding of the core concepts in linguistics as well as the application of these concepts to practical contexts. At the end of this module, you, as a potential educator, therapist, journalist or communication specialist in-the-making, are expected to be equipped with the knowledge and skills needed to embark on an interdisciplinary engagement where language is a core matter.

Linguistics 2B

This module aims to provide an understanding of the core concepts in linguistics, as well as the application of these concepts to practical contexts. At the end of this module, you, as a potential educator, therapist, journalist, or communication specialist in-the-making, are expected to be equipped with the knowledge and skills needed to embark on an interdisciplinary engagement where language is a core matter.

Marketing 2A

The aim of this module is to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

Marketing 2B

This module aims to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

Political Science 2A

This module aims to provide you with the understanding and skills relevant to the fundamental theory of political science, with a specific focus on the international political economy (IPE).

Political Science 2B

This module aims to provide you with an understanding of, and the skills relative to, the fundamental theory of political science, with a specific focus on the international political economy (IPE).



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Module descriptors

Year 3

Communication Science 3A

The aim of this module is to develop your awareness and understanding of intercultural communication phenomena from the rock art of the San and Khoekhoe to contemporary times.

Communication Science 3B

The aim of this module is to develop your awareness and understanding of intercultural communication phenomena from the rock art of the San and Khoekhoe to contemporary times.

English Literature Studies 3A

The aim of this module is to examine texts from a variety of time periods and certain theoretical contexts relevant to them. These will include the close comparison of several of these texts. It will extend the theoretical issues covered in first- and second-year English Literature Studies and broaden the historical perspectives of them.

English Literature Studies 3B

The aim of this module is to introduce you to key Modernist and Postmodernist works and some of the central critical topics of these literary movements, using a variety of critical and theoretical approaches.

Entrepreneurship in Humanities

The aim of the Humanities Entrepreneurial module is to empower students with the essential knowledge, skills, and mindset to initiate, develop, and sustain entrepreneurial ventures rooted in humanities. This involves integrating principles from both the humanities and business domains, illustrating how critical thinking, effective communication, and cultural awareness can drive entrepreneurial success. Through practical instruction, students will gain proficiency in key entrepreneurial practices such as business planning, market analysis, financial management, and networking. Moreover, the module aims to cultivate a spirit of lifelong learning, enabling students to navigate changing market landscapes, emerging technologies, and evolving societal demands with agility and adaptability.

Linguistics 3A

The aim of this module is to examine texts from a variety of time periods and certain theoretical contexts relevant to them. These will include the close comparison of several of these texts. It will extend the theoretical issues covered in first- and second-year English Literature Studies and broaden the historical perspectives of them.

Linguistics 3B

The aim of this module is to introduce you to key Modernist and Postmodernist works and some of the central critical topics of these literary movements, using a variety of critical and theoretical approaches.

Political Science 3A

The aim of this module is to provide you with the understanding, insight and skills relevant to the study of international relations. The module provides insight into the relations among states within the international system and issues dominating international politics.

Political Science 3B

The aim of this module is to provide you with the understanding, insight and skills related to the study of international relations. The module provides insight into the relations among states within the international system and issues dominating international politics.

Research Project

The overarching aim of this module is to guide you, as final-year students enrolled across various disciplines, through the process of producing an independently generated research project. By implementing a dual programme of teaching and supervision, this module seeks to equip you with the requisite knowledge and skills that will enable you to successfully conceptualise, formulate, design and implement research for the purpose of generating new knowledge.

Work Integrated Learning (BA)

The aim is to ensure that students develop the ability to integrate their learning through a combination of academic and work-related activities.

NB: Each student will secure her / his own place to do WIL programme within the students' area of specialisation.