



# Bachelor of Arts (Media Studies)

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

Break the story! Media Studies is one of the streams in the Bachelor of Arts degree at Eduvos. Media Studies equips students with vital skills in writing, research and critical thinking. Students engage with all aspects of the media – from television, radio and digital media to media regulation, ethics and different communication technologies.

Furthermore, students are introduced to a wide range of approaches to mass media and popular culture. 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) during your third year.

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, being innovative and adaptable to change, effective problem-solving, collaborating in teams and communicating effectively. The success of the Bachelor of Arts (Media Studies) 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.

## ✅ 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

- Broadcast Journalism 1A & 1B
- Business English
- Media Studies 1A & 1B
- Introduction to Digital Journalism
- Journalism Writing 1A & 1B
- Political Science 1A & 1B
- Majors - Choose 1
  - Communication Science 1A & 1B
  - Public Relations 1A & 1B

### Year 2

- Applied Ethics
- Broadcast Journalism 2A & 2B
- Introduction to Photo Journalism
- Media Studies 2A & 2B
- Journalism Writing 2A & 2B
- Introduction to Research
- Majors - Choose 1
  - Public Relations 2A & 2B
  - Political Science 2A & 2B
  - Communication Science 2A & 2B

### Year 3

- Entrepreneurship in Humanities
- Journalism Writing 3A & 3B
- Media Law
- Media Studies 3A & 3B
- Research Project
- Work Integrated Learning (BA)
- Majors - Choose 1
  - Public Relations 3A & 3B
  - Broadcast Journalism 3A & 3B
  - Communication Science 3A & 3B

## Possible career options

The Bachelor of Arts (Media Studies) degree is very broad and prepares you for many different career options, including:

- Advertising Account Executive
- Broadcast Journalist
- Digital Marketer
- Editorial Assistant
- Event Manager
- Film Director
- Magazine Journalist
- Market Researcher
- Marketing Executive
- Media Buyer
- Media Planner
- Media Researcher
- Photographer
- Public Relations Practitioner
- Runner, Broadcasting/Film/Video
- Social Media Manager
- Television/Film/Video Producer
- Web Content Manager
- Writer



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## Module descriptors

### Year 1

#### **Broadcast Journalism 1A**

The aim of this module is to equip you with a theoretical foundation and some practical exercises in the field of broadcast journalism. It introduces you to the video skills, camera techniques and light and audio knowledge that is needed for television news, radio news and news documentaries.

#### **Broadcast Journalism 1B**

The aim of this module is to equip you with writing techniques for television and radio in the field of broadcast journalism. It provides you with a basic writing skill and some practical journalistic skills.

#### **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.

#### **Introduction to Digital Journalism**

The aim of this module is to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin online/digital journalism to thrive in the digital age.

#### **Journalism Writing 1A**

The aim of this module is to introduce the relevant theory relating to print journalism as well as the fundamentals of news content, news gathering and news writing.

#### **Journalism Writing 1B**

The aim of this module is to introduce news writing and layout for news writing. The module also builds on aspects of news writing, social media, interviews, and editing and introduces you to feature writing. This module will develop the necessary skills and practical knowledge to understand what is required of journalists and shows where, when, why, and how to implement these skills.

#### **Media Studies 1A**

The aim of this module is to provide you with understanding and skills relating to the fundamental concepts and principles that underpin the media representations on a first-year level.

#### **Media Studies 1B**

The aim of this module is to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin the media representations on a first-year level.

#### **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 regard to the branches of the government.

#### **Public Relations 1A**

The aim of this module is to introduce you to the fundamentals, techniques and practices required to develop a foundational knowledge and the necessary skills in the public relations industry.

#### **Public Relations 1B**

The aim of this module is to introduce you to the fundamentals, techniques and practices required to develop a foundational knowledge and the necessary skills in the public relations industry.



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## Module descriptors

### 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.

#### Broadcast Journalism 2A

Broadcast Journalism 1A is a broad-based module that provides you with the opportunity to apply the key principles of journalism; this is based on basic video skills. The module focuses on the theoretical components for news and video. You are given an overview of the broadcast code of conduct and broadcast regulators, the principles of broadcast journalism and the equipment and techniques used for broadcast, such as camera techniques, composition, lighting and audio and storyboards.

#### Broadcast Journalism 2B

Broadcast Journalism 2B aims to provide you with the theoretical knowledge and practical skills that underpin journalism. The module assists you in using the knowledge gained in your first year and applying it to practical skills.

#### 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 Photo Journalism

The aim of this module is to teach you all the important concepts behind photographic composition and both technical and artistic consideration, specifically in the genre of photojournalism.

#### 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.

#### Journalism Writing 2A

Introduction to Digital Journalism provides the foundation for understanding and exploring the fast-moving world of the digital age of journalism. The module adopts a practical and theoretical approach to showcase the multiple possibilities of research, writing and storytelling offered to you through new technologies. The module focuses on a mix of technological expertise with real-world practical guidance to illustrate how those training and working as journalists can improve the development, presentation and reach of their story through online platforms and technology.

#### Journalism Writing 2B

The aim of this module is to continue to practise different styles of writing for print and online publication with a specific focus on various types of feature writing and will highlight the key practices that a journalist must follow when reporting on a story. Furthermore, this module includes an in depth look at sports reporting, investigative journalism, and freelance writing.

#### Media Studies 2B

This module aims to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin the media representations at a second-year level.

#### Media Studies 2A

This module aims to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin the media representations at a second-year level.

#### 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).



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## Module descriptors

### Year 2

#### **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).

#### **Public Relations 2A**

The aim of this module is to introduce public relations planning, management and campaigns to build and develop foundational knowledge and skills and shifts the focus from theory to implementing public relations programmes and methods.

#### **Public Relations 2B**

Public Relations 2B introduces planning, management and campaigns to build and develop foundational knowledge and skills and shifts the focus from theory to implementing public relations programmes and methods.



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## Module descriptors

### Year 3

#### **Broadcast Journalism 3A**

The aim of this module is to prepare you for the journalism industry. This is achieved by applying the knowledge gained in the previous two years through practical assessments. The module aims to equip you with interviewing, filming, presenting and video editing skills.

#### **Broadcast Journalism 3B**

The aim of this module is to prepare you for the journalism industry. This will be achieved by applying, through practical assessments, the knowledge you have gained over the previous two years. The module aims to equip you with interviewing, filming, presenting, and video-editing skills.

#### **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.

#### **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.

#### **Journalism Writing 3A**

The aim of this module is to develop and refine skills and understanding of how to use and market these skills in the workplace. The module shows students how to organise and manage themselves and their activities using efficient decision-making skills within the process of identification, collection, analysis, organisation and effective evaluation of information. Students are trained to communicate effectively using written and verbal language skills in the expression and delivery of their assessments. To this end, students will be able to demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation, and ultimately develop skills for effective interpersonal communication in their chosen careers.

#### **Journalism Writing 3B**

The aim of this module is to help you develop and refine your writing skills and understanding of how to use and market these skills in the workplace. The module is designed to help you organise and manage yourself and your activities using efficient decision-making within the process of identification, collection, analysis, organisation and effective evaluation of information. Throughout this module, you will be trained to communicate effectively using visual and language skills in written and oral form in the expression and delivery of your assessments. To this end, you will be able to demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation, and ultimately develop skills for effective interpersonal communication in your chosen career.

#### **Media Law**

The aim of this module is to provide you with practical aspects of media law rather than theoretical ideals which you will seldom encounter in the real world. You will develop analytical skills coupled with the ability to articulate morals, ethics and values that abound in the media law landscape.

#### **Media Studies 3A**

**The aim of this module is to provide you with the understanding and skills related to the fundamental concepts and principles that underpin the media representations on a third-year level.**



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## Module descriptors

### Year 3

#### **Media Studies 3B**

The aim of this module is to provide you with an understanding and the skills related to the fundamental concepts and principles that underpin the media representations on a third-year level.

#### **Public Relations 3A**

The aim of this module is to introduce you to the strategic role that public relations plays in the non-profit sector. It explores public relations in context to highlight and examine the conflicts and possibilities for future practitioners.

#### **Public Relations 3B**

This module introduces you to the strategic role that public relations plays in both the for-profit and non-profit sectors. It explores public relations in context to highlight and examine the conflicts and possibilities for future practitioners. You will learn how to manage yourself through understanding the contextual considerations of the professional environment.

#### **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.