Open University *of* Mauritius

BA (Hons) Communication, Media and Journalism (OUba016)

1. Aim and Rationale

The BA (Hons) Communication, Media and Journalism is an interdisciplinary programme that combines courses in Communication, Media, Advertising, Public Relations, and Journalism. The programme provides students with an appropriate balance of theoretical knowledge and practical experience on how communication and media actually work. On the practical side, the programme focuses on developing key skills in communications and audio-visual productions via hands- on experience for entry level careers in the audio –visual industry, public relations, advertising or journalism. On the theoretical side, it provides students with necessary skills to work in a communication and media related profession.

The programme will endeavour to broaden understanding of current and emerging communication technologies and to provide practical knowledge and some hands-on experience in media and to prepare learners for a challenging career within the media, advertising, marketing and public relations industry. The main objectives are:

- To facilitate the development of analytical skills in interpreting, using and delivering information, particularly through mass media.

- To develop the skills to communicate effectively in using a variety of communication technologies.

- To develop an understanding of production processes in the audio-visual media industry and how to use the media more effectively

- To develop the skills of hands-on production employed in the audio-visual media industry

- To understand audio visual languages.

The programme is meant for those who are interested in:

- Video and audio productions
- Understanding media and power
- Graphics design
- Public relations
- Marketing communications
- Journalism
- The relationship between the media and society

2. General Entry Requirements

I.   EITHER "Credit" in at least three subjects at School Certificate or General Certificate of Education O-Level or equivalent and "Pass" in at least two subjects at Higher School Certificate or General Certificate of Education Advanced Level or equivalent;

II.   OR An appropriate equivalent Diploma/Certificate/Foundation Courses acceptable to Open University of Mauritius.

III.   Learners who do not qualify under options I and II may register for Foundation Courses offered by The Open University of Mauritius. Those who complete the Foundation Courses successfully will be eligible for registration for the relevant degree programmes.

IV.   **OR** Qualifications awarded by other universities and institutions, which are acceptable to the Open University of Mauritius as satisfying the minimum requirements for admission.

V.   Mature candidates having a strong background of work experience and uncertified learning may be assessed for entry to programmes through the Accreditation of Prior Learning (APL) and the Accreditation of Prior Experiential Learning (APEL). Please consult the General Rules and Regulations of the Open University of Mauritius for further details.

3. Programme Requirements

As per general entry requirements.

4. Minimum Requirements for Awards

(i)   **Degree Award**

        For the award of the degree, all modules of the programme must be completed. Every module carries 4 credits except the audiovisual production 3 (workshop-video) module carry 6 credits. The dissertation carries 8 credits.

(ii)   **Diploma Award**

        The diploma is awarded as a possible exit point in the programme. A learner may opt for a Diploma in Communication, Media and Journalism provided s/he satisfies the minimum requirements, as specified below and who has obtained a minimum of 60 credits.

5. Programme Duration

	Normal	Maximum
Diploma:	2 years	3 years
Degree:	3 years	6 years

6. Credits per Year: Maximum 42 credits and minimum 18 credits.

7. Minimum Credits Required for Degree Award: 114

8. Assessment

Assessment will be based on a written examination of 2 hours duration which would account for 70% of the final module grade and continuous assessment would account for 30% of the final module grade. Continuous assessment would be based on assignment(s). Each module will carry 100 marks. To pass any module, the learner should score a minimum of 40% in continuous assessment and a minimum of 40% in the end of semester examination. Learners may re-sit up to a maximum of two failed modules for the semester of the programme.

9. Grading

Marks (x) %	Description	Grade	Point
$x \geq 70$	Excellent	A	5
$60 \leq x < 70$	Very Good	B	4
$50 \leq x < 60$	Good	C	3
$45 \leq x < 50$	Satisfactory	D	2
$40 \leq x < 45$	Pass	E	1
$x < 40$	Ungraded	U	0

10. Award

BA (Hons) Communication, Media and Journalism

1st Class with Honours	$CPA \geq 70$
2nd Class 1st Division with Honours	$60 \leq CPA < 70$
2rd Class 2nd Division with Honours	$50 \leq CPA < 60$
3rd Class	$45 \leq CPA < 50$
Pass	$40 \leq CPA < 45$
No Award	$CPA < 40$

If CPA < 40, the learner will have to repeat the entire academic year, and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained. Learners are allowed to repeat twice once over the entire duration of the Programme of Studies. No award is made if CPA < 40.

11. Programme Plan

YEAR 1

Code Module Name L+P	Hrs/Wk	Credits

Semester 1

Introduction to Media and Communication	3+0	4
IT Essentials	3+0	4
Introduction to Journalism	3+0	4
Audio- Visual Production 1 (Introduction)	3+0	4

Semester 2

Organisational Communication	3+0	4
Essential Employability Skills	3+0	4
Effective Business Communication	3+0	4
Audio- Visual Production 2 (Screenwriting)	3+0	4

Elective:
Communication Orale et Ecrite (100% Coursework)		4

OR

Media and Popular Culture (100% Coursework)		4

YEAR 2

Code Module Name L+P	Hrs/Wk	Credits

Semester 1

Principles of Journalism	3+0	4
Public Relations 1	3+0	4
Communication Theories	3+0	4
Audio- Visual Production 3 (Workshop- Video)	3+0	6

Semester 2

Module Name	Hrs/Wk L+P	Credits
Media Law and Ethics	3+0	4
Public Relations 2	3+0	4
Principles of Advertising	3+0	4
Audio- Visual Production 4 (Workshop- Audio)	3+0	4
Project Management	3+0	4

YEAR 3

Code Module Name	Hrs/Wk	Credits
L+P		

Semester 1

Module Name	Hrs/Wk	Credits
Research Methods	3+0	4
Fundamentals of Graphics Design	3+0	4
Media, Culture and Society	3+0	4
Intercultural Communication	3+0	4

Semester 2

Module Name	Hrs/Wk	Credits
Media Literacy	3+0	4
Political Communication	3+0	4
Marketing Communication	3+0	4
Dissertation		8

Elective:

Module Name	Hrs/Wk	Credits
Corporate Governance and Ethics	3+0	4

OR

Module Name	Hrs/Wk	Credits
Basics of Web Development	3+0	4

Total no. of modules: 26

Total no of credits: 114

12. Syllabus Outline

YEAR 1 SEMESTER 1

INTRODUCTION TO MEDIA AND COMMUNICATION [OUba016111]

Module Aims: The module provides students with an overview and evaluation of various media and auxiliary industries, such as journalism, radio, television, movies and advertising, public relations. Students learn about the development of mass media and become critically aware about the importance of communications technology and media in everyday life.

Unit 1: Introduction to Mass Communication
Unit 2: Functions of Mass Communication
Unit 3: Evolution of Media
Unit 4: Different forms of Mass Media
Unit 5: Role and Impact of Mass Media
Unit 6: Responsibilities of Mass Media
Unit 7: Media and Government and Democracy
Unit 8: The Future of Mass Media

IT ESSENTIALS [OUba016112/ IT 100]

Module Aims: The module provides and introduction to information technology, computers and computer networks and their application. Students will also learn how communications systems can help boost productivity.

Unit 1: IT and Computers
Unit 2: Stepping in the Computer
Unit 3: Input and Output Devices
Unit 4: Secondary Storage
Unit 5: Systems Software
Unit 6: Systems Development
Unit 7: Computer Networks
Unit 8: Issues and Trends in IT

INTRODUCTION TO JOURNALISM [OUba016113]

Module Aims: This course is a basic introduction to the field of journalism. It will acquaint students to the journalism profession from both a theoretical and a practitioner's perspectives. This course surveys the evolution of the news media, beginning with newspapers in the 18th century and continuing through the coming of the Internet and the Digital Revolution now sweeping through journalism.

Unit 1: History of Journalism
Unit 2: Evolution of News Media
Unit 3: Changing Definition of News
Unit 4: News Selection and News Agendas
Unit 5: Changes in the Business Model
Unit 6: Press Freedom
Unit 7: Press Censorship

Unit 8: Ethical and Legal Approach to Journalism

AUDIOVISUAL PRODUCTION 1 (INTRODUCTION) [OUba016114]

Module Aims: This module will introduce students to the world of audio visual production including various media formats, characteristics of each format (audio, video, film) as a means of communication.

Unit 1: Introduction to Audiovisual Production

Unit 2: Introduction to Radio

Unit 3: Introduction to Television
Unit 4: Grammar of Shots
Unit 5: Introduction to Film
Unit 6: Video Production Process
Unit 7: Visit to OU Audio Studio

Participants will be introduced to audio equipment of the Open University audio studio to gain a basic understanding of audio-recording and editing.

YEAR 1 SEMESTER 2

ORGANISATIONAL COMMUNICATION [OUba016121]

Module Aims: This module explores various methods, channels, and audiences of organizational communication in the corporate world and helps students develop familiarity with organizational communication theory as applied to practical situations.

Unit 1: Introduction to Organizational Communication
Unit 2: Communication Flows in Organization
Unit 3: Organizational Communication Theories
Unit 4: Intrapersonal and Interpersonal Business Communication
Unit 5: Group Communication, Teamwork, and Leadership
Unit 6: Power and control
Unit 7: Organizational Change
Unit 8: Conflict and Negotiation
Unit 9: Organizational Culture
Unit 10: Setting Ethics and Values

ESSENTIAL EMPLOYABILITY SKILLS [OUba016122]

Unit 1: Interview Skills (Get set for your interview)
Unit 2: Presentation Skills
Unit 3 Body Language Time and Priority Management
Unit 4: Negotiation Skills
Unit 5: Public Speaking Skills
Unit 6: Time and Priority Management
Unit 7: Job Search Skills

EFFECTIVE BUSINESS COMMUNICATIONS [OUba016123]

Module Aims: This course is designed to give you a comprehensive view of communication, its scope and importance in business and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program. The Business Communications course will prepare students to create effective business communications, present business briefings, produce understandable business documents and examine the impact of the communications process on the business operation.

Unit One – Communication Basics
Topic 1: Understanding Communications
Topic 2: Barriers to Communications
Topic 3: Types of Communications
Topic 4: Communications Skills
Unit Two – Business Correspondence
Topic 1: Audience Analysis
Topic 2: Types of Business Correspondence
Unit Three – Meetings, Reporting and Presenting
Topic 1: Business Meetings
Topic 2: Business Reports
Topic 3: Presentation Skills

AUDIOVISUAL PRODUCTION 2 (SCREENWRITING TECHNIQUES) [OUba016124]

Module Aims: This module will provide students with an introduction to the basic principles and practices for developing scripts for film and documentary. It covers aspects of screenwriting from the development of ideas to production and post-production.

Unit 1: Scriptwriting Overview
Unit 2: Skills of the Scriptwriter
Unit 3: Steps in Screenwriting Process
Unit 4: Basic Screenwriting for TV Documentaries
Unit 5: Basic Screenwriting for Movies
Unit 6: Writing Scripts for Promotional Spots
Unit 7: Script Writing and Storyboarding Exercises
Unit 8: Visit to OU Video Studio

Participants will be exposed to studio cameras, sound equipment, lighting, Tele prompter and video switching devices and editing with interview and presentation sessions in Studio.

ELECTIVE: COMMUNICATION ORALE ET ECRITE [OUba016125]

Module Aims: Savoir écrire et savoir parler sont des besoins et des atouts dans la vie quotidienne, sociale, professionnelle, et en particulier lorsqu'on étudie. Il est tout à fait possible de perfectionner ses capacités d'expression et de communication. Les techniques d'expression écrite et orale répondent à cette demande. Par une méthode active, des conseils concrets, de nombreux exemples et des exercices vivants, ce module permet chacun d'améliorer ses prestations écrites et ses interventions orales. Il est centré autant sur l'organisation de la pensée que sur les formes de la communication. C'est un outil efficace de formation personnelle et de promotion professionnelle.

Elements de contenu

Unit 1: De la pensée à l'expression
Unit 2: Grammaire et expression
Unit 3: L'écrit
Unit 4: L'oral

ELECTIVE: MEDIA AND POPULAR CULTURE [OUba016126]

Module Aims: This module will help students to analyse the use of English in media, comment on discourses in popular culture and to critically examine the narrative structure and semiotics of films and other media.

Unit 1: Cultural liberalism
Unit 2: Use of English in comic strips, songs, films, soaps, social media, advertising, graffiti etc.
Unit 3: Semiotics in films and other media
Unit 4: Current discourses and debates on popular culture

YEAR 2 SEMESTER 1

PRINCIPLES OF JOURNALISM [OUba016211]

Module Aims: The goal is for students to acquire fundamental newsgathering and writing skills needed to thrive as a journalist working in any medium. Students are expected to learn and adhere to professional newsroom standards.

Unit 1: Essentials Practices and Principles
Unit 2: Techniques of News Gathering and
Unit 3: Reporting Skills
Unit 4: Craft of Conducting Interviews
Unit 5: Writing Leads, Transitions, and Endings
Unit 6: Storytelling Skills

Unit 7: Variety of Media Platform
Unit 8: Exploring the Social Media Culture

PUBLIC RELATIONS 1 [OUba016212]

Module Aims: This module will create awareness among students of the significance of PR in social and business contexts. They will learn about elements of the corporate image and identity and acquire knowledge of how public relations work in harmony with associated disciplines of marketing and advertising.

Unit 1: The Evolution of PR
Unit 2: PR & its Role in Organizations
Unit 3: Publics of PR
Unit 4: PR and Image
Unit 5: Relations between PR and Marketing and Advertising
Unit 6: PR Tools
Unit 7: Theories of Public Relations
Unit 8: Personality Traits of a PR Practitioner
Unit 9: PR in the Digital Age (Websites, Twitter, Facebook and other Social Media)

COMMUNICATION THEORIES [OUba016213]

Module Aims: This course reviews the major schools of thoughts that have influenced media. Students will develop an understanding of the strengths and limitations of basic theories of mass communication.

Unit 1: The Nature and Uses of Theories
Unit 2: The Magic Bullet Theory
Unit 3: The Two-Step Flow of Communication Theory
Unit 4: Agenda-setting Theory
Unit 5: Information Utility Theory
Unit 6: Content Analysis
Unit 7: Network Model
Unit 8: Systems Theory
Unit 9: Linear Theory
Unit 10: Shannon and Weavers' Model

AUDIOVISUAL PRODUCTION 3 (ONE FULL WEEK WORKSHOP ON VIDEO PRODUCTION) [OUba016214]

Module Aims: This is a practical course for students to create and produce their own media content. Students will acquire hands-on experience filming on location and editing.

Session 1: Outline Topics, Concepts and Formats
Session 2: Scriptwriting and Storyboarding
Session 3: Outdoor Recording (Recce and Shooting)
Session 4: Post- Production (Derushing and Editing)

Session 5: Evaluation and Production Report

YEAR 2 SEMESTER 2

MEDIA LAW AND ETHICS [OUba016221]

Module Aims: This course covers essential knowledge of legal and ethical issues involved with the mass media industry. Students will develop an understanding of the Mauritian legal system and laws relating to the different forms of media. Freedom of expression, copyright issues, cyber-crime, the Independent Broadcasting Authority, the Mauritius Broadcasting Corporation Act will be the focus of this course.

Unit 1: Overview of Media Law and Ethics
Unit 2: An introduction to the Mauritian Legal System
Unit 3: Constitutional Guarantees: Freedom of Expression and the Liberty of the Press
Unit 4: Civil Defamation
Unit 5: Criminal Laws affecting the Media
Unit 6: Contempt of Court
Unit 7: The Rights to Privacy
Unit 8: Confidentiality: Access to Information, Official Secrets, Protecting Sources
Unit 9: Broadcasting Laws and Regulations
Unit 10: Electronic Media and Communications
Unit 11: Ethics and the Legal Implications of Auto-regulation

PUBLIC RELATIONS 2 [OUba016222]

Module Aims: In this course students gain an understanding of the importance of planning public relations programmes and activities and communication with an organisation's stakeholders such as employees, the community, customers, media and the government.

Unit 1: Community Relations
Unit 2: Media Relations
Unit 3: PR and Public Opinion
Unit 4: PR Campaign
Unit 5: PR Audit
Unit 6: Crisis Management to PR
Unit 7: Campaign Research and Evaluation
Unit 8: PR and Ethics

PRINCIPLES OF ADVERTISING [OUba016223]

Module Aims: This module introduces students to the advertising business; the role and types of advertising and advertising production. Students will develop an understanding of the relationship between advertising and creativity across a variety of media including print, radio and television.

Unit 1: Role of Advertising
Unit 2: Modes of Advertising
Unit 3: Advertising and Consumer Behavior
Unit 4: Creating the Advertisement
Unit 5: Media Planning and Buying
Unit 6: Advertising Campaign
Unit 7: Evaluating Advertising Efforts
Unit 8: Advertising Ethics and Legal Aspects

AUDIOVISUAL PRODUCTION 4 (ONE FULL WEEK WORKSHOP - AUDIO PRODUCTION) [OUba016224]

Module Aims: This module will help students develop an appreciation of the nature of radio as a medium of communication and will provide them with hands- on experience on scriptwriting, presentation and production techniques.

Session 1: Script Writing
Session 2: Presenting and Interviewing Assignment
Session 3: Creating a Radio Promo
Session 4: Location Recording and Vox Pop
Session 5: Evaluation and Production Report

PROJECT MANAGEMENT [OUba016225/PROMGT 100]

Module Aims: The objective of this module is to develop a practical understanding and skill to plan and manage a project to its successful conclusion. It encourages learners to reflect across management disciplines and to understand the significance of their application on the accomplishment of a project

Unit 1: New Venture Creation in Context
Unit 2: Identifying and Evaluating Business Opportunities
Unit 3: Innovation and Intellectual Property Rights
Unit 4: Competitive Entry Strategies
Unit 5: Business Planning and Identifying Resources Required
Unit 6: Financial Planning and Control
Unit 7: Long-term Funding- Venture Capital, Cash Flow and Funds Flow
Unit 8: Business Plan Evaluation

YEAR 3 SEMESTER 1

RESEARCH METHODS [OUba016311/ RESMETH 100]

Module Aims: This module will prepare students for their research projects through the elements of the research process within quantitative, qualitative, and mixed methods approaches.

Unit 1: Research Concepts
Unit 2: Quantitative Research Methods
Unit 3: Design of Quantitative Surveys
Unit 4: Qualitative Research Methods
Unit 5: Design of Qualitative Surveys
Unit 6: Design of Mixed Methods Research
Unit 7: Techniques for Literature Review
Unit 8: Presentation of Research Proposal
Unit 9: Introduction to Statistics,
Unit 10: Data analysis with SPSS
Unit 11: Ethics in Research

FUNDAMENTALS OF GRAPHIC DESIGN [OUba016312]

Module Aims: The module will make learners discover the elements and components of design. The steps (style guide/mastering colour theories/choice of appropriate elements and images) needed for a good corporate design will be introduced. Learners will be able to understand the role of communication in corporate design after completion of this module.

Unit 1: A review of the basic concepts of Design 8
Unit 2: Colour: colour theory- colour wheel-achromatic colours
Unit 3: Colour harmony and colour meaning
Unit 4: Principles of design (PART ONE)
Unit 5: Principles of design (PART TWO)
Unit 6: Evolution of design
Unit 7: Logo Design
Unit 8: Information design (hierarchy in information
Unit 9: Designing with Grids
Unit 10: The Design Process
Unit 11: The importance of corporate branding and rebranding through colour
Unit 12: Critical analysis of corporate logos and trademarks and ethics in corporate
Unit 13: Short intro to - designing for Print- Desktop publishing- Prepress- Printing techniques
Unit 14: Designing corporate identity and applications
Unit 15: Designing for Outdoor Media

MEDIA, CULTURE AND SOCIETY [OUba016313]

Module Aims: This module introduces students to the role of communications media in the public sphere through key concepts of ideology, hegemony, globalization and popular culture to enable students to appreciate the impact of media and culture in contemporary society.

Unit 1: Definitions of Culture
Unit 2: Social and Cultural Functions of the Media
Unit 3: Aesthetics of Modern Media
Unit 4: Concepts of Ideology and Hegemony
Unit 5: Cultural Changes Associated with Digital Media Technologies.
Unit 6: Media Institutions
Unit 7: Media and Globalisation
Unit 8: Politics of Popular Culture
Unit 9: Relationship between Media and Governance
Unit 10: Race, Ethnicity & Representation
Unit 11: Role of Celebrity

INTERCULTURAL COMMUNICATION [OUba016314]

Module Aims: This module acquaints students on issues such as ethnocentrism, stereotyping, race and ethnicity, conflict, negotiation and cooperation to raise students' awareness of how cultural factors affect the process communication in intercultural settings.

Unit 1: Links between Communication and Culture
Unit 2: Language and Culture
Unit 3: Identity
Unit 4: Stereotyping and Bias
Unit 5: Globalisation and Nationalism
Unit 6: Intercultural Communication Competence in the Workplace
Unit 7: Adapting to Culture
Unit 8: Intercultural Conflict Management

YEAR 3 SEMESTER 2

MEDIA LITERACY [OUba016321]

Module Aims: Through the analysis of the forms and messages of a variety of media works, students will be equipped with the knowledge and skills needed to understand and interpret media communication and to develop a critical and balanced perspective of mass media and popular culture.

Unit 1: Definition of Media Literacy
Unit 2: Media and Values
Unit 3: Media Codes and Convention
Unit 4: Narrative and Media Semiotics
Unit 5: Audience and Media Consumption
Unit 6: Message Selection and Construction
Unit 7: Visual Literacy
Unit 8: Media literacy and Civil Society
Unit 9: Media Education

BASICS OF WEB DEVELOPMENT [OUba016322]

Module Aims: The Web Development Level 1 module shall provide students with a thorough knowledge of Web Site Creation. This knowledge will range from the theoretical concepts of the Internet, the HTML, CSS, User Interface Design and JavaScript programming. First the student will get to know how the internet works, then he will be able to show his comprehension of the module pertaining to the visual and design aspects of website creation. Finally the student will be able to test, upload and maintain a web site on a free web hosting server

Unit 1: A Brief History of the Internet
Unit 2: E-Mail, Newsgroups & Viruses
Unit 3: The World Wide Web & Browsers
Unit 4: The Web Design Process
Unit 5: Introduction to HTML
Unit 6: Effective Design & Webpage Elements
Unit 7: Working with Images
Unit 8: Color and Graphics
Unit 9: Tables and Multimedia
Unit 10: Site Management

POLITICAL COMMUNICATION [OUba016323]

Module Aims: This module enables students to understand processes of political marketing, the media-political relationship, to analyse political discourses in the media and evaluate the strategic use of political lobbying.

Unit 1: Introduction to Political Communication
Unit 2: Political Ideologies
Unit 3: Political Campaigning
Unit 4: Political Marketing
Unit 5: Globalisation of Political Communication
Unit 6: Politics and Public Opinion
Unit 7: Propaganda Model
Unit 8: Relationship between Media and Politics
Unit 9: Political Lobbying
Unit 10: Introduction to Women, Gender, and Politics

MARKETING COMMUNICATION [OUba016324/MARCOM 100]

Module Aim: To introduce students to the different elements of the promotional mix and to develop their analytical skills in understanding and applying the integrative nature of these elements to realistic marketing scenarios.

Unit 1: Introduction to Marketing Communications
Unit 2: Targeting audiences, including B2B and B2C
Unit 3: Advertising, including frameworks, media and messages
Unit 4: Selling
Unit 5: Public Relations and sponsorship
Unit 6: Sales promotion and retail marketing
Unit 7: Direct and online marketing
Unit 8: Managing Marketing Communications, including planning and evaluation
Unit 9: International marketing communications issues

CORPORATE GOVERNANCE AND ETHICS [OUba016325/CORGOV 100]

Module Aim: The objective of this module is to provide learners with a foundation knowledge on corporate governance as well as ethical issues in its economic, political and legal context. In addition, the module will cover comparative international models of corporate governance.

Unit 1: The definitions and objectives of Corporate Governance
Unit 2: The basis of sound governance
Unit 3: OECD guidelines for Corporate Governance
Unit 4: Philosophies of ethics
Unit 5: Moral issues in business context
Unit 6: International business ethics
Unit 7: The social responsibility of business
Unit 8: The concept of bribery & whistle blowing

DISSERTATION [OUba016326]

Supporting Materials

Manual Open University of Mauritius
Manual Commonwealth of Learning
Video
References