

Faculty	Arts and Humanities		
Home Department	Linguistics		
Module Topic	Media Studies		
Generic Module Name	Language and Communication Studies 223		
Alpha-numeric Code	LCS223		
NQF Level	6		
NQF Credit Value	10		
Duration	Semester		
Proposed semester to be offered.	First Semester		
Programmes in which the module will be offered.	BA (2101), BLIS (2201)		
Year Level	2		
Main Outcomes	<p>On completion of this module, students should be able to:</p> <ul style="list-style-type: none"> • Know what the media is and how it developed. • Know how the media functions as a powerful instrument in transferring information, providing entertainment, constructing identities, shaping opinions. • Understand how central language is to the functioning of the media. • Understand the unique nature of media communication, where news producers are removed from a large audience of 'consumers' or 'spectators'. • Understand how language and images interact in the media. • Understand how events are mediated in the media. <p>Students will also be able:</p> <ul style="list-style-type: none"> • To analyse and interpret newspaper headlines. • To recognize structural patterns of news reporting in the printed media. • To recognise the use of specific devices used in news reports, that disclose the point of view of the writer/publisher. • To identify a 'controversial press' and its relation to fair government. <p>Finally, students should be informed readers, listeners, viewers of the media, who can critically participate in media communication of our time.</p>		
Main Content	<p>This module includes:</p> <ul style="list-style-type: none"> • A consideration of the various modes of news media as they have developed in the past century. • A consideration of the functions of the media, processes of news production and news circulation. • A consideration of the various participants in media communication, and the various characterizing features of media reports. • The various voices of producers and newsmakers and how these are articulated, manipulated or represented, are highlighted. Visuals in the printed news are treated as special semiotic devices of the media. 		
Pre-requisite modules	LCS111 & LCS121		
Co-requisite modules	None		
Prohibited module Combination	None		
Breakdown of Learning	Hours	Timetable	Other teaching modes

Time		Requirement per week		that does not require time-table
<i>Contact with lecturer / tutor:</i>	28	<i>Lectures p.w.</i>	1	
<i>Assignments & tasks:</i>	32	<i>Practicals p.w.</i>	0	
<i>Practicals:</i>	0	<i>Tutorials p.w.</i>	0.5	
<i>Assessments:</i>	5			
<i>Selfstudy:</i>	35			
<i>Other:</i>	0			
Total Learning Time	100			
Methods of Student Assessment	Continuous Assessment (CA): 60% Final Assessment (FA): 40%			
Assessment Module type	Continuous and Final Assessment (CFA)			