

<b>Faculty</b>	Arts and Humanities		
<b>Home Department</b>	African Language Studies		
<b>Module Topic</b>	Media Studies		
<b>Generic Module Name</b>	Xhosa 744		
<b>Alpha-numeric Code</b>	<b>XHO744</b>		
<b>NQF Level</b>	8		
<b>NQF Credit Value</b>	30		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered.</b>	First Semester		
<b>Programmes in which the module will be offered.</b>	BA Honours full-time (2731) BA Honours part-time (2701)		
<b>Year Level</b>	1		
<b>Main Outcomes</b>	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> <li>• Think productively about the media – the industries that produce it, the audiences that receive it, and social, cultural and political impact mass media have on the contemporary social order.</li> <li>• Demonstrate improved accuracy and fluency in using Xhosa in a mass media context, particularly when discussing, analyzing and producing media texts.</li> </ul>		
<b>Main Content</b>	<p>In this module the focus will be on the following:</p> <ul style="list-style-type: none"> <li>• A general foundation for the critical study of media.</li> <li>• Conceptual and analytical tools for understanding how and why “media matters”</li> <li>• Exploring the dominant schools of media and mass communication thought as they have developed over the 20<sup>th</sup> and 21<sup>st</sup> centuries, looking at how these different schools interact and speak to one another, as well as how to provide different ways of thinking about the phenomenon of mass media.</li> </ul>		
<b>Pre-requisite modules</b>	BA degree with Xhosa as a major		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combinations</b>	None		
<b>Breakdown of Learning Time</b>	<b>Hours</b>	<b>Timetable Requirement per week</b>	<b>Other teaching modes that does not require time-table</b>
<i>Contact with lecturer / tutor:</i>	28	<i>Lectures p.w.</i>	0
<i>Assignments &amp; tasks:</i>	28	<i>Practicals p.w.</i>	0
<i>Assessments:</i>	3	<i>Tutorials p.w.</i>	0
<i>Practicals:</i>	14		
<i>Self-study:</i>	227		
<b>Total Learning Time</b>	<b>300</b>		
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 50% Final Assessment (FA): 50%		
<b>Assessment Module type</b>	Continuous and Final Assessment		