

Faculty	Economic and Management Sciences		
Home Department	Political Studies		
Module Topic	The Politics of Mass Communication		
Generic Module Name	The Politics of Mass Communication 712		
Alpha -numeric Code	POL712		
NQF Level	8		
NQF Credit Value	30		
Duration	Semester		
Proposed semester to be offered	First Semester		
Programmes in which module will be offered	BAdmin Honours (1711), BA Honours (1705)		
Year Level	7		
Main Outcomes	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> Analyse texts, arguments and images in Politics, using analytical tools such as Critical Discourse Analysis or the interpretive approach. Critically analyse the manipulation of symbols for political purposes. Critically analyse the use of mass communication media (e.g. printed media, television or the Internet) for the distribution of political ideas and the mobilisation of public opinion. 		
Main Content	<ul style="list-style-type: none"> Discourse analysis Theories of social representation Political mobilisation and public opinion Mass communication media 		
Pre-requisite modules	None		
Co-requisite modules	None		
Prohibited module Combinations	None		
Breakdown of Learning Time	Hours	Timetable Requirement per week	Other teaching modes that does not require time-table
Contact with lecturer / tutor:	28	<i>Lectures p.w.</i>	2
Assignments & tasks:	88	<i>Practicals p.w.</i>	0
Practicals:	0	<i>Tutorials p.w.</i>	0
Assessments:	4		
Self-study:	180		
Other: Please specify	0		
Total Learning Time	300		
Methods of Student Assessment	Continuous Assessment (CA): 50% Final Assessment (FA): 50%		
Assessment Module type	Continuous and Final Assessment (CFA)		