

Faculty of Humanities  
Media & Communication

BA (MCC)  
BACHELOR OF ARTS IN MEDIA,  
COMMUNICATION AND CULTURE

COURSE CONTENT

**YEAR 1 (Full-time attendance)**

Compulsory modules

- End-User Computing
- Media Studies and Ethics
- Introduction to Film Studies
- Writing for the Media
- Critical Communication
- Cultural Studies: Contemporary Culture (a)
- Cultural Studies: Contemporary Culture (b)

Language modules

- Four modules of the same language (Afrikaans, English, French or isiXhosa)

Electives

- Philosophy (select A, B, C or D):
  - A Introduction to Philosophical Ideas I
  - B Introduction to Philosophical Questioning
  - C Introduction to Philosophical Ideas II
  - D Introduction to Philosophical Arguments
- Introduction to Business Management and Entrepreneurship
- Introduction to the Business Functions

**YEAR 2 (Full-time attendance)**

Compulsory modules

- Media, Film and Society
- Creative Communication in Advertising
- Cultural Studies: Contemporary Society (a) and (b)
- Media, Communication and Culture Integrated Project

Select A or B

- A Television and Video Production
- B Principles of Preproduction

Select A or B:

- A Visual Communication
- B Copywriting for Advertising and Marketing

Language modules

- Four modules of the same language (Afrikaans, English, French or isiXhosa - continued from first year)

Select one of the following modules:

- Philosophical Practice: Ideology Critique
- Philosophical Practice: Interpretation and Art
- Philosophical Practice: Philosophy through Film
- Philosophical Practice: Creating Concepts

### **YEAR 3 (full-time attendance)**

Compulsory modules

- Film Theory and Analysis
- Cultural Studies: Contemporary Society (a) and (b)
- Media, Communication and Culture Advanced Integrated Project

Select three of the following modules:

- Advanced Video Production
- Production Management
- Audiovisual Presentation Design
- Advanced Visual Communication
- Advanced Copywriting for Advertising and Marketing
- New Media and Communication

Select one of the following modules:

- Philosophy and The Ethos: Ethics
- Philosophy and The Ethos: Nature
- Philosophy and The Ethos: Self
- Philosophy and The Ethos: Society

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