

Diploma/BSc (Hons) Communication Studies – SH401/SH402

1. Objectives

The Programme aims at broadening and deepening knowledge and appreciation of the economic, social and cultural importance of communication. It also provides practical knowledge and some hands-on experience in media or media related industries, both from the local and international perspectives.

The Programme offers two fields of specialisation, namely (i) Business Communication (**SH401**) and (ii) Journalism (**SH402**). Students will have to choose their field of specialisation as from Year/Level 2.

After successful completion of Year/Level 2, students wishing to leave the Programme may be awarded the Diploma which would earn them a total of 62 credits.

2. Specific Titles

Diploma in Communication Studies with specialisation in Business Communication
Diploma in Communication Studies with specialisation in Journalism

BSc (Hons) Communication Studies with specialisation in Business Communication
BSc (Hons) Communication Studies with specialisation in Journalism

3. General Entry Requirements

As per General Entry Requirements for admission to the University.

4. Programme Requirements

'O' Level Pass in English Language and at least two Passes at Advanced Level.

This Programme is primarily intended for those in employment but a few seats will be available for those not in employment.

NOTE: Holders of the **Diploma in Communication Studies** awarded by the University of Mauritius may be directly admitted in the third year/level of the degree. They may, however, be required to complete some Year/Level 1 and Year/Level 2 modules.

5. Programme Duration (Part-time basis)

	Normal (Years)	Maximum (Years)
Diploma:	2	3
Degree:	4	7

6. Minimum Credits Required for Award of Diploma and Degree: 62 and 103 respectively

Breakdown as follows:

CREDITS FROM					
	CORE MODULES	ELECTIVES & GEMS	WORK PLACEMENT	DISSERTATION	TOTAL
DEGREE	77	9	9	8	103
DIPLOMA	55	3	4	-	62

7. Credits per Year

Minimum 18 credits, maximum 48 credits, subject to regulation 5 above.

8. Assessment

Each module can either be taught in one semester only (semester module) or throughout the two semesters (yearly module).

Each module will be assessed over 100 marks with details as follows (unless otherwise specified):

Assessment will be based on a written examination of 2 to 3-hour duration (normally a paper of 2 hour duration for modules carrying less or equal to three credits, and 3 hour paper for modules carrying six credits) and on continuous assessment done during the semester or year. The examination duration for modules assessed by 50% or more on continuous assessment may differ from the above.

Written examinations for all modules will be carried out at the end of the academic year except for GEMs and D.E. modules (unless otherwise stated). Relevant information will be provided to the students prior to delivery of the modules.

The continuous assessment will count for 10-40% of the overall percentage mark of the module, except for a Programme where the structure makes for other specific provision(s) or where certain modules will be marked solely on a continuous assessment basis.

Continuous assessment may be based on laboratory work, seminars and/or assignments and should include at least 1 class test.

A minimum of at least 30% should be attained in each of continuous assessment and written examination, with an overall total of 40% for a candidate to pass a module.

Special examinations (e.g. class tests) will be arranged at the end of semester 1 or semester 2 for exchange students who have registered only for one semester. In case of yearly modules, credits will be assigned on a pro-rata basis.

9. Submission Deadline for Dissertation

Final copy: To be specified by the Department.

10. Repeat and Termination of Registration

If the CPA of a student is < 40 for an academic year, s/he will have to repeat the entire academic year, and retake 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.

Students will be allowed to repeat **only once** over the entire duration of the Programme of Studies.

Registration of a student will be terminated if:

- (i) the CPA < 40 at the end of an academic year and the student has already repeated one year of study; or
- (ii) the maximum duration allowed for completion of the Programme of Studies has been exceeded.

11. Modules of Special Nature

A student can take a maximum of 9 credits of Self-Study Subjects and Independent Study, subject to approval of the Department.

12. List of Modules

Module Code	Module Name	Hrs/Wk L+P	Credits
<u>CORE</u>			
COMS 1005(1)	Introduction to Media and Communication	3+0	3
SOCI 1004(1)	Understanding Society	D.E.	3
COMS 1204(1)	IT for Communication	3+0	3
CSE 1010e(1)	Introduction to Information Technology	O.E.	3
COMS 1002Y(1)	Performance Communication Skills	3+0	6
COMS 1006Y(1)	Written Skills for Communication	3+0	6
COMS 1202(1)	Principles of Public Relations	3+0	3
COMS 1007(1)	Principles of Journalism	3+0	3
COMS 2007(3)	Media & Ethics	3+0	3
COMS 2006Y(3)	Communication Theory and Media Criticism	3+0	5
COMS 2101(3)	DeskTop Publishing	3+0	3
COMS 2002Y(3)	Organisational and Corporate Communication	3+0	6
COMS 2201(3)	Development Communication	3+0	3
COMS 2204(3)	Work Placement I	-	4
COMS 2008Y(3)	Integrated Communication Strategies (BC)	3+0	6
COMS 2009Y(3)	Newswriting & Journalism Practice (J)	3+0	6
COMS 3004(5)	Research Methods for Communication	3+0	3
COMS 3102(5)	Intercultural Communication	3+0	3
COMS 3202(5)R	Communication & Media:a Historical Perspective	3+0	3
COMS 3006Y(5)	Advertising & Marketing Communication (BC)	3+0	6
LAWS 3210(5)	Legal Aspects of Business Communication (BC)	3+0	3
COMS 3002Y(5)	Advanced Reporting (J)	3+0	6
LAWS 3211(5)	Law Relating to the Media (J)	3+0	3
COMS 4101(5)	New Forms of Media	3+0	3
COMS 4201(5)	Political Communication	3+0	3
COMS 4102(5)	Work Placement II	-	5
COMS 4103(5)	Work Report	-	2
COMS 4000(5)	Dissertation	-	8
<u>ELECTIVES</u>			
PSYC 1105(1)	Introduction to Psychology	3+0	3
ECON 1215(1)	Introduction to Economics	3+0	3
COMS 2005(3)	Audio Visual Production	3+0	3
COMS 2010(3)	Graphic Design	3+0	3
COMS 3103(5)	Aspects of Film Theory	3+0	3
COMS 3215(5)	Contemporary Issues in Society	3+0	3
<u>GEM</u>		-	3

Note: J – Journalism Specialisation; BC – Business Communication Specialisation

13. Programme Plan - Diploma/BSc (Hons) Communication Studies

YEAR I

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
COMS 1005(1)	Introduction to Media and Communication ¹	3+0	3
SOCI 1004(1)	Understanding Society ¹	D.E.	3
COMS 1204(1)	IT for Communication ^{1*}	3+0	3
OR	OR		
CSE 1010e(1)	Introduction to Information Technology ¹	O.E.	3
COMS 1002Y(1)	Performance Communication Skills*	3+0	6
COMS 1006Y(1)	Written Skills for Communication	3+0	6
COMS 1202(1)	Principles of Public Relations ²	3+0	3
COMS 1007(1)	Principles of Journalism ^{2*}	3+0	3
ELECTIVES	CHOOSE ONE OR A GEM OR ANY OTHER MODULE ACCEPTABLE TO THE DEPARTMENT		
PSYC 1105(1)	Introduction to Psychology ²	3+0	3
ECON 1215(1)	Introduction to Economics ²	3+0	3

YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
<u>CORE</u>			
COMS 2007(3)	Media & Ethics ¹	3+0	3
COMS 2006Y(3)	Communication Theory and Media Criticism	3+0	5
COMS 2101(3)	DeskTop Publishing ^{1**}	3+0	3
COMS 2002Y(3)	Organisational and Corporate Communication	3+0	6
COMS 2201(3)	Development Communication ²	3+0	3
COMS 2204(3)	Work Placement I ²	-	4
COMS 2008Y(3)	Integrated Communication Strategies (BC)*	3+0	6
OR	OR		
COMS 2009Y(3)	Newswriting & Journalism Practice (J)*	3+0	6
ELECTIVES	CHOOSE ONE OR ANY OTHER MODULE ACCEPTABLE TO THE DEPARTMENT		
COMS 2010(3)	Graphic Design ^{2**}	3+0	3
COMS 2005(3)	Audio Visual Production ^{2**}	3+0	3

Note for Work Placement I: The work placement should, as far as possible, be carried out in line with the field of specialisation. It should last the equivalent of 4 weeks full-time and should take place as from the end of Semester 1 of level/year 2. After completion of the placement, the student must submit a written report for assessment around the end of the second semester (the date will be communicated by the programme coordinator). An interview concerning the placement may be carried out if deemed necessary by the department.

YEAR 3

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
COMS 3004(5)	Research Methods for Communication ¹	3+0	3
COMS 3102(5)	Intercultural Communication ¹	3+0	3
COMS 3202(5)R	Communication & Media: A Historical Perspective ²	3+0	3
Core for Business Communication			
COMS 3006Y(5)	Advertising & Marketing Communication*	3+0	6
LAWS 3210(5)	Legal Aspects of Business Communication ²	3+0	3
Core for Journalism			
COMS 3002Y(5)	Advanced Reporting*	3+0	6
LAWS 3211(5)	Law Relating to the Media ²	3+0	3
ELECTIVES	CHOOSE ONE OR ANY OTHER MODULE ACCEPTABLE TO THE DEPARTMENT		
COMS 3103(5)	Aspects of Film Theory ¹	3+0	3
COMS 3215(5)	Contemporary Issues in Society ¹	3+0	3

YEAR 4

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
COMS 4101(5)	New Forms of Media ¹	3+0	3
COMS 4201(5)	Political Communication ²	3+0	3
COMS 4102(5)	Work Placement II	-	5
OR	OR		
COMS 4103(5)	Work Report + 1 Elective (weighting 5)	- 3+0	2 3
COMS 4000(5)	Dissertation (to be carried out preferably in area of specialisation)	-	8

Note for Work Placement II: The work placement should, as far as possible, be carried out in line with the field of specialisation. It should last the equivalent of 6 weeks full-time and should take place as from the end of Semester 2 of level/year 3. After completion of the placement, the student must submit a written report for assessment around the end of the semester 1 of level/year 4 (the date will be communicated by the programme coordinator). An interview concerning the placement may be carried out if deemed necessary by the department.

Notes:

- (a) Offering of electives are subject to availability of resources and critical mass. The Department may decide to offer additional electives. Electives may be taken from other departments or faculties, subject to approval of the programme coordinator.
- (b) ¹ - Module taught and examined in Semester 1.
- (c) ² - Module taught and examined in Semester 2.
- (d) * - Module assessed 50% by continuous assessment
- (e) ** - Module assessed 100% by continuous assessment
- (f) Students who are already working within their area of specialisation can choose (with the approval of the Unit) not to do the Work Placement II. However, they shall be assessed through a work report (2 credits) and will need to complete an additional elective (3 credits).
- (g) R - Research Module, assessed 40% by examination and 60% by continuous assessment. In order to pass, student must obtain at least 50% in continuous assessment, 40% in examination and 50% overall.

- (h) A core module or an elective scheduled for a specific semester may be offered in another semester, subject to approval by Faculty Board.
- (i) Certain modules are taught and examined partly or wholly in French. Students are informed at the beginning of the semester by the Tutor.

14. Outline Syllabus

COMS 1002Y(1) - PERFORMANCE COMMUNICATION SKILLS

Students will learn theories and practice of effective public performance for communication in front of both large and small audiences, television or film cameras, and radio microphones. This includes proper vocalisation techniques, body language, and personal presentation as well as theories of how to craft an effective speech for persuasion, information and entertainment. Some basics of audio-visual communication will be included.

COMS 1005(1) - INTRODUCTION TO MEDIA AND COMMUNICATION

This module will introduce students to fundamental concepts in communication and media. It will provide an overview of the origins of communication including the creation and development of various media such as press, radio, cinema, television and computer mediated technology. Fundamental theoretical models (information theory, semiotics, media functions) will be examined as well as the practical framework within which the mass media operate (business operation, economic structures & trends).

COMS 1006Y(1) - WRITTEN SKILLS FOR COMMUNICATION

This module aims at consolidating students' written skills in English and French. It will include techniques of writing for academic and business/organisational settings: essays, letters, memos, summary writing as well as some basic statistics.

COMS 1007(1) - PRINCIPLES OF JOURNALISM

Students will be introduced to news values, news selection processes and sourcing of news. They will learn to write leads to reflect those values and structure well written stories in inverted pyramid form. The different formats used in the local and international press will be studied as well as newsroom concepts and terminology. Objectivity, professionalism and ethical journalistic practices will be emphasised.

COMS 1201(1) - PRINCIPLES OF PUBLIC RELATIONS

Students will be introduced to the process of Public Relations, its aims and purposes. They will learn about the nature and components of the corporate image and how to assess its strengths and weaknesses in order to be able to reinforce or modify it with various target audiences. Types of PR (B to B, B to C, Internal Communication) will be examined as well as specific PR tools (e.g. newsletters, brochures, house journals, websites).

COMS 1204(1) - IT FOR COMMUNICATION

This module entails a hands-on approach to IT for Communication purposes. Students will be introduced to the use of computers and IT packages for word-processing, preparing presentations and using databases. They will also be exposed to the use of internet (search engines, web pages, e-mail, etc.) and the construction of simple web pages. Continuous assessment and Exams will be lab-based.

COMS 2002Y(3) - ORGANISATIONAL AND CORPORATE COMMUNICATION

The first part of the module examines theories of communication relevant to that of the organisational structure and management. Concepts pertaining to the modern organisation will be addressed with particular emphasis on how new forms of technologies are changing the manner in which business is conducted. The module also explores aspects of corporate communication. Issues pertaining to technology, people, brand image, good governance and e-commerce will be discussed. The module will also address the rise of new types of businesses and the extent to which they are converging with traditional and established ones.

COMS 2005(3) - AUDIO-VISUAL PRODUCTION

Audiovisual production techniques will be studied to produce audio and video programmes. Students will be exposed to the different stages from pre-production to post-production. Hands-on experience will be provided on camera techniques (shots, angles, movements) and editing (continuity editing, experimental editing).

COMS 2006Y(3) - COMMUNICATION THEORY AND MEDIA CRITICISM

This module has a two-pronged approach: theoretical and practical. The major schools of thoughts that have influenced media and communication studies will be introduced and a variety of communication and media theories, more specifically media effects, semiology, textual and discourse analysis, will be examined. Approaches to communication research will be applied to contemporary texts through a variety of media genres and forms. The media representation of different groups will also be studied.

COMS 2007(3) - MEDIA & ETHICS

Students will be introduced to the fundamental ethical aspects which are relevant to the world of the media and to the professional practice of communication and journalism. The ethical dimensions of such notions as freedom of expression and freedom of information will be examined. The concepts of fairness, equity and transparency in relation to corporate communication and social responsibility will also be studied. Relevant media and communication case studies which pose ethical problems will be introduced and discussed.

COMS 2008Y(3) - INTEGRATED COMMUNICATION STRATEGIES

This module will introduce students to strategic planning for business communication and will include assignments related to the development and implementation of a communication campaign. Press relations techniques will be further examined as a follow-up to the 'Principles of PR' module. The concept of corporate citizenship and sponsorship will be introduced. Corporate communication research and audits will also be studied.

COMS 2009Y(3) - NEWSWRITING & JOURNALISM PRACTICE

This module will build upon notions acquired in 'Principles of Journalism' and will provide students with opportunities to enhance their practice of writing news pieces. Style & story structure will be closely examined and practiced for a variety of news formats (press, radio and television). Students will also learn about interview techniques and feature writing.

COMS 2010(3) - GRAPHIC DESIGN

The module involves an in-depth approach to drawing, creation, editing and presentation. Students will be provided with a working knowledge of communication design software (such as Adobe Illustrator, Photoshop and QuarkXpress). Vector graphics and bitmap image will be examined. Students may also be introduced to Multimedia design with emphasis on web graphics.

COMS 2101(3) - DESKTOP PUBLISHING

Students will be introduced to the basic concepts of desktop publishing for the print media, from the construction of a designer's brief to printing processes. The use of typography, page lay-out, visual graphics and printing for effective communication will be studied. The module includes practical sessions on DTP packages in computer labs leading to the presentation of a complete DTP project by students.

COMS 2201(3) - DEVELOPMENT COMMUNICATION

The module explores the role of communication, from traditional means to new technologies, in processes of social, political and economic change, at different levels of society, from local/national to international/global. The different development communication paradigms are studied with emphasis on the participatory approach.

COMS 2204(3) - WORK PLACEMENT I

The work placement should, as far as possible, be carried out in line with the field of specialisation. The placement can be effected any time after the end of Semester 1 of level/year 2 and must be completed by the end of the same academic year. The placement must last for a minimum of one month full-time or 7-8 weeks part-time (the equivalent of 4 weeks' full-time). After the placement, the student must submit a placement report for assessment around the end of the second semester (the date will be communicated by the programme coordinator). An interview concerning the placement may be carried out if deemed necessary by the department.

COMS 3002Y(5) - ADVANCED REPORTING

Researching, writing and reporting skills will be emphasised. Newsgathering and news writing for the complex, specialised story will be practised. Students will also learn about the principles and practice of

broadcast media. The development of multi-media technologies and their impact on journalism will be examined, from on-line versions of newspapers to personal weblogs.

COMS 3004(5) - RESEARCH METHODS FOR COMMUNICATION

The module will provide a historical overview of communication and media research over the last three decades. Students will be exposed to the importance of quantitative and qualitative research methods with emphasis on qualitative techniques such as Focus Group interviews, ethnography, participant observation, content, discourse analysis among others.

COMS 3006Y(5) - ADVERTISING & MARKETING COMMUNICATION

This module will introduce students to marketing fundamentals with special emphasis on Marketing Communication and Advertising. Key concepts related to the Marketing Mix (the 4P's) and Marketing Communication techniques (PR, Personal Selling, Direct Marketing, Sales Promotion and Advertising) will be introduced. Advertising practice will be studied with a focus on planning and implementation stages for ad campaigns (briefing, research, conceptualisation, execution, media planning and buying, evaluations). The specificities of each mass media will be examined (print, broadcast) as well as agency structures and contractual relations between clients and agencies.

COMS 3102(5) - INTERCULTURAL COMMUNICATION

This module gives a historical and theoretical overview of Intercultural Communication. Essential concepts like culture, identity, ideology will be revisited. Emphasis will be laid on notions of prejudice, stereotyping, race and ethnicity. Media representations and public discourse will also be analysed.

COMS 3103(5) - ASPECTS OF FILM THEORY

The objective of this module is to expose the students to the fundamentals of film theory and the cinema industry. The module will build upon theoretical approaches (semiotics, auteurism, psychoanalysis, feminism) to decode film texts which will include Hollywood and Bollywood films, independent or underground cinema, art films and indigenous cinemas. The economic, social and cultural implications of film will also be explored by looking at the industry set-up (from pre-production to exhibition), significant events (festivals and awards) and the reception of film by various audiences.

COMS 3202(5)R - COMMUNICATION & MEDIA: A HISTORICAL PERSPECTIVE

This module examines the development of the press/media in Mauritius from a historical and comparative perspective. It focuses on the political, economic and social dynamics in the evolution of the press. The role of the press in colonial and post-colonial Mauritius, as well as cultural, linguistic and technological issues will be addressed.

COMS 3215(5) - CONTEMPORARY ISSUES IN SOCIETY

This module will be conducted in the form of seminars with various resource persons. Contemporary issues will be discussed from various points of views: sociological, political, economic, etc.

COMS 4000(5) - DISSERTATION

At the end of the fourth year of the programme, the students will be required to submit a project dissertation. The title of the dissertation has to be approved by the Communications Unit and a Project Supervisor identified by the Programme Co-ordinator. The final copy should be submitted by end of April and the dissertation length should be around 10,000 words.

COMS 4101(5) - NEW FORMS OF MEDIA

This module will examine the nature of modern forms and content. The old media/new media paradigms will be studied by looking at successive trends in the history of information and communication technologies. Particular emphasis will be laid on the Internet and the World Wide Web. Innovative media forms that pass the test of popularity will also be discussed (e.g. mobile technologies, weblogs, pod casting) as well as forecasted successes (e.g. e-books, VOD, wearable media). The social and cultural implications and reception of these new media forms will be explored.

COMS 4102(5) - WORK PLACEMENT II

The work placement should, as far as possible, be carried out in line with the field of specialisation. The placement can be effected any time as from the end of Semester 2 of Year 3 and must be completed by the end of Semester 1 of Year/Level 4. The placement must last for a minimum of 6 weeks full-time or 11-12 weeks part-time (the equivalent of 6 weeks full-time). After the placement, the student must submit a placement report for assessment around the end of Semester 1 of Year/Level 4 (date will be communicated by the programme coordinator). An interview concerning the placement may be carried out if deemed necessary by the department.

COMS 4103(5) - WORK REPORT

Based on the actual work experience in the industry, the student will have to submit a report for assessment. An interview concerning the work experience and report may be carried out if deemed necessary by the department.

COMS 4201(5) - POLITICAL COMMUNICATION

This module examines the communication of politics in modern democracies. It looks at key developments in the communicative activity of political advocates: in particular it seeks to explore the increasingly visible role of the spin doctor and the marketing of politics.

CSE 1010e(1) - INTRODUCTION TO INFORMATION TECHNOLOGY

The World of Computers; Main components of the computer; The evolution of computers; Input and output devices; Secondary Storage; Programming, Systems Software; Application software; Systems analysis and design; Communications and connectivity; The internet; Information technology and society.

ECON 1215(1) - INTRODUCTION TO ECONOMICS

Economic problem; demand and supply; market mechanism, theory of production, market structure and firm, factor market, microeconomic issues and regulations, public goods and social welfare, international trade and national income, money and financial system, exchange rate and balance of payments, macroeconomic objectives and tools. Overview of Mauritian economic problems, impact of globalisation and liberalisation.

LAWS 3210(5) - LEGAL ASPECTS OF BUSINESS COMMUNICATION

Understanding the mauritian legal system and laws relating to communication; Law relating to advertising and marketing; Contract law aspects relating to communication: confidentiality clauses, "clauses de non-concurrence", contrat de vente, contrat de publicité; Tort law aspects relating to communication: unfair competition, la responsabilité du commettant pour le fait de son préposé; Intellectual Property Law aspects relating to communication, copyright issues, trademarks, industrial designs; Cyberlaw and communication: Information Communication Technologies Act, Electronic Transactions Act, trade and computer misuse.

LAWS 3211(5) - LAW RELATING TO THE MEDIA

Understanding the mauritian legal system and laws relating to the different forms of media; Constitutional rights and the media, freedom of expression, right to privacy, right to inform, "droit à l'image et sur l'image sur la personne et sur les biens", "le principe de laïcité", censorship, the Independent Broadcasting Authority, the Mauritius Broadcasting Corporation Act; Civil and criminal aspects of defamation; forgery; contempt of court, right of reply; Contract law aspects and the media; Tort law aspects and the media; Cyberlaw: Trade and computer misuse, cybercrime, Information Communication Technologies Act, Electronic Transactions Act; Intellectual Property Law: copyright issues, oral history, trademarks.

PSYC 1105(1) - INTRODUCTION TO PSYCHOLOGY

Introduction to the science of psychology. Theories of learning and behaviour. Sensation and perception. Memory. Intelligence. Personality development.

SOCI 1004(1) - UNDERSTANDING SOCIETY (DISTANCE EDUCATION MODE)

This module introduces the study of some fields in human society from a sociological perspective. Students will emerge with a deeper understanding of the relationship between their private experiences and the social world around them, from small group interaction to issues of inequality, globalisation and power struggle. Topics include the sociological thinking, culture, socialisation and social control, population and ageing, family, women and marriage, sex and gender, education and mobility, information technology and society, social stratification and globalisation, work and technology.

