

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 (Specialisation: Business Communication)
Diploma in Communication Studies (Specialisation: Journalism)

BSc (Hons) Communication Studies (Specialisation: Business Communication)
BSc (Hons) Communication Studies (Specialisation: 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	MINI PROJECT + 1 ELECTIVE	TOTAL
DEGREE	77	9	9	9		104
DIPLOMA	52	6	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 20-30% 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 two (2) assignments/tests per module.

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.

For modules which are assessed on a 100% Continuous Assessment basis, a monitoring system will be designed by the Communication Studies Unit in order to keep track of all student assignments (including presentations, projects, portfolios, class tests, etc) for adequate moderation.

9. Submission Deadline for Dissertation

Final copy: To be submitted on the last working day of March of the academic year.

10. 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
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 1008(1)	Written Skills in English	1½+0	3
COMS 1009(1)	Written Skills in French	1½+0	3
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 2102(3)	Organisational Communication	3+0	3
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 2012Y(3)	Marketing Communication(BC)	3+0	5
COMS 2009Y(3)	Newswriting & Journalism Practice (J)	3+0	6
COMS 2013Y(3)	Broadcast & Digital Journalism (J)	3+0	5
COMS 3004(5)	Research Methods for Communication	3+0	3
COMS 3203(5)	Quantitative Techniques for Communication	3+0	2
COMS 3102(5)	Intercultural Communication	3+0	3
COMS 3202(5)R	Communication & Media:a Historical Perspective	3+0	3
COMS 3008Y(5)	Branding& Advertising (BC)	3+0	5
LAWS 3210(5)	Legal Aspects of Business Communication (BC)	3+0	3
COMS 3002Y(5)	Advanced Reporting (J)	3+0	5
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		
	Or		
COMS 4001(5)	Mini-Project + One Elective of weightage 5 acceptable to the Department	-	9
<u>ELECTIVES</u>			
COMS 3009(5)	Aspects of Film Studies	3+0	3
COMS 3215(5)	Contemporary Issues in Society	3+0	3
		-	6
<u>GEM</u>			

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

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

YEAR 1

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
COMS 1005(1)	Introduction to Media and Communication ¹	3+0	3
COMS 1204(1)	IT for Communication ^{1*}	3+0	3
OR			
CSE 1010e(1)	Introduction to Information Technology ¹	O.E.	3
COMS 1002Y(1)	Performance Communication Skills*	3+0	6
COMS 1008(1)	Written Skills in English	1½+0	3
COMS 1009(1)	Written Skills in French	1½+0	3
COMS 1202(1)	Principles of Public Relations ²	3+0	3
COMS 1007(1)	Principles of Journalism ^{2*}	3+0	3
COMS 2007(3)	Media & Ethics ²	3+0	3
	GEM		6

YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
COMS 2006Y(3)	Communication Theory and Media Criticism	3+0	5
COMS 2101(3)	DeskTop Publishing ^{1**}	3+0	3
COMS 2102(3)	Organisational Communication	3+0	3
COMS 2201(3)	Development Communication ²	3+0	3
COMS 2204(3)	Work Placement I ²	-	4
Core for Business Communication			
COMS 2008Y(3)	Integrated Communication Strategies (BC)*	3+0	6
COMS 2012Y(3)	Marketing Communication (BC)**	3+0	5
Core for Journalism			
COMS 2009Y(3)	Newswriting & Journalism Practice (J)*	3+0	6
COMS 2013Y(3)	Broadcast & Digital Journalism (J)**	3+0	5

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 3203(5)	Quantitative Techniques for Communication**	3+0	2
COMS 3202(5)R	Communication & Media: A Historical Perspective ²	3+0	3
COMS 3102(5)	Intercultural Communication ¹	3+0	3
Core for Business Communication			
COMS 3008Y(5)	Branding & Advertising **	3+0	5
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 3009(5)	Aspects of Film Studies ^{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			
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
OR			
COMS 4001(5)	Mini-Project and One Elective of weightage 5 acceptable to the Department		6 3

Note for Work Placement II: The work placement should 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.

12. 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 1008(1) - WRITTEN SKILLS IN ENGLISH

This module aims at enabling students to develop a good command of written communication skills in English. The focus will be on academic, as well as some business/technical writing. Areas of grammar and usage of English that are problematic will be emphasised. This module will include regular assignments for practice.

COMS 1009(1) – WRITTEN SKILLS IN FRENCH

This module is specifically designed to develop and consolidate written communication skills in French. The components of the module include vocabulary building, grammatical correctness, argument structure, summary writing and genres of writing. Regular assignments will be given to students for practice.

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 2102(3) - ORGANISATIONAL COMMUNICATION

Theories of communication relevant to that of the organisational structure and management. Emphasis will also be laid on new forms of technologies that are “changing” the way business is conducted.

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 2012Y(3) – MARKETING COMMUNICATION

The module will introduce students to marketing fundamentals with special emphasis on marketing communication. Key concepts related to the marketing mix (the 4p's) with an overview of core marketing concepts will be introduced. Students will be exposed to specific marketing communication techniques (pr, personal selling, direct marketing, sales promotion and advertising) and will learn how to develop marketing communication strategies.

COMS 2013Y(3) – BROADCAST & DIGITAL JOURNALISM

The module will introduce students to the use of audio and video for the production of news stories. Assignments will include tasks related to interviewing, reporting, writing, editing and presenting the news. Students will be expected to produce news items which demonstrate original thought and journalistic ability. There will be special emphasis on how to conduct field and studio interviews for radio and television as well as online platforms.

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 3203(5) – QUANTITATIVE TECHNIQUES FOR COMMUNICATION

Students will be introduced to concepts such as statistic, sampling and survey design and analysis. The module will allow students to have hands on experience with some of the most common statistical packages used in the discipline of social science such as SPSS, Nudist and Atlas.ti and explore the links that exist in the treatment of quantitative and qualitative based data. Sessions will be conducted in seminar style and students will have to produce a portfolio for which they will be assessed.

COMS 3008Y(5) – BRANDING & ADVERTISING

This module introduces students to concept of branding with emphasis on the brand architecture, brand equity and management of the brand in a competitive market. Advertising practice will also 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 3009(5) - ASPECTS OF FILM STUDIES

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 of different. 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. Students will also learn how to produce a short feature film.

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 the last working day of March and the dissertation length should be between 8,000-12,000 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

IT and Computers; Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Networks; The Internet; Computer Security; Software Utilities; Issues and Trends in IT.

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.