Rules for the Degree of Bachelor of Arts
(Communication Science)
(Degree code: 0233X)

NB
Students must consult the relevant subject chapter in Part 2 of the Calendar to determine as from when a specific module is available. The relevant prerequisites and co-requisites must also be taken into account together with the prescribed combination of modules for the major subject.

Admission requirements – see A3
Duration of study and number of study units per year – see A4
Pass, pass with distinction and subminimum – see A14

Purpose: to provide students with the knowledge, skills, and attitudes necessary for competent beginning professionals to practise a career in the communications industry: public and private communication consultancy, government communications, public relations, advertising, marketing, journalism, print media, broadcasting, community media, telecommunications, organisational and management communication; a fundamental theoretical and research orientated education in communication science; interpersonal, group, and intercultural communication skills necessary to function as responsible and sensitive citizens in a multicultural society.

Curriculum
This curriculum comprises 30 modules. The major subject is Communication Science.

FIRST LEVEL
This level comprises the following 10 modules:

- COM101X: Fundamentals of communication (Communication Science 101)
- COM102Y: Communication contexts and applications (Communication Science 102)
- EU/P1501: End-user Computing (Practical) (Information Systems 1501)

plus 2 of the following modules, preferably in the medium of instruction:
- ENN1504: Practising workplace English (English 1504)
- ENN101D: English Studies: Approaching literature and writing (English 101)
- AFK102R: Basic text skills (Afrikaans 102)

Students who obtained an A or B symbol in English or Afrikaans (Higher or Standard Grade) as first or second language in the Senior Certificate/Grade 12 examination are exempted from this requirement and may select as an alternative 2 first-level modules from the list below.

plus 5 of the following modules, preferably from the same group:

CULTURAL SCIENCES
- APY101E: The anthropological study of culture in a multicultural context (Anthropology 101)
- APY102F: Culture as human resource in the African context (Anthropology 102)
- PLS2601: Critical reasoning (Philosophy 2601)
- PLS1033: Introduction to Western philosophy (Philosophy 1033)
- PLS1044: Introduction to African philosophy (Philosophy 1044)
- HSY102E: The making of early colonial South Africa: transformation and resistance (History 102)

ART
- ARH111G: Visual literacy (Art History 111)
- ARH112H: Art today (Art History 112)

POLITICAL SCIENCES
- PLC101R: Politics as social activity (Politics 101)
- PLC102S: Understanding the State (Politics 102)
- PLC801H: South African politics (Politics 801)
- PLC821M: Political conflict and conflict resolution (Politics 821)
- IPC101Y: Fundamentals of International Politics (International Politics 101)
- IPC1023: South Africa in International Politics (International Politics 1023)
- APC101D: Political evolution of the African State (African Politics 101)
- APC102E: The politics of contemporary Africa (African-Politics 102)

SOCIOLOGY, PSYCHOLOGY AND ENVIRONMENTAL STUDIES
- SOC101Y: Introduction to Sociology: Societal structures and processes (Sociology 101)
- SOC102W: Societal structures and processes in the South African context (Sociology 102)
- SOC103X: Introductory demography (Sociology 103)
- PYC101Y: Basic psychology (Psychology 101)
- PYC1023: Psychology in society (Psychology 1023)
- GGH101Q: Know your world: introduction to geography (Geography 101)
- GGH102R: World issues: a geographical perspective (Geography 102)

DEVELOPMENT STUDIES, PUBLIC ADMINISTRATION AND CRIMINOLOGY
- DVA101Q: Introduction to development studies (Development Studies 101)
- DVA102R: Development problems and institutions (Development Studies 102)
- PUB1018: The nature, content and scope of public administration (Public Administration 1018)
- PUB1029: The structuring and functioning of public services (Public Administration 1029)
- CMY101B: Introduction to criminology: crime, criminals and criminal behaviour (Criminology 101)
CMY102C : Introduction to criminology: victims and reduction of crime (Criminology 102)

LANGUAGES
AFK101Q  : Afrikaans today (Literature) (Afrikaans 101)
ENN101D  : English Studies: Approaching literature and writing (English 101)
ENN102E  : English Studies: Explorations in reading and meaning (English 102)
EED101F  : English in perspective (English for Education 101)
LIN103Y  : Multilingualism: the role of language in the South African context (Linguistics 103)
THL801U  : Introduction to theory of literature (Theory of Literature 801)
THL802V  : Introduction to literary genres (Theory of Literature 802)
WLL2602  : Film, Literature and Society (World Languages and Literatures 2602)
Any beginner's (first level) module in African Languages

INFORMATION AND COMPUTER SCIENCES
INS101U  : Introduction to Information Science (Information Science 101)
INS102V  : Developing informations skills for lifelong learning (Information Science 102)
INF1208  : Human-computer interaction I (Information Systems 1208)

or
INF1511 : Introduction to visual programming (Information Systems 1511)

COS111U  : Introduction to programming 1 (Computer Science 111)
COS112V  : Introduction to programming 2 (Computer Science 112)
COS113W  : Computer systems: fundamental concepts (Computer Science 113)

ECONOMIC AND MANAGEMENT SCIENCES
MNB101D  : Business management 1A (Business Management 101)
MNB102E  : Business management 1B (Business Management 102)
IOP101M  : Psychological processes in work context (Industrial and Organisational Psychology 101)
IOP102N  : Personality in work context (Industrial and Organisational Psychology 102)
ECS1016  : Economics 1A (Economics 1016)
ECS1028  : Economics 1B (Economics 1028)

SECOND LEVEL
This level comprises the following 10 modules:

COM2025  : Organisational communication (Communication Science 2025)
COM2036  : Integrated organisational communication (Communication Science 2036)
COM2048  : Intercultural, development and health communication (Communication Science 2048)
COM2059  : Media studies: mass communication and media theory (Communication Science 2059)

CML101H  : Communication law (Communication Law 101)
RSC201H  : Research in the social sciences (Research in the Social Sciences 201)
TEX8216  : Writing skills for the communications industry (Afrikaans 8216)

plus 3 of the following modules, preferably from the same group and from the same group selected on the first level:

CULTURAL SCIENCES
PLS3701  : Theoretical and applied ethics (Philosophy 3701)
APY201H  : Anthropological theory in practice (Anthropology 201)
APY202J  : Sociocultural solutions to problems of human adaptation (Anthropology 202)
HSY201G  : Themes in 19th century history: power and the Western world (History 201)

ART
ARH213M  : Art theory and criticism 1 (Art History 213)

POLITICAL SCIENCES
PLC201U  : Understanding political behaviour and participation (Politics 201)
PLC202V  : Politics and public policy (Politics 202)
IPC2015  : International organisations (International Politics 2015)
IPC2026  : International political dynamics (International Politics 2026)
APC201G  : Political change in contemporary Africa (African Politics 201)
APC202H  : Political economy of Africa (African Politics 202)

SOCIOLOGY, PSYCHOLOGY, ENVIRONMENTAL STUDIES
SOC201Y  : Theories of social change (Sociology 201)
SOC2023  : Globalisation and social change in South Africa (Sociology 2023)
PYC3019  : Social psychology (Psychology 3019)
GGH201T  : The African challenge: people and environment (Geography 201)

DEVELOPMENT STUDIES AND PUBLIC ADMINISTRATION
DVA201T  : Development theories (Development Studies 201)
DVA202U  : Rural and urban development (Development Studies 202)
PUB201B  : Foundations of public administration (Public Administration 201)
PUB203D  : Creation of wealth (Public Administration 203)
**LANGUAGES**

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<td>AFK202U</td>
<td>Genre and theme (Afrikaans 202)</td>
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<td>AFK203V</td>
<td>Afrikaans grammar (Afrikaans 203)</td>
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<td>EED201J</td>
<td>English language studies (English for Education)</td>
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<td>LIN2046</td>
<td>Language in a changing world (Linguistics 2046)</td>
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<td>LIN309F</td>
<td>Text structure and function (Linguistics 309)</td>
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<td>WLL2602</td>
<td>Film, Literature and Society (World Languages and Literatures 2602)</td>
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**INFORMATION SCIENCE**

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<td>Investigating information ethics in the information era (Information Science 2066)</td>
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<td>INS2078</td>
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<td>INS2089</td>
<td>Information and communication technologies for Information Science (Information Science 2089)</td>
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**ECONOMIC AND MANAGEMENT SCIENCES**

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<tr>
<td>IOP202R</td>
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<td>MND204T</td>
<td>Consumer behaviour (Business Management 204)</td>
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<td>MNM202Y</td>
<td>Marketing management (Business Management 202)</td>
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<td>MNH202C</td>
<td>Human resources management (Business Management 202)</td>
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**THIRD LEVEL**

This level comprises the following 10 modules:

- COM3018: Marketing communication (Communication Science 3018)
- COM3029: Media studies: institutions, theories and issues (Communication Science 3029)
- COM303A: Media studies: content, audiences and production (Communication Science 303)
- COM304B: New media technology (Communication Science 304)
- COM305C: International communication (Communication Science 305)
- COM306D: Communication research (Communication Science 306)
- COM3070: Advertising and public relations (Communication Science 307)
- COM311A: Political and government communication and media ethics (Communication Science 311)
- TEX8228: Persuasive texts (Afrikaans 8228)

**NB**

- Students who passed either COM307E or COM308F before 2007 and still have to complete one elective, have to complete COM307.
- Students who passed either COM309G or COM3108 before 2008 and still have to complete one elective, have to complete COM311A.

plus 1 of the following third-level modules, preferably from the same group selected on first and second levels:

**CULTURAL SCIENCES**

- PLS305C: Contemporary African political philosophy (Philosophy 305)
- APY303N: Themes in anthropology: the relevance of ritual (Anthropology 303)
- HSY303M: Decolonisation, independence and social change in modern Africa after 1945 (History 303)

**ART**

- ARH313Q: Art theory and criticism 2 (Art History 313)
- ARH314R: Popular visual culture (Art History 314)

**POLITICAL SCIENCES**

- APC301K: The politics of Southern Africa (African Politics 301)
- PLC301X: Political ideas (Politics 301)
- PLC302Y: Democracy and other forms of regime (Politics 302)

**SOCIOMETRY AND PSYCHOLOGY**

- SOC3049: Industrial sociology (Sociology 3049)
- SOC306B: Group dynamics (Sociology 306)
- SOC308D: Social theory (Sociology 308)
- PYC3019: Social psychology (Psychology 3019)
- PYC303B: Cognition: thinking, memory and problem solving (Psychology 303)
- PYC305D: Transformative counselling encounters (Psychology 305)

**DEVELOPMENT STUDIES AND PUBLIC ADMINISTRATION**

- DVA301W: Development policy and strategies (Development Studies 301)
- DVA302X: Development planning (Development Studies 302)
- PUB301E: Public management skills (Public Administration 301)
- PUB3702: Public human resource management and organising (Public Administration 3702)
- PUB3704: Organising in the public sector (Public Administration 3704)

**LANGUAGES**

- AFK301W: Comparatism: intertextual dialogues (Afrikaans 301)
AFK3043 : Language variation and language politics (Afrikaans 3043)
AFK823N : Afrikaans beyond boundaries: an interdisciplinary perspective (Afrikaans 823)
LIN304A : Translation and editing techniques (Linguistics 304)
Any third-level module in English
Any third-level module in Theory of Literature

INFORMATION SCIENCE
INS3048 : Information retrieval and personal information organisation (Information Science 3048)
INS3036 : Using information: the role of information behaviour (Information Science 3036)
INS3059 : Information and knowledge management (Information Science 3059)

ECONOMIC AND MANAGEMENT SCIENCES
MNM202Y : Marketing management (Business Management 202)
MNM3025 : Marketing research (Business Management 3025)
MNM3048 : Promotion management (Business Management 3048)