

# **BA(SCJ)**

## **PROGRAMME SPECIFIC OBJECTIVES**

1. To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally
2. To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
3. To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
4. To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry
5. To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content

## **PROGRAMME SPECIFIC OUTCOMES**

At the end of three years of the BA(SCJ) programme, the students will:

1. Examine mass media as an all-encompassing ideological and communication experience globally
2. Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
3. Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
4. Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry
5. Prioritise the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content