

**HARARE POLYTECHNIC SCHOOL OF JOURNALISM AND MEDIA
STUDIES**

**BACHELOR OF TECHNOLOGY IN
MASS COMMUNICATION**

**A proposal submitted by Harare Polytechnic School of Journalism
and Media Studies**



2018

1.0 INTRODUCTION

This document outlines the Bachelor of Technology in Mass Communication – a degree programme proposed by Harare Polytechnic under the auspices of National University of Science and Technology (NUST) Department of Journalism and Communication Studies. The B-Tech in Mass Communication was crafted after a realisation that Harare Polytechnic Mass Communication graduates with the intention of furthering their studies were finding it difficult to pursue a technical journalism course. The majority of courses offered in the area are biased towards media studies and communication research than advancement along technical journalism studies, a strength that Harare Polytechnics enjoys. Harare Polytechnic prides itself in churning out Mass Communication graduates with the much—desired industrial skills to write and report news, broadcast stories through various platforms such as the radio and television as well as working in the technical department as technical operators, camera persons, editors, sound engineers etcetera, producers and documentary production.

It is against this background that Harare Polytechnic School of Journalism and Media Studies introduces a B-Tech in Mass Communication, to complement its National Diploma in Mass Communication programme in either print or broadcast journalism, without necessarily deviating from its mandate of producing technopreneurial graduates with competence-based technical skills and knowledge. The B-Tech in Mass Communication programme shall be a three-year (3) programme offered both at full-time and part-time basis.

1.1 RATIONALE/JUSTIFICATION

When the Division of Mass Communication began as the Zimbabwe Institute of Mass Communication, its main objective was to train as many African reporters and broadcasters as possible in a region where white South Africa and Rhodesia had directed most aspiring African professionals toward nursing, teaching and the religious ministry. The situation had been so bad that the Director General of the Rhodesia Broadcasting Corporation told the US magazine *Atlantic Monthly* in early 1977 that “blacks are not allowed on the air because they have proven in the past that once they get the microphone they want to get up there and stir up violence and trouble”. The history meant that the original training of journalists in the 1980s had to be short and basic. By the early 1990s it was becoming obvious that the Division had fulfilled its original objective. It has been noted that most journalists had mastered the mechanics of writing but they lacked proper perspectives and theoretical

conception. Many of its former students who intended to advance their training abroad sought means to do so.

The Division responded by putting together a Curriculum for a Higher National Diploma. However, it was realised that studying for a Higher National Diploma after a two-year National Diploma would involve almost as much effort, time and cost as studying for a degree. The difference would be that the graduate with a Higher National Diploma would still not receive as much recognition as the one with a Bachelor's degree. Opportunities to study abroad became scarce for these graduates, as the local currency was devalued and foreign sponsorship declined, with donors moving away from the Frontline states to South Africa and Namibia. But there was always some concern about the implications of foreign sponsorship for advanced study in journalism and communications. The sponsoring organisations always have their own agenda, which the student may or may not be aware of. The wholesale training of the journalist and other professionals away from their cultural and historical context was understandable as long as Southern African countries were not yet independent. After independence it should have been limited to highly specialised exchanges of mature students for short courses. Otherwise indiscriminate training of journalists abroad who lacked adequate grounding in their home environment would result in cultivating inferiority complex which the Editor of *African Business* pointed out in 1989 when he wrote that:-

Most of us in Africa, particularly poorly qualified and badly paid journalists, just do not have the analytical tools to work through African leadership issues. We tend to look to the experts in the field, the very well educated, thoroughly trained and richly resourced Western journalists for a lead.

One of the countries with a capacity to train large numbers of foreign journalists is the United States of America and yet, even there, some scholars have begun to question the assumptions inherent in that type of training. Professor Theodore Glaser of Stanford University pointed out the contradiction arising from the foreign training of journalists, saying:

One of the least debated issues among journalism educators in the United States is the wisdom of educating international students whose professional goals include returning home to practise journalism the "American" way. It is curious that questions of cultural dependence are legitimate topics for research when applied to the consumption of media programmes and the like but largely (treated as illegitimate) when applied to the consumption of media education (and training).

Therefore, against this background, the rationale for this programme is:

- To produce journalism graduates with refined technical skills and competencies which are in sync with the ever-changing industrial trends.
- To produce journalism graduates who are flexible for both industry and self employment through the utilisation of multimedia digital platforms that no longer require news rooms only as the monopolistic source of news and information.
- To train journalists who can report news from an ethno-based perspective and indulge in informative commentary and analysis without polished euphemisms of euro centrality.
- To train journalists who can generate the much needed local content on all media platforms, emerging and traditional ones.

1.2 PROGRAMME PROFILE

Degree Profile of Bachelor of Technology in Mass Communication	
Institution:	National University of Science and Technology in conjunction with the Harare Polytechnic College
Type of Degree:	Undergraduate
Credit Load:	Credits
Level:	SADC-QF - Level
Accreditation Organisation(s):	Zimbabwe Council of Higher Education (ZIMCHE)
Period of reference:	N/A
Purpose of the Programme	
The purpose of this programme is to produce journalists with a broad range of skills that combine both print and broadcast journalism so as to be adopted in a journalism-convergence industry that no longer requires skills specialization but an all-rounder journalist with all the requisite skills.	
Programme Characteristics	
Areas of Study:	Print Journalism, Broadcast Journalism, Online Journalism, Television Production, Radio Production, Investigative Journalism and Public Relations.
Specialist Focus:	Skills and competence based training of journalism graduates.
Orientation:	The programme is a skills-competence, practice and research oriented programme.
Distinctive Features:	The programme builds up from the much desired National Diploma in Mass Communication in Print or Broadcast Journalism already offered by Harare Polytechnic School of Journalism and Media Studies and offers a joint specialization approach that collapses print and broadcast as well as digital and online journalism into one.

Career Opportunities and Further Education	
Employability:	Graduates of the programme may be employed as Journalists, Beat Reporters, News Editors, Producers, Technical Operators, Camera Persons, Radio and Television Disc Jockeys, Documentary Producers, Editors, Graphic Designers, Public Relations, Marketing and Advertising, Development Communication, Researchers, Bloggers and as Free-lance journalists or self-employed information and news as well as content generators.
Further Studies:	Postgraduate studies in Journalism and Mass Communication, Communication Science, Public Relations, Film and Television Studies
Programme Delivery	
Teaching and Learning Methods:	Lectures, tutorials, seminars, press clubs, technical demonstrations group work, field-based practicals, investigative journalism, research project, and individual independent research.
Assessment Methods:	Written examinations, tests, assignments, oral presentations, practical projects.
Programme Competences	
Generic:	
<ul style="list-style-type: none"> i. Multidisciplinary: Ability to draw appropriately from multiple academic disciplines to define and solve problems based on understanding of complex phenomena. ii. Communication skills: Ability to communicate effectively and to present information orally and in writing and using ICTs to both expert and non-expert audiences. iii. Analysis and synthesis: Capacity for analysis and synthesis using logical arguments and proven facts. iv. Ethical commitment: Professional integrity and awareness of ethical issues impacting on strategic communication practices. v. Creative thinking: Capability to identify and solve communication problems using creative strategies. 	
Discipline specific:	
<ul style="list-style-type: none"> i. Specialized Reporting Skills ii. Investigative Journalism Skills iii. Research and Analytical Skills iv. Public Relations and Communication Skills v. Development Communication Skills vi. Technical Production Skills 	
Exit Level Outcomes	
Graduates will complete the programme with exclusive knowledge on journalism skills convergence that collapses print and broadcast journalism as well as online and digital broadcasting into one.	

1.3 AIMS AND OBJECTIVES OF THE PROGRAMME

- i. To enable the best students graduating with a National Diploma in Mass Communication to continue their studies to degree level.

- ii. To provide the opportunity for journalists already working to pursue degree studies and advance themselves.
- iii. To address capacity challenges in practicing journalists. The major focus will be on specialisation of reporting beats and provision of the requisite theoretical framework that current journalists lack.
- iv. To give practical reporting skills to graduates in specialist fields.
- v. To provide a National Degree programme that balances the epistemological demands of national and regional historical experience with those of international professionalism.
- vi. To use the African experience of journalism and communications in the last century in order to make a distinct contribution to the understanding and application of the journalistic values and practices especially with regard to North South relations, Human Rights, Ethical standards, Climate change, Gender, Globalisation, Cultural diversity, Propaganda and Democracy and Development

The programme aims to achieve advanced practical training in reporting and news analysis with research playing a supportive role. It should be founded upon the practical and geopolitical advantages and opportunities arising from being situated in Harare, the capital city of Zimbabwe, in the middle of dynamic African sub-region called the Southern African Development Community.

1.4 INTENDED LEARNING OUTCOMES

- i. Specialized Reporting Skills
- ii. Investigative Journalism Skills
- iii. Newspaper Production Skills
- iv. Documentary Production Skills
- v. Research and Analytical Skills
- vi. Public Relations and Communication Skills
- vii. Development Communication Skills
- viii. Technical Production Skills
- ix. Online and Digital Broadcast Journalism Skills

1.5 PROPOSED ENTRY REQUIREMENTS

1. National Diploma in Mass Communication obtained from the Higher Education Examination Council (HEXCO) or equivalent. Considerable industrial experience in media will be desirable.

OR

2. A first degree in Finance, Economics, Environmental Science, Business Studies, Theatre Arts, Medicine, Political Science, Tourism and Hospitality, Social Work, Law or any other related first degree programme.
3. All students should have “O” Level English Language with a C or better in line with requirements of the National University of Science and Technology (NUST).
4. **SPECIAL ENTRY** shall consider students without the mentioned qualifications above but who may provide authentic evidence of a track-record of at least five (5) years in the Journalism and Communication industry in addition to Ordinary Level Passes.

1.6 PROPOSED COURSE DURATION

The duration of the programme shall be three (3) years or 6 semesters offered on either conventional (day classes) or parallel (evening and weekend classes). The programme shall not have an industrial attachment as this would have been catered for during the period while one was undertaking a National Diploma which has a one-year industrial attachment. More over those with between five and 10 years industrial experience are already people absorbed in the industry.

1.7 STRUCTURE OF THE PROGRAMME

Module list	Credits
Part I Semester 1	
BTM 101 Media in Zimbabwe and Africa	
BTM 102 Media Theories	
BTM 103 Media Law and Ethics	
IJM 1120 Information Technology for Journalists	
BTM 105 Sociology of Mass Communication	
BTM 106 Communication skills	
Part I Semester II	
BTM 107 News Reporting	
BTM 108 Media, Politics and Governance	
BTM 109 International Relations	
BTM 110 Feature Writing	
BTM 111 Public Relations	
BTM 112 Technical Operations	
Part II Semester I	
BTM 201 Political Communication and Political Marketing	
BTM 202 Global Media Structures	

BTM 203 Newspaper Editing
BTM 204 Digital Journalism
BTM 205 Specialised reporting-Human Rights
BTM 206 Specialised reporting- Business and Economic

Part II Semester II

BTM 207 Marketing and Advertising
BTM 208 Gender and the Media
BTM 209 Specialised Reporting – Courts and Crime
BTM 210 Specialised Reporting-Politics and Governance
BTM 211 Advanced Radio and Television Production
BTM 212 Film and Video Production

Part III Semester I

BTM 301 Media Research Methods
BTM 302 Development Communication
BTM 303 Data Journalism
BTM 304 Photo Journalism
BTM 305 Specialised Reporting - Humanitarian and Environmental Issues
BTM 306 Investigative Journalism

Part III Semester I

IMJ 4215 New Media Practical
BTM 307 Research Project
BTM 308 Media Management and Entrepreneurship Skills Development
BTM 309 Work-related Learning

Total

1.8 REGULATIONS

These regulations should be read in conjunction with the National University of Science and Technology (NUST) General Academic Regulations for undergraduate degrees.

1.8.1 EXAMINATION AND COURSEWORK ASSESSMENT

All students will write examinations at the end of each semester for all courses offered in that particular semester. The final mark for all courses with the exception of the Research Project and Investigative Journalism will comprise of both coursework and written examinations at the end of each semester. For all the courses, coursework shall constitute of 25% while examinations will constitute 75%. The Research Project topic shall be registered with the Harare Polytechnic Division of Mass Communication. It should be supervised and assessed through 60% marks allocated by the examiner and 40% presentation before a panel constituted by Division of Mass Communication. Investigative Journalism shall also require students to submit an investigative journalism report worked

throughout the semester and shall comprise of 60% allocated by the examiners and 40% made through defence comprising of a resource persons panel of people from industry.

1.8.2 PASS MARK

The pass mark shall be 50% and there are no supplementary examinations.

1.8.3 GRADING FOR THE DEGREE PROGRAMME SHALL BE AS FOLLOWS:

75% and above	1	First Class
65% -74%	2.1	Upper Second Class
55% - 64%	2.2	Lower Second Class
50% - 54%	P	Third Class
Below- 50%	Fail	Fail

1.8.4 CARRYING OF COURSES

Students should be allowed to carry over courses (maximum of two). However students may not be allowed to proceed to Part III with pending Part I courses.

1.8.5 REPEAT

A candidate who is not allowed to proceed to the subsequent Part of the Programme, but has passed at least 50% of the courses in that Part of the Programme, may be allowed to apply to repeat. 'Repeat' means that the student may apply for re-admission into the same Programme and his/her application will be considered through the normal procedures. If a student is repeating a course(s), he/she shall only be credited with the marks obtained during the 'repeat' examination. Nevertheless, a repeat student may be exempted from re-attendance and re-examination in any course(s) in which he/she previously passed at Grade 2.2 level or better or may take another approved course or other approved courses instead of the course(s) previously passed.

1.8.6 DISCONTINUE

A candidate who fails more than half of the courses for any part of their programme or obtains an overall aggregate mark of less than 35% should discontinue. 'Discontinue' means that the student must discontinue the Programme. Such students will be free to apply for

admission/transfer into a different programme and his/her application will be considered through the normal admission procedures.

1.8.7 WITHDRAW

A candidate who is not allowed to proceed to the subsequent Part of the Programme, and (a) has passed less than 25% of the courses in that Part of the Programme, or (b) has failed the same Part of the Programme twice, or (c) has failed two different Programmes, will be required to withdraw. 'Withdraw' means that the student must withdraw from the Division. Once 'withdrawn' the student may not apply for admission until after a period of two years has elapsed.

1.8.8 PROCEED TO THE NEXT PART

Students will only proceed to the next semester or part if they pass all the subjects of the previous semester or part or if they are only carrying two courses. No student will be allowed to Proceed to Part III carrying a Part I course.

1.9 AWARD OF THE DEGREE

To be eligible for an award of a Bachelor of Technology in Mass Communication a student must pass all the subjects offered in all the semesters.

1.10 DEGREE CLASSIFICATION

For the purpose of the degree classification only Parts 2 and 3 of the BTECH degree programme will be taken into consideration as follows:

Part 2	40%
Part 3	60% (20% for all subjects and 40% for the Research Project).

1.11 COURSE SYNOPSIS

BTM 101 Media in Zimbabwe and Africa

The course traces the historical origins of media in Zimbabwe and Africa from the colonial and post colonial as well as the present context. Specifically the module gives students an appreciation of the media in the country and the continent. In doing so the course indulges in a comparative analysis and exploration of media operation in various developmental states of Africa.

BTM 102 Media Theories

This course introduces theories behind mass media communication. Students will have a chance to explore successful communication strategies and develop the theoretical foundation needed to understand mass media communication and to conduct effective communications research in the real world. It seeks to marry practical with theory by sensitising the students that how mass media act, react and behave towards certain developments on a daily basis is heavily informed by theory.

BTM 103 Media Law and Ethics

Media ethics serve to provide a set of common reporting standards for media practitioners and media institutions in the print, broadcast, television and new media sector so as to ensure professional and gender sensitive coverage of news and information. The course will ensure that students abide by these standards given that the public expect that they will do so. The Course will expose students to current set standards in Zimbabwe such as the Voluntary Media Council of Zimbabwe Code of Conduct for Zimbabwean Media Practitioners, Society of Professional Journalists, among several regional and international set codes of ethics. In addition the course will take students through the paces of law since it is a requirement and an obligation that media practitioners deliver their duties within the confines of law.

IMJ 1120 Information Technology for Journalists (50% practical and 50% examination)

The aim of this course is to equip students with theoretical knowledge and practical skills to enable them to work in a multimedia environment. Students will be introduced to computer graphics and they will be required to create, edit, manipulate and present graphics using appropriate presentation techniques. Website design principles are introduced, with students expected to design and maintain their own websites. The major applications covered include MS FrontPage, Macromedia Dreamweaver, Adobe Photoshop and HTML. In addition, students will study the historical evolution of the Internet, email and the World Wide Web.

BTM 105 Sociology of Mass Communication

The course is intended as an introduction to the scope, issues and main theories and elementary research techniques of sociology whose contribution in Mass Communication is indispensable. Students will acquire proficiency knowledge in sociology for them to comprehend the more specific sociological courses coming up in later stages of their programme, such as Mass Communication Theories. As such the course takes students through the critical aspects of Sociology such as its historical background, theories, prominent theorists, crime and society as well as power and inequalities.

BTM 106 Communication Skills

The course of Communication Skills is aimed at churning out a journalist who does not know only how to report news but to communicate effectively and professionally. The course is designed to ensure that journalists just like any other professions at least are familiarised with the mechanics of good communication skills as well as research skills. It is not always the case that their core business shall be gathering, packaging and reporting news. At times they find work in corporate companies where researching, writing and compiling of reports, documents among many others shall be the core business. As such the course equips students with effective communication skills that are also largely beneficial in life, outside the world of work. Communication Skills are an essential and integrated component of

journalism practice. The professional communicator activity will ensure the benefit to the citizens, for whom the day to day business of information dissemination is meant for.

BTM 107 News Reporting

The course is aimed at introducing the students into the world of news reporting and overall journalism. News Reporting and Feature Writing make the corner stone of the BTECH in Mass Communication in that everything else done throughout the programme is meant to complement the effective and smooth dissemination of news. News relates to what happens and what men and women think, do and feel about it. It is current information made available to the public about what is going on – information on anything of vital importance to men and women trying to make up their minds about what to think and how to act. News is a timely, concise, accurate report of an event; it is not the event itself. The traditional or old adage in journalism has been that, “It is not news when a dog bites a man, but it is news when the man bites a dog.” In this endeavour news is presented for either print or broadcast media

BTM 108 Media, Politics and Governance

The course is aimed at establishing a correlation between media, politics and governance. The news media are sometimes called the fourth arm of the state. Much of our exposure to politics comes not from direct experience but from mediated stories. Likewise the authoritative distribution of resources as well as their management tends to be under the microscopic lenses of media scrutiny. The term governance has been variably defined and it portrays different things to different people. In politics the term is related to the actions of government which refers to the formal institutions of the state and their monopoly of legitimate coercive power. Government is characterised by its ability to make decisions and its capacity to enforce them. This course is designed to help students think about the relationship between the news media, politics and government. It explores how news organizations decide what is news, how they report it, how those reports have an impact on viewers or readers, and ultimately, the political system, the governors and the governed.

BTM 109 International Relations

This course introduces students to an introduction to the theoretical background to international relations and examines a range of contemporary and historical topics through which it is possible to explore the behaviour of states and international organisations. The main areas of theory will be covered and these will be related to the changing international environment in which they were developed. Major themes including national interest, realism, ideology, 'superpowers', war and co-operation will be addressed as well as the practical aspects of the subject. The course will also contrast the international behaviour of small and large states. Students will constantly discuss on the trending issues in the contemporary context through accessing online news sources, global media channels and trending podcasts and webinars of international institutions.

BTM 110 Feature writing

The course seeks to produce a competent journalist who can write publishable feature articles. It gives students the techniques of feature writing from identification of key aspects of features, types of feature leads, motivation for writing feature articles and the story structure. In the process students are exposed to writing special interest features, obituary, editorial comment, newspaper columns, opinions and reviews.

BTM 111 Public Relations

The course is aimed at introducing students to a related discipline of communication in form of Public Relations. Students will appreciate the role of effective communication in the creation and fostering of public relations which would be aimed at nurturing mutual understanding between an organisation/institution and its publics. More importantly students will also have appreciation on the basic publics that are applicable to any organisation as well as the role of new media technologies in fostering public relations. Students will also acquire adequate skills in crafting and designing appealing media platforms for effective dissemination of information as well as the use of audio-visuals. Besides, students will appreciate the role of a PR practitioner in crisis management especially when an organisation is facing a threatening media blitz.

BTM 112 Technical Operations

The course is aimed at introducing the students into the world of technical operations. Technical Operations make another cornerstone of the BTECH in Mass Communication in that it seeks to equip students with the technical knowledge and competencies on areas to do with radio, television and digital broadcasting. Effective Journalists should be able to exhibit competent skills on how to create, edit and direct a production through the use of broadcasting equipment ranging from ENG Cameras, lights, radio audio desk, television control room among many others. As such this course is very critical in producing all-rounder journalists who can do anything electronically with the aid of broadcasting equipment and software.

BTM 201 Political Communication and Political Marketing

The course introduces students to an equally crucial occupation of political communication and political marketing where journalists who do not want to render their services in mainstream media might find themselves working for politicians and political parties as well as political related institutions as communications strategists, spokespersons and political marketing architects. As such, the course has been designed to enable all those who wish to be involved in the field of political communication and political marketing to acquire a store of operational knowledge and capabilities of excellence that will support them in concretely contributing to the results.

BTM 202 Global Media Structures

This course covers the landscape in contemporary theorizing and research on international media structures and globalization and is organized broadly around three partially competing/partially complementary theories of globalization – homogenization, enduring differences, and hybridization. The course attempts to bring each of these theories to life with case studies of the production, distribution, and reception of cultural forms and experiences from across the globe. The focus is oriented towards describing and understanding as fully as possible *what* is happening and *why*. The course shall also address at various times normative issues, that is, what *should* be done. Hopefully, by the end of this course, students will have a better sense of what globalization is, what forces are driving it, and how international media structures are at the centre of driving globalisation.

BTM 203 Newspaper Editing

The course is aimed at nurturing students' competent skills, knowledge, resources and attitude towards becoming a respected copy editor. The course exposes students to a habit where they do not take written text for granted, where they develop a third sharp eye that

is always ready to pick copy and grammatical mistakes. Students will know which stories are worth casting by-lines, which stories attract law suits due to their libellous or defamatory nature as well as stories that defy the ethical standards of journalism. In addition the course also equips students with basic newspaper layout and design in a bid to make them all-rounders, in gathering, editing and laying out the stories until the final composition of a newspaper, newsletter and or magazine.

BTM 204 Digital Journalism

The course is aimed at introducing the students into the world of Digital Journalism. Digital Journalism is a salient feature of the BTECH in Mass Communication in that it seeks to equip students with requisite competencies on areas to do with the internet and new media technologies. Effective Journalists should be able to exhibit competent skills on gather, edit and uploading content through new media platforms such as Facebook, YouTube, Twitter, LinkedIn and several other digital spaces. As such this course is very critical in producing all-rounder journalists who can do anything electronically with the aid of broadcasting equipment, software and new media platforms.

BTM 205 Specialised Reporting-Human Rights

The course seeks to enlighten students on the human rights reporting. It gives an overview of various approaches to report on human rights in general and human rights in Zimbabwe as. In the process students are exposed to the contentious debates on whether the media plays any critical role in fostering the upholding of democracy in any given state and if not, the practical strategies that the media may put in place for the observance of human rights by citizens.

BTM 206 Specialised Reporting - Business and Economic

The course seeks to equip students with skills on business and economic reporting. They should be able to apply economic theories in reporting on economic issues, define an economic system, and distinguish the various economic systems, outline and explain cost and revenue concepts in production and explore factors affecting supply of products. They should explain the theory of demand, distinguish the various profit maximization decisions in different market structures and relate price mechanism to practical exchange processes. They should demonstrate an understanding of money and banking concepts and an understanding of international trade concepts.

BTM 207 Marketing and Advertising

The course will introduce students to the various types of marketing and advertising as well as the principles of marketing and advertising and their role for companies, the consumers of goods and services, media owners and managers, and for the nation and industry in general. It seeks to expose students to the relationship and at times interface between marketing and advertising with a view of explaining media strategies and or how best the media can be used in effective marketing and advertising ventures.

BTM 208 Gender and the Media

This course is an introduction to gender studies hence an understanding of the term gender is important. Gender Studies is neither interested in women as a group nor with men as a group but in the social relations between them. Students will have an understanding of gender as a concept through clarification of some selected concepts central to the study of gender.

BTM 209 Specialised Reporting – Courts and Crime

The course is aimed at equipping students with skills on reporting proceedings at the Courts as well as crimes. Courts and crimes are central beats in the profession of journalism in that people on a daily basis breach the law intentionally and unintentionally. As such the entire populace or citizenry of a country such as Zimbabwe tend to develop a keen interest with what will be happening at the courts as well as the crimes committed on a daily basis.

BTM 210 Specialised Reporting-Politics and Governance

The course is aimed at equipping students with skills on reporting politics and governance. The news media are sometimes called the fourth arm of the state. Much of media focus is on responding, reacting and probing politics and governance related issues. The term governance has been variably defined and it portrays different things to different people. In politics the term is related to the actions of government which refers to the formal institutions of the state and their monopoly of legitimate coercive power. Government is characterised by its ability to make decisions and its capacity to enforce them. This course is designed to help students think about the relationship between the news media, politics and government. It explores how politics and governance news should be structured, pitched and investigated.

BTM 211 Advanced Radio and Television Production

The aim of the subject is to equip students with skills to report, edit and produce different programmes for radio and television. The course is aimed at introducing the students into the world of radio and television production with a view of making students realise that the two components are at the heart of electronic or broadcast journalism. Radio and Television production make another cornerstone of the BTECH in Mass Communication in that it seeks to equip students with the technical knowledge and competencies on areas to do with radio, television and digital broadcasting. Effective Journalists should be able to exhibit competent skills on how to create, edit and direct a production through the use of broadcasting equipment ranging from ENG Cameras, lights, radio audio desk, television control room among many others. As such this course is very critical in producing all-rounder journalists who can do anything electronically with the aid of broadcasting equipment and software.

BTM 212 Advanced Photo Journalism (Purely practical, no examination)

Photojournalism students will receive practical training in photographing, editing and presenting news and feature stories in which the essential information is photographic. The module prepares photojournalists who are fully aware of the power of photography, are well grounded in the legal and ethical traditions of the profession and are practically prepared to make a significant contribution to contemporary journalism. Technical skills development in Photoshop and the advanced use of professional digital cameras is combined with an academic understanding of the historical debates and critical theories of photojournalistic practice.

BTM 301 Media Research Methods

The aim of this course is to enable the student to apply basic research techniques and methods to communication problems and issues. The purpose of social research may be divided into three groups based on what the researcher is trying to accomplish. It is either to

explore, describe a social phenomenon or explain why something occurs. Studies may have multiple purposes (both to explore and to describe) but one purpose is usually dominant. The question is, why gather data? The course exposes students to the methods and processes of inquiry with the goal of understanding a social or human problem from multiple perspectives. Students will get to know that research is conducted in a natural setting with a goal of building a complex and holistic picture of the phenomenon of interest which allows for much more detailed investigation of issues - answering questions of meaning, who is affected (by the issue) why, what factors are involved, do individuals react or respond differently to each other.

BTM 302 Development Communication

The course is aimed at establishing the interface between development and communication. Communication, in the context of development, refers to various types of communication like interpersonal, group and mass communication. Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress. Thus development communication is about communication that can be used for development. It is about using communication to change or improve something. This is what this course is all about.

BTM 303 Data Journalism

The aim of the subject is to produce a competent journalist who can write for online media. It gives journalism students a broad perspective and practical skills in the emerging forms of journalism based on the Internet and other digital platforms. Through lectures (or seminars), class discussions and reading materials, students will examine how the digital revolution has affected journalism. They will also learn the basics of Web publishing, from planning and designing a news site to producing and publishing text, photos, audio and video, through computer lab sessions and practical exercises. The class will study how relationships with audiences can be transformed into more interactive engagement with the Internet and other networked media; consider ethical problems that can arise with new technologies, and how the structure of news organizations can be transformed by technology; learn how to use digital cameras, and experiment with audio and video on multimedia, interactive projects; consider the impact of mobile technologies; and learn to adapt to emerging technologies, keeping in mind the basic values of journalism and its role in a democratic society.

BTM 304 BTM 304 Film and Video Production

The course directs students' attention to practical aspects of film and video production to help them develop the skills required of a versatile film producer. Emphasis is placed on film/video production terminology, practical aspects of camera work, and acting/performing for film/video. Students learn the basics of shooting, directing, editing, budgeting and marketing in film production. To apply theory to practice, students are mainly expected to produce 30 minute films and/or documentaries. The course examines the responsibilities of and the challenges facing an independent film writer and producer in an independent production process. These responsibilities include script development, budgeting, producing, editing, and marketing the end product (documentary and film trailer production). Films and documentaries will focus on current topical issues.

BTM 305 Specialised Reporting – Humanitarian and Environmental Issues

The course introduces students to yet another important beat of Humanitarian Journalism. Humanitarian Journalism is the sum total of actions taken by journalists in the face of a disaster, from warning of an oncoming threatening event through conveyance of rehabilitation programmes. The course' emphasis is on meeting the urgent survival needs of people affected by a disaster asserting their basic right to life with dignity through lobbying and advocacy. Humanitarian journalism provides information about relief timely to ensure the survival of the maximum possible number of people.

BTM 306 Investigative Journalism

Investigative journalism is a form of journalism in which reporters deeply investigate a single topic of interest, such as serious crimes, political corruption, or corporate wrongdoing. As such students will get to know that an investigative journalist may spend months or years researching and preparing a report. Investigative journalism is a primary source of information. Most investigative journalism is conducted by newspapers, wire services, and freelance journalists. Practitioners sometimes use the term "accountability reporting". The aim of the subject is to enable the student to apply basic research techniques and methods to communication problems and issues.

BTM 307 Research Project

The aim of the subject is to enable students to solve problems using empirical research methods and thus come out with a comprehensive anti-plagiarised research thesis. At the end of the module students should demonstrate comprehension of accumulated research methods through producing a dissertation. Each student is expected to come up with a researchable topic which gets approved and later submit a dissertation at an advised date.

IJM 4215 New Media: Practical Project (Purely practical, no examination)

Students will establish their own new media projects and manage them during the course of the semester. They will design websites for specific communities or organisations and regularly upload information during the course of the semester. They are expected to produce projects with visual appeal and with content that is easy to use and access.

BTM 308 Media Management and Entrepreneurship Skills Development

The course is aimed at making students learn skills they need to be leaders in the media business. The course offers students the tools, professional network, and practical experience they need to succeed in today's media industries. Upon qualification of the degree programme, students may thus become media managers fully fledged with media operations. By the end of this module, students will be able to explore the nexus and interface of Media and Management from a micro to a macro unit level of analysis. Through analysis of current media organisations in terms of their performance, students will get to know that management makes or breaks media organisations despite reputation certain media houses might be having. This will be done through assessing the stock exchange in terms of profitability and viability of media organisations on the markets.

BTM 309 Work Related Learning (Strictly no exam)

The Student is expected to come up with a work related report, which shows application of acquired competencies. The supervisor will also provide a report which will indicate the student's demonstration of skills acquired during the learning period.

1.12 RESOURCES REQUIRED

All the resources required that are listed below are already available at Harare Polytechnic.

i. Library

Harare Polytechnic has a standalone Mass Communication departmental library with over 5000 reference texts and has recently acquired more than 500 relevant texts.

ii. Learning equipment

Harare polytechnic has a radio and television studio, lecture rooms and an internet connected computer laboratory with the state-of-the-art computers.

iii. Transport requirements

The programme will be located in Harare and it will use the city and its surrounding areas for practical activities. Students will be expected to attend press conferences, meetings and any other events on short notice. Harare Polytechnic has a 30-seater minibus and a 75-seater state-of-the-art luxury bus for use by the students. Recently the College procured yet another bus which shall make journalism training more viable.

1.13 TEACHING STAFF

The programme will require Lecturers and Technical Instructors.

- The lecturers should have a first degree in Journalism and Media Studies/ Media and Society Studies/ Journalism and Communication Studies as well as a Masters' Degree in Journalism and Media/Communication Studies/ Media and Society Studies/ Journalism and Communication Studies.
- In addition, specialist areas in the programme require a degree in Political Science/ Political Studies and a Masters in International Relations/ Masters in Development Studies on top of journalism qualification and or experience.
- In addition the Lecturers should have at least five (5) years' experience in teaching Journalism/Mass Communication at a technical institution or Polytechnic.

- Technical Instructors should have a minimum of a first degree in the related disciplines mentioned above in addition to a National Diploma in Print or Broadcast Journalism and should have at least four years lecturing experience at a polytechnic or technical institution. Technical Instructors may be drawn from people with a National Diploma who may not have a first degree but wealth of industrial experience.

There will be a need to provide staff development opportunities for some of the lecturers already in the Division to prepare them for teaching at degree level.