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| SECTION A: QUALIFICATION DETAILS | | | | | | | | | | | | | | |
|---|--------------------------------|----------------------------|----|---------------------------|----|----------------|----------------------------------|-----------------------|---|---------------------|-------------------|------------------|--|---|
| QUALIFICATION DEVELOPER (S) | | The University of Botswana | | | | | | | | | | | | |
| TITLE | Bachelor of Media Studies | | | | | | | | | | NCQF LEVEL | 7 | | |
| FIELD | Humanities and Social Sciences | | | SUB-FIELD | | Media Studies | | | | CREDIT VALUE | 496 | | | |
| New Qualification | | | | | ✓ | | Review of Existing Qualification | | | | | | | |
| SUB-FRAMEWORK | | General Education | | | | | TVET | | | | | Higher Education | | ✓ |
| QUALIFICATION TYPE | Certificate | I | II | III | IV | V | Diploma | Bachelor | ✓ | | | | | |
| | Bachelor Honours | | | Post Graduate Certificate | | | | Post Graduate Diploma | | | | | | |
| | Masters | | | | | Doctorate/ PhD | | | | | | | | |
| RATIONALE AND PURPOSE OF THE QUALIFICATION | | | | | | | | | | | | | | |
| <p>RATIONALE:</p> <p>The development of the human capital is an essential component in the realization of VISION 2036 pillar 1 and 2, which address Sustainable Economic Development and Human and Social Development (Human Resource Development Council, 2015). Relatedly, the Botswana Education and Training Sector Strategic Plan (ETSSP 2015-2022) advocates for Botswana to become a knowledge-based economy. In line with the HRDC Interim Sector Skills in Demand (2016:12), there is a need for skilled professionals in the creative industries sector, in particular videographers, filmmakers, script and play writers, radio and television producers, journalists, advertising, and public relations professionals. The Bachelor of Media Studies qualification is targeted to cater for the needed skilled professionals that have been identified to address the human and social development, and to also advance the creative industries sector in Botswana.</p> <p>The Bachelor of Media Studies qualification will play a major role in the economic transformation of Botswana as it caters for careers in the field of broadcasting, journalism, and media studies. Specifically, the qualification also provides learners with theoretical insights, practical skills and competencies in media production, media analysis, and media use in accordance with best practices locally, regionally, and</p> | | | | | | | | | | | | | | |

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internationally. In a sphere where media and communication is of utmost importance, in particular as the Fourth Estate of the realm, this qualification develops the local professional media landscape following best ethical standards and practices.

PURPOSE:

The purpose of this qualification is to provide graduates with specialised knowledge, advanced technical skills, and competencies to:


- Apply media and communication theories to resolve current and emerging media and societal issues.
- Engage with stakeholders to write and produce balanced media content with tolerable ethical standards and legal procedures.
- Use digital media technology effectively and responsibly in everyday media practices.
- Communicate creative ideas effectively and professionally with a range of audiences across multiple media platforms.
- Apply fundamental media studies research to address complex issues in society.

ENTRY REQUIREMENTS (including access and inclusion)


Minimum entry requirements:

- Certificate IV NCQF Level 4 (i.e. BGCSE) or equivalent with a minimum of pass in English Language.
- Access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) will be provided through ETP policies in line with National RPL and CAT Policies

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| SECTION B QUALIFICATION SPECIFICATION | |
|--|--|
| GRADUATE PROFILE (LEARNING OUTCOMES) | ASSESSMENT CRITERIA |
| LO 1. Demonstrate a specialised critical understanding of the role and functions of the media, and its linkage to society. | 1.1 Interpret the role and function of the media in Botswana society and elsewhere. 1.2 Review a substantial body of knowledge in the field of media and communication. 1.3 Determine media and communication theories to resolve current and emerging media and societal issues. |
| LO 2. Apply advanced knowledge and skills to engage with stakeholders to write and produce balanced media content with tolerable ethical standards and legal procedures. | 2.1. Produce media programmes and content for broadcast, print, and multi-media platforms. 2.2. Utilize media ethics and legal instruments in the media industry. 2.3. Employ ethical judgements in the production and dissemination of media products. 2.4. Determine appropriate media platform for content distribution. |
| LO 3. Establish the use of digital media technology effectively and responsibly in everyday media practices. | 3.1. Select appropriate medium/ICT's for media content dissemination/ distribution. 3.2. Produce media artefact using appropriate media production software and computer applications. 3.3. Utilise computers to research, write and produce media content. 3.4. Produce communication designs, interactive media, videos, and audio clips using appropriate software/applications. |
| LO 4. Communicate creative ideas effectively and professionally with a range of audiences across multiple media platforms. | 4.1. Articulate creative ideas in an accessible manner to target audience. 4.2. Disseminate information using verbal and non-verbal communication. 4.3. Present complex information to the target audience. 4.4. Employ cultural sensitivity in daily communication. |


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| | 4.5. Gather information for media content from various sources guided by media ethical standards. 4.6. Prepare effective and oral presentations. |
| LO 5. Apply a range of advanced technical processes in fundamental media studies research. | 5.1. Exploit appropriate research methods within set timeframes. 5.2. Conduct basic research on various socio-economic and political issues affecting societies to offer possible solutions. 5.3. Inform decision-making and policy in media issues. 5.4. Make effective oral and written presentations. 5.5. Produce logical arguments in media studies subjects backed by credible evidence. |
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| SECTION C | | QUALIFICATION STRUCTURE | | | |
|---|---|--|--------------------|--------------------|---|
| COMPONENT | TITLE | Credits Per Relevant NCQF Level | | | Total (Per Subject/ Course/ Module/ Units) |
| | | Level [6] | Level [7] | Level [8] | |
| FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i> | Communication & Academic Literacy Skills | 24 | | | 24 |
| | Computer Skills Fundamentals | 16 | | | 16 |
| | Introduction to English Language, Description and Usage | 12 | | | 12 |
| | Writing in English | 24 | | | 24 |
| CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i> | History of World Media | 12 | | | 12 |
| | Media in Botswana | 12 | | | 12 |
| | Introduction to Media Technology | 12 | | | 12 |
| | Theories of Mass Communication | 12 | | | 12 |
| | Introduction to Journalism | 12 | | | 12 |
| | Introduction to Broadcasting | 12 | | | 12 |

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|--|--|--|----|--|------------|
| | Introduction to Film and Video | | 12 | | 12 |
| | Digital Photography | | 12 | | 12 |
| | Ethics for Media Professionals | | 12 | | 12 |
| | Basics of Video Production | | 12 | | 12 |
| | Media & Society | | 12 | | 12 |
| | Media Law | | 12 | | 12 |
| | Sound Design | | 12 | | 12 |
| | Special Topics in Media | | 12 | | 12 |
| | Communication Research Methods | | 12 | | 12 |
| | Media Practice | | 48 | | 48 |
| | Introduction to Data Driven Journalism | | 12 | | 12 |
| | Current Issues in African Media | | 12 | | 12 |
| | Media Project / Dissertation | | 36 | | 36 |
| | Programming and Station Management | | 12 | | 12 |
| | Media Management & Entrepreneurship | | 12 | | 12 |
| | TOTAL CREDITS | | | | 388 |


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|  BOTSWANA Qualifications Authority | BQA NCQF QUALIFICATION TEMPLATE | Document No. | DNCQF.QIDD.GD02 |
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| ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i> (CHOOSE ANY 9) | Media Management & Entrepreneurship | | 12 | | 12 |
| | Introduction to Literature and Prose | 12 | | | 12 |
| | Introduction to the Study of Language & Linguistics | 12 | | | 12 |
| | Introduction to Literature, Drama & Poetry | 12 | | | 12 |
| | Introduction to Oral Literature & Indigenous Knowledge | 12 | | | 12 |
| | Desktop Publishing | | 12 | | 12 |
| | Multimedia Journalism | | 12 | | 12 |
| | Television Studio Directing & Producing | | 12 | | 12 |
| | Interviewing Techniques for Broadcast Media | | 12 | | 12 |
| | Television News Writing & Production | | 12 | | 12 |
| | Radio News Writing & Production | | 12 | | 12 |
| | Beat Reporting | | 12 | | 12 |
| | Reporting Health, Science and Technology | | 12 | | 12 |
| | Television Magazine Script Writing & Production | | 12 | | 12 |

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| | Radio Magazine Writing & Production | | 12 | | 12 |
| | Television Entertainment Shows | | 12 | | 12 |
| | Educational Broadcasting | | 12 | | 12 |
| | Investigative Journalism | | 12 | | 12 |
| | Radio Drama, Writing & Production | | 12 | | 12 |
| | Television Drama, Writing & Production | | 12 | | 12 |
| | TOTAL CREDITS | | | | 108 |

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| SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL | |
|---|---------------------|
| TOTAL CREDITS PER NCQF LEVEL | |
| NCQF Level | Credit Value |
| LEVEL 6 | 120 |
| LEVEL 7 | 376 |
| | |
| TOTAL CREDITS | 496 |
| Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification) | |
| Learners will do: Fundamental Components which are compulsory = 76 Credits Core Components which are compulsory = 312 Credits Learners will be allowed to pick 9 elective courses out of the total that is provided = 108 Credits | |

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ASSESSMENT ARRANGEMENTS

Formative and summative assessments will be used.

Formative assessment (Weighs more than Summative Assessment)

Will include continuous assignments that will collectively contribute to the final grade. Integrated assessment procedures to ensure that the purpose of the qualification is achieved.

Summative assessment (weighs less than Formative Assessment)

There shall be examinations that shall contribute to the final grade. Assessment will be in accordance with respective ETP's regulations and procedures.

MODERATION ARRANGEMENTS

Internal Moderation:

Pre-moderation is done by relevant internal structures. Quality assurance of the assessment instruments is conducted prior to administration.

External Moderation:

There will also be external moderation. Moderators must be BQA registered and accredited.

RECOGNITION OF PRIOR LEARNING


There shall be an award of the qualification using Institutional RPL Policy in line with the National RPL Policy.

CREDIT ACCUMULATION AND TRANSFER

There shall be access and award of credits of the qualification using Institutional Credit Accumulation and Transfer (CAT) Policy in line with the National CAT Policy.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation:

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The Bachelor of Media Studies qualification articulates well with the following:

- Bachelor of Digital Media
- Bachelor of Public Relations and Integrated Communication
- Bachelor of Arts Humanities

Vertical Articulation:

Successful graduates of the qualification can enrol in the:

- Master of Arts in Media and Communication

Possible Employment Pathways:

- Camera persons,
- Broadcasters,
- Journalists,
- Radio presenters,
- Television presenters,
- News editors, video/film documentary producers,
- Television producers,
- Video editors,
- Sound designers,
- TV and radio studio technicians and engineers, etc.


QUALIFICATION AWARD AND CERTIFICATION

QUALIFICATION AWARD:

To be awarded a '**Bachelor of Media Studies**' qualification, a student must successfully complete the required 496 credits as specified in the rules and combination and credit distribution.

CERTIFICATION:

The qualification does not have mid exits award. Once all the requirements are satisfied, a learner will be awarded a '**Bachelor of Media Studies**'.

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REGIONAL AND INTERNATIONAL COMPARABILITY

There is no University locally that was found offering the Bachelor of Media Studies qualification.

Benchmarking was therefore, done against qualifications offered at reputable institutions, one within the region (the University of Namibia's Media Studies qualification), and the other globally (The University of British Columbia's Bachelor of Media Studies) to ascertain regional and international comparability of the proposed qualification in relation to exit level outcomes, domains covered, assessment strategies, rules, employment pathways and depth of content.

REGIONAL

In the region, this qualification compares with the University of Namibia's Bachelor of Media Studies. The University of Namibia's Bachelor of Media Studies qualification differs slightly as it has some emphasis on information systems, community development and less on broadcasting and journalism.

INTERNATIONAL

The University of British Columbia offers the Bachelor of Media Studies, with courses ranging from new media theory, media production to information systems and information society. The University of British Columbia's qualification has modules on Information and Communication Technologies, and has focuses less on Media production.

Unlike the two degrees that this Bachelor of Media Studies qualification was compared with: The University of Namibia's Bachelor of Media Studies, and the University of British Columbia's Bachelor of Media Studies, the proposed qualification covers broad media studies areas such as journalism, media theories and broadcasting (radio and television). This qualification also equips students with media theories and media production skills, and has a combination of practical and theory based courses. Further details about this are highlighted in the attached comparability matrix document.

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REVIEW PERIOD

Every five (5) years.

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