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# University of Pretoria Yearbook 2017

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## Theory of media analysis 735 (LCC 735)

**Qualification** Postgraduate

**Faculty** [Faculty of Humanities](#)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Afrikaans

**Period of presentation** Semester 1

### Module content

This module concentrates on aspects of media analysis, be it print, electronic or new forms of media. Media production will be examined to understand the processes of messaging, manipulation, and strategies of persuasion.

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