
University of Pretoria Yearbook 2018

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 are used in one class

Department 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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