

University of Pretoria Yearbook 2021

Theory of media analysis 735 (LCC 735)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	20.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
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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