

# University of Pretoria Yearbook 2023

## Information communication 730 (INY 730)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BISHons (Information Science)</a>
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	8 meetings per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Information Science
<b>Period of presentation</b>	Semester 1

### Module content

Informed by the participatory approach to communication this module reflects in depth on methods for the effective communication of information. In order to achieve this, the nature of information within the context of Information Science will be investigated. Thereafter, communication media will be identified and discussed and students will learn how to create a target audience profile to determine the appropriate media and content for the dissemination of information. Information and communication technologies (ICTs) and the communication of information will be investigated along with multiliteracy and media literacy. The communication of information will form a central focus of this module. Therefore the role of traditional, interpersonal, as well as modern media will be addressed. The processes of creating meaningful and effective messages for the communication of information as well as intercultural communication will also be undertaken.

### Regulations and rules

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these

regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.

**University of Pretoria Programme Qualification Mix (PQM) verification project**

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.