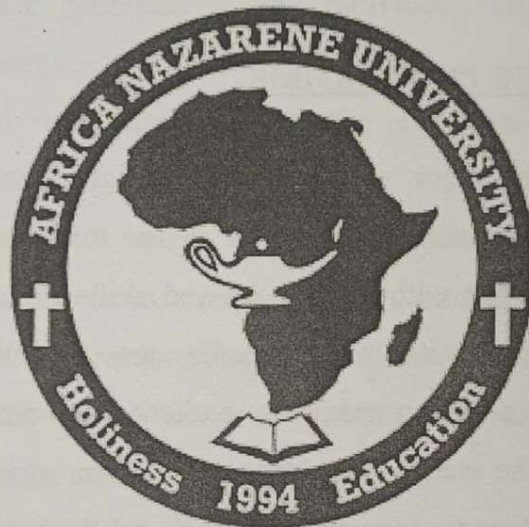


AFRICA NAZARENE UNIVERSITY

CURRICULUM FOR BACHELOR OF MASS COMMUNICATION



This Proposal was approved
by the Commission for
Higher Education on
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Thabera
AUTHORISED SIGNATURE

DOCUMENT SUBMITTED TO THE
COMMISSION FOR HIGHER EDUCATION
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BACHELOR OF MASS COMMUNICATION

RATIONALE

From the new communication technologies to changing definitions of nationhood, gender, race and class, media and communication studies stand strategically at the cutting edge of the human sciences. The Bachelor of Mass Communication Programme therefore seeks to prepare men and women for effective participation in the mass media world:- equipping them with skills and competencies in Mass Communication that are socially relevant, market-driven, holistic and sensitive to global trends.

THE OBJECTIVE OF THE PROGRAMME

The Mass Communication major curriculum is designed to provide an adequate theoretical and practical foundation for a career in the mass media. Specifically, the programme will equip students with knowledge and skills in the areas of advertising, public relations, campaign management, media theory and policy, professional communications, intercultural communication, audience research, visual literacy, and codes of representation in the media. The range of courses available to students opens career opportunities in print media (newspapers, book publishing, magazines), electronic media (radio, film, television), advertising or public relations. Students are encouraged to select courses that fulfill their individual vocational plans by undertaking an in-depth study and expertise in one of the two areas of concentration; namely electronic and print. On graduation, the student should be able to apply the acquired skills in communication-centered professions such as the ministry, broadcasting, social sciences, public relations, sales, corporate affairs, training and development, among others.

The specific goals of the Mass Communication programme are:

1. To give the student a knowledge and understanding of the theoretical issues and practice of Mass Communication
2. To develop within students an understanding of the societal role of communication through the media.
3. To enable students to apply and interrelate the theoretical and the operational aspects of mass media communication.
4. To prepare the student to recognize and apply the principles and concepts of effective communication in various settings (church, corporate, community), and to address unique problems at the individual, communal, institutional and organizational levels.
5. To develop an understanding of the complex issues of mass media communication ethics.
6. To understand the full scope of mass media communication - newspapers, magazines, radio, television, computers, film, books, direct mail, electronic mail; and to understand their relationship to one another and the society.
7. To develop basic skills in newswriting, reporting, editing, graphics, and consumerism in print, and/or electronic media.
8. To prepare the student for further study in communication.
9. To prepare students for leadership and managerial skills in communication/media industries.

ADMISSION TO THE UNIVERSITY

Entry Requirements

Applicants for Bachelor of Mass Communication must meet ANU entrance requirements as specified in the University Academic Handbook as indicated below.

In order to be considered for admission to any programme at ANU applicants must:

1. Pay a non-refundable application fee of Kshs1500/= or US \$35 for foreign applicants.
2. Complete an official application form
3. Provide transcripts in support of qualifications on the basis of which admission is sought.
4. Provide four passport-size photographs
5. Provide three personal references
6. Meet basic admission requirements for the relevant programme.

Africa Nazarene University Entry Requirements

<i>ANU Programme</i>	<i>Entry Requirements</i>
Pre-University Programme (PUP)	Minimum KCSE aggregate C (C plain) or equivalent for non-Kenyan students.
Bachelor's programmes Residents.	Minimum KCSE aggregate C+ (C+ Plus) for students from Kenya AND demonstrate proficiency in English AND meet relevant departmental requirements.
	Successful completion of Pre-University Programme of Africa Nazarene University with B- (B Minus) (GPA of 2.7) AND demonstrate proficiency in English AND meet relevant departmental requirements.
Bachelor's Programmes Non-residents	Applicants must pass an equivalent to Kenya KCSE examinations AND provide TOEFL scores (non-English speaking countries) AND meet relevant departmental requirements.
Master of Arts in Religion	Minimum of B- (B minus) (GPA of 2.7 on 4.0 scale) in the graduate degree.
<i>Note: ANU reserves the right to require TOEFL, pre-University English, internal placement exams, and or tutoring for any student.</i>	

In addition to meeting the general admission requirements, they must have the following qualifications:

- A minimum of B- in English; and a C in Mathematics in KCSE or equivalent.
- Typing proficiency (Key Board)
- A pass in foreign language will be an added advantage.

Applicants from outside Kenya must possess minimum entrance requirements to public and private universities, which should be equivalent to Kenya's minimum requirement.