

Humanities Faculty

Department of Media Studies

Further Study opportunities include doing an Honours Degree

We see our students becoming communicators - in the journalism field, in the vlogging or blogging field, but most importantly in the advocacy field. Many of our students this year were interested in making a difference, bringing change to society, impacting policy, communicating issues within their communities and using media/communications to solve those problems. We think there is a need for this type of knowledge and to apply these skills from earlier on in the course. We really believe our course has a relevance that most highly theoretical courses at higher institutions might not have.

These courses expose students to what the media field is really about, so that they have an idea of where they could find their place. We want to show our students what is out there, and what they are capable of as individuals, so that one day they can make that choice having been informed early on. We challenge students to read, play around with creative language, and to engage with technology - particularly in my first year course, we give them assignments where they can try their hand at filmmaking and blog creation.

Further Study Options (at other Universities)
Honours, then Masters, Doctorate (Optional)
Duration: 3 years MIN+

Registered as Cornerstone Institute (RF) NPC with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997, Registration Certificate No 2001/HE08/006; NQF7; SAQA ID87406

Cornerstone

Learn to change the world

Do you want to inspire, uplift and empower others through storytelling?

Are you passionate about words, reporting news events, taking photographs or making films?



Programme Head

Department of Media Studies

Media Studies: Programmes Coordinator

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For more information and to apply online, visit
<https://cornerstone.ac.za/media-studies/>

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MEDIA STUDIES

Bachelor of Arts



Cornerstone is an independent, not-for-profit higher education institution engaged in teaching and learning in service of others, to advance human dignity and social justice for all.

Why study Media Studies?

Bachelor of Arts: Media Studies

The major in Media Studies is designed to help students develop the analytical, critical and creative communication skills required to engage meaningfully with a wide range of media.

Building on a robust understanding of media's political, economic, technological, social and historical contexts, each student will find his/her unique voice through real-world experiences provided by contact with industry professionals and practical projects.

Bachelor of Theology in Community Leadership: Media Studies

This programme enables graduates to become community leaders through a wide variety of media projects (e.g. NGO, churches, production companies, advertising agencies).

We aim to produce media workers who approach their task from deep Christian convictions acquire the theology, biblical studies and knowledge, tools and skills that these studies can provide.

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Cornerstone Community



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What do I need to Study Media Studies?

It focuses on relevant issues, it is not the traditional academic route, and has a practical aim and focus. The programme has courses can supplement all the other courses at Cornerstone - We focus heavily on writing, critical thinking and advancing general knowledge. These are important skills to have in every sector of society, whether you are doing psychology or theology.

Further, technology has made it easier for the average person to create user-generated content. Our courses can help you do this effectively, and guide you in helping you reach your target audience, letting your message stand out, and ensuring that your messages are relevant to the current needs of society.

Most of all, what you get at Cornerstone is personal attention. We take time to spend one-on-one time with students and we give very specific and highly personalised feedback. Because we are a smaller community you are not just a number, but a human being that matters. We see potential in everyone and are passionate about helping you reach that potential. We can guide you every step of the way in improving your communication skills - whether you are interested in promoting a cause, or whether you want to actually do journalism.

— 5th 2020 —
Anniversary
Edition

Admission Requirements

Bachelor of Arts: Media Studies

Admission Requirements:

- National Senior Certificate (NSC) with a bachelor's pass or equivalent;
- Matriculation Certificate (with university exemption) or equivalent;
- Higher Certificate or an Advanced Certificate or Diploma in a cognate field.

Bachelor of Theology in Community Leadership: Media Studies

Admission Requirements:

- National Senior Certificate (NSC) with a bachelor's pass or equivalent;
- Matriculation Certificate (with university exemption) or equivalent;
- Higher Certificate or an Advanced Certificate or Diploma in a cognate field.

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