WHAT IS ON OFFER?

Niche areas in MEDIA STUDIES (formulated generically),

- Cultural studies
- Film studies
- Health communication
- International communication
- Journalism and media genres
- Media (and) representation (this would include, for example, a sub-field of feminism or gender studies)
- Media and community
- Media and democracy
- Media and development
- Media and/in international communication
- Media audiences (media reception and use)
- Media management
- Media policy and regulation
- Media sociology (the media in/and society)
- New media and the new media environment
- ODL related media research
- Political communication
- Telecommunications & Information Policy
- Television studies Media research methodology

Niche areas Organisational Communication

- Concept of Learning Organisations and organisational learning
- Applied communication
- Corporate communication
- Internal communication/ intra-organisational communication / integrated organisational communication
- Management communication
- Marketing communication and integrated marketing communication
- Organisational Communication (general)
- Organisational discourse
- Political communication / public relations
- Public relations/image management
- Strategic communication
RESEARCH PROJECTS in which M and D candidates can participate

Research projects formulated in Niche Areas stated above.

FOCUSSED M AND D PROGRAMMES:
M & D Research Only

INDIVIDUAL RESEARCH INTERESTS/FIELDS OF EXPERTISE OF ACADEMICS/SUPERVISORS:

Prof GC Angelopulo
- Marketing communication
- Organisational communication
- Q methodology
- System theory

Prof R Barker:
- Development of theoretical models/measuring instruments
- Knowledge management
- Intellectual capital
- Organisational communication theories and practice
- Web-based communication networks
- Identity/self
- Strategic integrated communication
- Validation in industry: applied and reflexive

Prof E Bornman:
- International communication,
- Media studies
- Identity in multicultural societies
- Language and identity
- Factors influencing the language attitudes of students
- Research methodology

Dr Christo Cilliers:
- Media studies in general (with reference to popular culture, representation of minority groups, identity, ‘othering’, sexual orientation, media & violence; normalisation of violence, media & terrorism, and focus-groups);
- Gendered themes in the media: underrepresentation; portrayals; images; advertising; bias in news coverage; faces of gendered violence;
- Gender in communication & culture; visual communication; gendered interaction; non-verbal communication; gendered organisational communication;
• Gender equality and men and, masculinity in the media;
• Misandry (contempt for men) and popular culture (laughing, looking down, bypassing, blaming, dehumanising and demonising men);
• LGBTIQ (Lesbian, Gay, Bisexual, Transgender, Intersex and Queer issues) in the media; activism of gay and lesbian issues;
• Health communication (HIV disclosure, stigma & representation in the media); activism;
• Public relations publicity

Mr Gibson Chauke:
• Integrated marketing communication (IMC)
• Public relations
• Social marketing
• Communication research

Prof Danie du Plessis
• Public Relations / communication management
• Learning organisations / organisational learning
• News values
• Political Communication

Prof TC Du Plessis:
• Brand communication
• Social media communication
• Corporate social responsibility.
• IMC (including brands, branding, online marketing and marketing communications)
• Mobile marketing, content marketing and other areas of marketing – both inbound and outbound);
• Online communication (all areas within the organisational communication discipline);
• Organisational discourse (including rhetoric);
• Q methodology
• Grounded Theory

Ms Ghazala B Essop
• Organisational Communication
• Communication satisfaction
• Marketing Communication
• Branding
• Corporate Social Responsibility and stakeholder relations
• Strategic communication
• Service quality and communication
- Integrated marketing communication
- Consumer behaviour
- Business to business marketing
- Strategic brand marketing
- Research methodology (Quantitative)

**Dr WJ Greeff**
- Communication excellence and satisfaction
- Communication in the mining and construction industries
- Diversity communication
- Employee engagement
- Internal organisational communication
- Internal safety communication
- ODEL research
- Organisational/corporate communication
- Relationship management
- Stakeholder and engagement communication
- Women in mining

**Dr J Hadji**
- Consumer behaviour
- Integrated Marketing communication
- Public health communication
- Strategic management
- Strategy communication management

**Dr J Hanekom**
- Consumer behaviour
- Consumer information search, use and response process
- Integrated communication
- Marketing communication
- Online consumer behaviour
- Web based communication

**Prof BS Karam:**
- Political communication
- Memorial (memory) and trauma studies
- Representation and art
- William Kentridge’s films
- Film studies (post-colonial studies; Psychoanalysis; South African Cinema; Philosophy and Film)
- Museums, landscapes, architecture and memory
• Psychoanalysis and film
• Psychoanalysis and art
• Visual studies
• Gender studies/ Feminism
• Visual rhetoric
• Representation of trauma and memory

Prof K Khan
• Popular culture:
  • Music
  • Films
  • Books
  • Newspapers
  • Soapies
  • Marketing – films
  • Communication social responsibility of organisations

Prof BT Mbatha:
• Media Studies,
• Organisational Communication,
• Telecoms
• HIV/AIDS.

Prof V Milton
• Media and identity
• Public (service) broadcasting
• Media Policy
• Audience study
• Cultural studies
• SABC
• Textual analysis
• Audiences
• Television studies
• Cultural studies
• Media and Representation
• Health and Development Communication

Mr Ivan Mkhomazi
• Integrated Marketing Communication
• Internal Communication
• Brand Management
• Brand Communication Strategy and Planning
• Public Relations
Dr S Moola
- Brand communication
- Social media communication
- Corporate social responsibility.
- IMC (including brands, branding, online marketing and marketing communications)
- Mobile marketing, content marketing and other areas of marketing – both inbound and outbound);
- Online communication (all areas within the organisational communication discipline);
- Organisational discourse (including rhetoric);
- Q methodology
- Grounded Theory

Dr T Mudzanani
- Organisational communication
- Tourism marketing
- Higher education marketing
- Integrated marketing communication
- Tourism marketing

Dr Rofhiwa Mukhudwana
- Government communication, public affairs and public diplomacy
- Political communication and international communication
- Communication & media in international relations (foreign affairs)
- Journalism, news, and media in democracy
- New and social media in politics, governance and democracy
- Communication management - strategic, excellence and effectiveness
- External organisational rhetoric (external communication, relationships, stakeholders)
- Decolonial & blackness studies within communication and media
- Media studies (policy, regulations & economics)
- Media coverage of anything using any media theory
- New interest: black feminism studies + communicating land
- (Disinterests: cinema studies, cultural studies, film, gender, representation, visual studies, internal communication)
Mr N Seleke
- Open distance learning research
- Media and politics
- Media and cultural studies (Representation). Organisational communication.

Ms V Seti
- Blackness
- Race and Racism
- Coloniality/Modernity and the colonised
- Radical Black Tradition and Decoloniality
- Social Media and Black struggle
- Communication Studies
- Development Communication from the perspective of the “un-under-developed”
- Media and Journalism
- Corporate Communication

Ms S Sindane
- Media studies
- Digital Media/New Media/Social Media and society
- Media regulation and policy
- Media freedom/press freedom
- Political Communication
- Media and gender
- Media and politics
- International Communication
- Integrated Organisational Communication
- Critical theory
- Critical political economy
- The public sphere
- Citizenship
- Sociology of news production

Prof Yolandi Slabbert
- Strategic communication
- Stakeholder relationship building and management
- Stakeholder engagement
- Stakeholder inclusivity (King report on corporate governance)
- Corporate image, identity and reputation
- Responsible leadership
- Change communication and management
- Crisis communication
Prof S Sonderling (retire end of 2015 still active as supervisor)
- Communication theory
- Development communication
- Media studies
- Discourse theories
- Political communication
- War, culture and communication
- News reporting in the media
- Postcolonial and Afrocentric theories

Mrs C Swart
- Applied communication
- Corporate communication
- IMC (Corporate branding)
- Organisational communication
- Public relations

Mr S Tyali
- Contemporary and Popular Culture
- Media and Representation
- Media Policy
- Media Studies
- Political communication

Prof EJ Terblanche:
- Adult learning
- Teaching skills and strategies
- Leadership in communication
- Communication and learning styles

Dr L van Dyk
- Communication in NGO’S as organisations
- Corporate governance
- Corporate social investment/responsibility
- Development communication
- Internal stakeholder management
- Methods-survey research, interviews, focus groups
- Non-profit management
- Organisational communication
- Social entrepreneurship
- Social innovation
- Stakeholder and engagement management
- Stakeholder relationship
- Theatre for development

Mrs M van Heerden
- Community journalism
- Contexts of communication
- Ethics
- Interpersonal communication
- Journalism
- Journalism
- Media studies

Numbers of M and D candidates that accommodated in the above.
Maximum of 10 students per supervisor.

Models of supervision:
Research (dissertation and thesis) supervision

Opportunities regarding external supervision:
Supervisors work with academics from other universities (national & international) if the need arises.

Contact the Department:
Please remember to provide your name, student number, telephone and postal address.

<table>
<thead>
<tr>
<th>Ms S van Gass</th>
<th>Ms M N Malefo</th>
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</thead>
<tbody>
<tr>
<td>Tel: 012 429 6423</td>
<td>Tel: 012 429 6565</td>
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<tr>
<td><a href="mailto:vgassma@unisa.ac.za">vgassma@unisa.ac.za</a></td>
<td><a href="mailto:malefmn@unisa.ac.za">malefmn@unisa.ac.za</a></td>
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How to participate:
Minimum (generic) requirements:

Master:
Subject to the general rules of Unisa’s admission policy admission for students in Communication Science must have:
- Honours in Communication Science with a 60% average
  Or
- A 4 year degree with Communication Science as major.
- An average of 60%
Doctoral:
• MA degree in Communication Science with a 60% average
  Or
• Equivalent of an MA degree
• Pass mark of at least 60%
• No exemptions will be granted towards a master’s qualification from any qualification previously completed.

College/School/Department/Institute specific additional requirements/criteria.
Student provide the provisional topic/title and the topic is first accepted by the Department BEFORE the student is, accept.

Supporting documentation required:
Concept TWO PAGE document of proposed research with

• Title
• Summary of topic
• Short literature review
• Expected contribution of the study
• Methodology to be followed
• Availability of the data
• List of references
• Reasons why you are interested in the topic

Procedure by which selection of candidates will be made, for example, as batches or individual:
Individual – no restriction on numbers as long as an appropriate supervisor is available.