



KENYA METHODIST UNIVERSITY

SCHOOL OF EDUCATION AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION AND JOURNALISM

# **MA IN COMMUNICATION AND JOURNALISM**

## **Courses**

### **a. Core Courses**

<b>Course Code</b>	<b>Course title</b>	<b>Credit Hours</b>
MACJ 600	Philosophies and Theories of Communication	3
MACJ 601	Contemporary Issues and Trends in Communication	3
MACJ 602	Media Management and Leadership	3
MACJ 603	Peace and Conflict Reporting	3
MACJ 604	Race, Gender and Communication	3
MACJ 605	Media Law and Communication Ethics	3
MACJ 606	Mass Media Research	3
MACJ 607	Research Proposal Writing	3
MACJ 620	Thesis Writing	15

## **b. Specialization**

### **i. Communication**

<b>Course Code</b>	<b>Course title</b>	<b>Credit Hours</b>
MCOM 608	Seminar in Communication	3
MCOM 609	Organizational Communication Behavior	3
MCOM 610	Documentaries and Docudramas	3
MCOM 611	Strategic design and Visuals	3
MCOM 612	Comparative Communication Policies	3
MCOM 613	International Communication	3
MCOM 614	Communication Strategy formulation and Implementation	3

### **ii. Journalism**

<b>Course Code</b>	<b>Course title</b>	<b>Credit Hours</b>
MJON 608	Mass Media Seminar	3
MJON 609	Editorial and Opinion Writing	3
MJON 610	Advanced Newspaper Editing and Design	3
MJON 611	Digital and Interactive storytelling	3
MJON 612	Investigative Journalism	3
MJON 613	Digital Content production	3
MJON 614	Social Media Strategy	3

## **Courses offered Per Trimester**

### **1<sup>st</sup> Semester**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MACJ 600	Philosophies and Theories of Communication	3
MACJ 601	Contemporary Issues and Trends in Communication	3
MACJ 602	Media Management and Leadership	3
MACJ 603	Peace and Conflict Reporting	3
MACJ 604	Race, Gender and communication	3
<b>Total Credit hours</b>		<b>15</b>

### **2<sup>nd</sup> Semester**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MACJ 605	Media Law and Communication Ethics	3
MACJ 606	Mass Media Research	3
MACJ 607	Research Proposal Writing	3
Two Specializations		6
<b>Total Credit Hours</b>		<b>15</b>

### **3<sup>rd</sup> Semester**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
Five Specializations		15
Elective		3
<b>Total Credit Hours</b>		<b>18</b>

#### 4<sup>th</sup>Semester

Course Code	Course Title	Credit Hours
MACJ 620	Thesis Writing	15
<b>Total Credit Hours</b>		<b>15</b>