



UNIVERSITY OF NAIROBI

Department of Journalism and Mass

Communication



BACHELOR OF ARTS IN JOURNALISM AND COMMUNICATION STUDIES

Course duration and structure

Course duration

- The programme shall be covered in a **minimum of eight (8) and a maximum of twelve (12) semesters** for both full-time students and part-time students from the date of registration.
- Each course unit shall have a minimum of **45 contact hours** and shall be covered within a semester of **15 weeks**.
- Each student shall be required to complete the prescribed courses in each respective semester and academic year of study.
- No student shall proceed to a subsequent academic year without completing the courses of the preceding lower academic year.
- The students' attachment/internship shall be evaluated and assessed by the faculty who shall visit the student (s) at their /attachment/internship location at least twice during their internship period.

Course structure

- The programme shall consist of coursework, examination, attachment and final project.
- The programme comprises a total of **forty [40] course units** that a student should study and pass to qualify for the award of the degree.
- Students shall select an area of specialisation in either: **Print, Broadcast and Digital Media; Public Relations; or Development Communication** during their second semester of the third year of study.
- The students shall undertake an **industrial attachment/internship** of at least three months (**equivalent to 2 courses**) after the third year and completion of a **research** or professional **project** during the fourth year of study.
- The Department reserves the right to advise on course selection for elective courses. Undergraduate projects shall be done under the guidance of a supervisor(s) allocated based on their knowledge of the topic, research methodologies, and any other technical expertise.
- To enhance linkages and networking, industry visits and academic fieldwork shall be done at least once (preferably in the third year) or before students graduate.

The BA (JAMS) degree certificate is inscribed in any of the 4 options as follows

- **Public relations**
- **Development communication**
- **Broadcast journalism**
- **Print journalism**

Career Opportunities

- Writers / Editors / Radio / TV Producers
- Media / IT / Campaign Managers
- Evaluators / Educators / IT / Media managers
- Communication Specialists



Contact of Support Persons

Chairman,
Department of Journalism and Mass Communication,
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University of Nairobi
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NAIROBI
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PROGRAMMES & REQUIREMENTS

BACHELOR OF ARTS IN JOURNALISM AND MEDIA STUDIES

The programme aims to equip the student with foundational, scientifically derived, and practical knowledge, understanding and skills of communication in its widest meaning in mediated, group, interpersonal, mass, and intercultural forms. The specific objectives of the programme are to:

1. Provide students with technical knowledge and skills in various areas including communication, journalism and media.
2. Provide an education that prepares students for a wide scope of career opportunities.
3. Develop competent graduates with the right skills and knowledge to perform in contemporary complex and volatile global communication, journalism and



ADMISSION REQUIREMENTS

Minimum admission requirement

- i. The common regulations for admission requirements for Undergraduate degrees at the University of Nairobi shall apply.
- ii. Subject to regulation (i) above, eligible candidates for the Bachelor of Arts in Journalism and Communication Studies shall be:
 - Holders of KCSE with a mean grade of C+ and a minimum of C+ in English, Kiswahili or its equivalent.
 - Holders of KCSE with a minimum aggregate of **C plain** or equivalent; or **KCE Division II or equivalent**; or **EACE Division II or equivalent**, with a minimum of **C+ in English or Kiswahili and a Diploma or equivalent** from a recognized post-secondary institution in Kenya and or its equivalent.
 - Holders of KCSE with **C plain or equivalent**, with a minimum of **C+ in English or Kiswahili**. In addition, the applicant must also have a **Diploma** or equivalent from a recognised post-secondary institution in Kenya or its equivalent
 - Holders of the Kenya Advanced Certificate of Education (KACE) with a minimum of **two (2) principal passes and one subsidiary pass**, and a minimum of a **credit pass in English or Kiswahili** at the KCE level.
 - Holders of a **degree** from a recognized university or its equivalent.

Credit transfer and exemptions

1. The common regulations for credit transfer and exemptions of the University of Nairobi shall apply.
2. A student may seek credit transfer or exemptions for up to one-third of the total taught course units if they are equivalent to those offered by the University of Nairobi and were taken at an equivalent level of study from an institution recognized by the University of Nairobi Senate.
3. A student seeking credit transfer or exemptions shall send a formal application to the Academic Registrar through the Chairman, Department of Journalism and Mass Communication, justifying the request, and attaching relevant supporting documents.
4. Grades for transferred course units shall be entered in the candidate's transcript while the exempted course units shall be entered as 'exempt'.
5. Credit transfers in case of exchange students shall apply only to specific Memoranda of Understanding or Agreements signed in advance between the University of Nairobi and the collaborating universities/institutions for joint programmes.
6. A student admitted under 3.1.2 (ii) and (iii) and whose diploma(s) are directly related to this programme, for instance, a Diploma in Mass Communication, Public Relations, Radio Production, Film Production, Development Communication, Project Management etc., and whose course training duration is two (2) years or more from both government and private institutions such as public and private universities, Kenya Institute of Mass Communication and other Diploma issuing public and private institutions will join the programme at second year, the first semester. Such candidates shall not be exempted from doing any course units in the Third and Fourth years of study.
7. Exemption from studying any course unit shall be based on proven evidence of course content having been covered adequately at the diploma level with a minimum "B" or credit score, for technical, practical subjects.
8. Those seeking exemption shall pay an exemption fee as approved by the University Senate.

MASTER OF ARTS IN COMMUNICATION STUDIES

Introduction

The Master of Arts course in Communication studies is intended to prepare students for careers in government and public sector communication services, academic institutions and the private sector. Students are exposed to a broad interdisciplinary perspective on communication science; communication research as well as information, education and communication programme design, management and evaluation. special attention is given to the mastering of skills necessary for first-rate writing and editing as well as management techniques in communication and mass media organizations in rapidly changing compositional and technological environments.

Minimum admission requirements

The common regulations for admission into the Master's degree programmes at the University of Nairobi shall apply. In addition, the following shall be eligible for admission:

1. Holders of a bachelor's degree of the University of Nairobi with at least Upper Second Class honours.
2. Graduates of any other university whose qualifications have been accepted by the Senate as being equivalent to 3.1.1 above.
- 3 Holders of a bachelor's degree, Lower Second Class Honours, of the University of Nairobi or other equivalent qualifications as approved by the Senate and who must also possess any one of the following qualifications:
 - A At least two years of work or relevant experience
 - B Relevant research and media publications
 - C A postgraduate diploma from a recognized academic institution
4. Holders of a pass degree of the University of Nairobi or equivalent qualification from any other university as approved by the Senate and a postgraduate diploma in mass communication plus one of the following qualifications:

A At least two years of work or relevant experience

B Relevant research and media publications

5. In all cases, the Department may require applicants to appear for an interview to determine their suitability for admission into the programme.

Course Duration and structure Duration

- The programme shall be covered in a minimum of four (4) and a maximum of eight (8) semesters for both full-time students and part-time students from the date of registration.
- Each course unit shall consist of a minimum of **45 contact hours** and shall be covered within a **semester of 15 weeks**.
- The programme has **eight (8) core units** which shall be undertaken in year one, semesters one and two and **four (4) elective courses** in the third semester
- A student shall study and pass **12-course units** to qualify for the award of the degree.
- Each student shall be required to complete the prescribed courses in each respective semester and academic year of study.
- No student shall proceed to a subsequent academic year before completing the courses of the preceding lower academic year.
- Students wishing to defer their admission shall fill out the relevant deferment form stating the reason for deferral and when he/she will take up admission.
- Deferrals shall be granted for a period not exceeding 8 semesters. Applicants seeking deferrals for more than 8 semesters shall be required to make a fresh application for admission.

2 Structure

- The degree programme shall consist of course-work, examination and a final research project.
- In each semester, students shall be required to take a minimum of **2 units** and a maximum of **4 units**.
- The research project shall be equivalent to **four (4) course units**.
- The elective units shall be undertaken in year two, semester one and are considered as the specialization units.
- The Department reserves the right to advise students on subject combinations.
- The Department may from time to time, determine the elective courses offered in any academic year.
- Graduate projects shall be done under the guidance of a supervisor(s) allocated based on their knowledge of the topic, research methodologies, and any other technical expertise.
- To enhance linkages and networking, industry visits and academic fieldwork shall be done at least once (preferably in year one) or before students graduate.
- The instructional methods for the course shall comprise lectures, discussions, class presentations, seminars, demonstrations, fieldwork, student lecturer- consultation, supervision of research, media production, or any combination of these plus any other the course leader /lecturer may identify.



DOCTOR OF PHILOSOPHY IN COMMUNICATION AND INFORMATION STUDIES

2 Course Structure and Duration

The course shall be offered for a minimum of nine (9) semesters and a maximum 12 semesters.

The programme consists of nine (9) taught courses and a thesis that is equivalent to four (4) taught courses.

Each course unit shall be taught for forty five (45) contact hours, and shall be covered within a semester of 15 weeks.

Each student shall be required to take a minimum of three (3) and a maximum of five (5) course units per semester.

The programme shall consist of course work, examination and thesis.

Each student shall be required to study, sit examinations and pass all course units before they embark on the thesis.

On successful completion of coursework, the student shall develop and present a research proposal for approval at a departmental seminar.

After approval of the research proposal, the student will undertake supervised research, write and submit a thesis.

The thesis must be completed within a minimum of six semesters and a maximum of eight semesters

Admission Requirements

The common regulations for admission into the PhD programme in the University of Nairobi shall apply.

In addition, applicants must be holders of a Master's degree in communication or information studies or any other relevant discipline from the University of Nairobi or any other institution recognised by University of Nairobi Senate.

Attachment Opportunities

- Not applicable

Careers In Journalism and Communication Studies

Upon graduation with Doctor of Philosophy in Communication and Information Studies degree, a graduand may pursue the following career opportunities:

- * News Organizations
- * Non Governmental Organizations
- * Corporate Communications

The common regulations for admission into the PhD programme in the University of Nairobi shall apply.

In addition, applicants must be holders of a Master's degree in communication or information studies or any other relevant discipline from the University of Nairobi or any other institution recognised by University of Nairobi Senate.

3.1 Credit Transfer and Exemptions

The common regulations for credit transfer and exemptions of the University of Nairobi shall apply.

A student may be exempted from taking some of the course units and may be allowed to transfer credit to a maximum for one third

(1/3) of all the taught course units if they had been taken at an equivalent level of education from institutions recognised by the University of Nairobi Senate.

They will however be expected to pay all the prescribed non-refundable fees.

A student seeking credit transfer or exemption shall send a formal application to the Director, Graduate School, University of Nairobi, through the Director, School of Journalism and Mass Communication, justifying the request.

Grades for transferred course units shall be entered in the student's transcripts while the exempted course units shall be entered in the transcript as 'Exempt.'

.2 Course Structure and Duration

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