

School of Pacific Arts, Communication and Education

BA Communication and Media



Frequently asked questions

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What are the programme requirements?

The BA in Communication & Media is a prescribed programme of 24 courses, as follows:

| University courses | Journalism & Media courses | Specialist subject |
|--|---|------------------------------------|
| <ul style="list-style-type: none"> • UU100 Communications & Information Literacy • UU114 English for Academic Purposes | <ul style="list-style-type: none"> • JN101 Introduction to Journalism • JN103 Media Law & Ethics • LN111 Introduction to Language Studies • MG101 Introduction to Management | 2 courses at 100-level |
| <ul style="list-style-type: none"> • UU200 Ethics & Governance • UU204 Pacific Worlds | <ul style="list-style-type: none"> • JN201 Print & Online Journalism • LN216 Language Use in the 21st Century Pacific • MG206 Marketing Principles & Strategies <p><i>Plus 1 or 2 of:</i></p> <ul style="list-style-type: none"> • JN202 Radio Broadcasting • JN203 Television Journalism • LN211 Structure of English | Either 1 or 2 courses at 200-level |
| | <ul style="list-style-type: none"> • JN303 Journalism Production • LN317 Qualitative Analysis of Texts • MG303 International Marketing <p><i>Plus 3 or 4 further courses from:</i></p> <ul style="list-style-type: none"> • JN301 International Journalism • JN302 Journalism Research • LN311 English in the Pacific • LN315 Corpus Linguistics & Language Technologies • MG301 Management of Service Operations | Either 1 or 2 courses at 300-level |

See the handbook & calendar (<https://www.usp.ac.fj/publications>) for the descriptions, modes and scheduling of each course.

Can I combine Communication & Media with another major or minor?

No. The BA Communication & Media is a prescribed programme of 24 courses. It is not a major. However, you can use the specialist subject to study up to six courses in a subject of your choice.

What is the specialist subject?

You may create a specialist subject out of courses from a wide range of disciplines, in order to pursue an area that is both interesting and of relevance to a future career plan. However, you must take note of the following two conditions:

1. The courses for your specialist subject must be approved by one of the programme coordinators during your first semester. Any subsequent changes you wish to make must be approved.
2. You must ensure that you meet the pre-requisites for any courses that you choose for your specialist subject.

How do I choose a specialist subject?

a) If you want to target a communication and media role in a particular field ...

You could choose 4-6 courses that will help you build up knowledge in this field. Your CV will show a desirable qualification in Communication & Media, and you can show that you have chosen to focus your specialist subject in this particular area.

Possible fields to consider include: Environment, Health, Inclusive Education, Marine Science, Nutrition, Pacific Arts & Heritage, Pacific Policing, Social Work, Tourism.

b) If you want to target a communication and media role in NGOs or civil society organisations ...

You could choose 4-6 courses that engage with political and societal issues in general, enabling you to work across a range of fields at a later date.

Possible subjects to consider for this scenario include: Governance, Politics, Sociology.

c) If you want to add additional skills and competencies to your CV, rather than specialising in any particular field or sector ...

You could choose courses that would enable you to learn a new language, or develop skills in business or technology field.

Possible subjects to consider for this scenario include: Accounting, Business Information Systems, Chinese, Fijian, French, Hindi, Management.

d) If you want to pursue any other passion or favourite subject, safe in the knowledge that the BA Communication & Media is already a desirable qualification ...

You can use your specialist subject to study 4-6 courses in any field of your choosing. This can be a good way to follow your heart and study any discipline in as much depth as you want. This will also likely open up new opportunities that you were not aware of when you first enrolled, since you will be taking subjects that you already know you are interested in.

How long does the programme take to complete?

It is a 24-course programme, so full-time students can complete the whole programme in three years, taking four courses each semester.

Part-time students should note that each course requires approximately ten hours per week of study. You should therefore only take on more than one course around your work commitments if you have this much time available.

Where can I study?

The full programme can be completed from any campus across the region. Most courses are offered in at least two modes. This means you can take advantage of face-to-face opportunities at Laucala, or you can study entirely online, or you can combine the different modes.

What are the entry requirements?

A minimum of 60% in English, and a minimum of 50% each in three other subjects.

Can I change onto this programme if I am a continuing student?

Yes. You will need to submit a change of programme request via the AAGO system. You will be able to cross-credit any courses that you have already completed.

Can I obtain credit-transfer for any previous courses?

If you have completed a previous programme from USP or another institution that contains the same or equivalent courses, you may be able to apply for credit transfer. It will not be possible to cross-credit more than 50% of the courses in the programme. If you have significant work experience in the media sector, contact us to check whether you can cross-credit some courses.

What job prospects will I have at the end of this programme?

Job advertisements for roles in Communication and/or Media are common. Quite often, these advertisements specify the preference for a first degree in Communication, so this programme will give you an advantage. The programme will also make you eligible for many roles in media, digital media, marketing, public relations and communications management.

The BA in Communication & Media includes job application training, a work placement, and a range of digital, communication and research skills.

What postgraduate options will I have at the end of this programme?

The most relevant postgraduate diplomas to pursue are in the fields of Linguistics, Development Studies, Governance, Diplomacy & International Affairs, Gender Studies, and selected programmes from the School of Business and Management.

How do I find out about fees or other USP general matters?

The handbook and calendar, containing fee structure, regulations and semester dates, can be accessed at <https://www.usp.ac.fj/publications>.

How do I apply?

Apply online at www.usp.ac.fj/apply

All the information you need about admissions and registrations can be found from Student Administrative Services (SAS) at <https://www.usp.ac.fj/sas>

Further queries?

Coordinators: Dr Fiona Willans (Linguistics): fiona.willans@usp.ac.fj

Dr Shailendra Singh (Journalism): shailendra.singh@usp.ac.fj

Admin: helpdesk@student.usp.ac.fj or admissions@usp.ac.fj