

**POSTGRADUATE DIPLOMA IN MASS COMMUNICATION (GDMC)**

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**Aims and Objectives**

- i) To contribute to the professionalism of journalism and media practice in Uganda.
- ii) To provide an opportunity to people with or without a Mass Communication/ Journalism background to acquire advanced knowledge and professional skills.

**Objectives**

- i) To equip students with the intellectual and practical skills to work in a modern and dynamic journalism and media environment.
- ii) To impart knowledge of and skills in the management of journalism and the media.
- iii) To explore the roles and functions of journalists and media institutions and practitioners.
- iv) To examine media and communication concepts, issues and practices, as well as the policies, laws and principles that govern these practices.
- v) To equip students with methodological and analytical skills needed to conduct research in journalism and the media.

**Programme Structure**

The duration of the PGD in Mass Communication shall be one academic year consisting of two semesters and eight weeks of supervised internship.

**Course Units**

A student undertaking the PGD in Mass Communication shall be required to take and complete 8 course units. In the first semester, there are 4 core course units and all are compulsory. In the second semester, there are 4 course units. One is a core course unit and is compulsory. A student will be required to specialize in one area of Mass Communication by choosing 3 course units from pre-defined professional tracks. The programme course units are structured as follows:

- a) The programme shall be conducted on the credit unit (CU) basis.
- b) One credit unit is equivalent to one contact hour per week per semester, i.e. a series of 15 contact hours in 15 weeks.
- c) One contact hour is equivalent to one hour of lecture, tutorial or 2 hours of practicals.

The PGD in Mass Communication is offered by coursework/progressive assessment, examination and internship over one academic year, that is, two semesters of 17 weeks each as laid out in the university academic calendar. Tuition will take 15 weeks and the last 2 weeks of the semester will be for examinations. During the recess term students will enroll for an 8-week internship in an organization of their choice with the approval of the internship coordinator.

Graduates of the Postgraduate Diploma in Mass Communication will be required to specialize in one of the following areas of their choice, known as Specialised Elective Tracks.

- i) Print journalism
- ii) Radio journalism
- iii) Television journalism
- iv) Photojournalism
- v) Public relations
- vi) Advertising.

The 1<sup>st</sup> semester comprises foundation courses, known as Core Courses, which are compulsory (DMC 500/5001/502/503). The 2<sup>nd</sup> semester comprises one Core Course (DMC 504) and three electives grouped together as a Specialised Elective Track. The journalism tracks share certain courses because of their common premise. The programme is structured in such a way as to lead to the acquisition of core competence in a specific professional area of journalism and the allied media industries.

### Teaching, Internship and Assessment

Teaching is conducted through a scheme of lectures, seminars, tutorials and practical assignments. To graduate, a student will require at least 40 semester hours of approved coursework, a Grade Point (GP) of 2.0+ in every examination and the successful completion of 8 weeks of supervised internship. The internship will be graded independently as course DMC 519, and students will be required to submit a report at the end of the internship.

Year I: Semester I (Core Courses)		
Course Code	Course Name	CU
DMC6100	Communication Theory	3
DMC6101	Society, Ethics and the Media	3
DMC6102	Media Management	3
DMC6103	Communication Law	3
Semester II		
DMC6200	Communication Research Methods	3

DMC6201	Reporting and Writing Techniques	3
DMC6202	Copy Editing, Design and Production	3
DMC 6203	Covering Public Affairs	3
DMC 6204	Writing For Radio	3
DMC 6205	Radio Production	3
DMC 6206	Writing for Television	3
DMC 6207	TV Production	3
DMC 6208	Introduction to Public Relations	3
DMC 6209	Public Relations Practice	3
DMC 6210	Organisational Communication	3
DMC 6211	Introduction to Advertising	3
DMC 6212	Advertising and Media Production	3
DMC 6213	Integrated Marketing Communication	3
DMC 6214	The Art of Photojournalism	3
DMC 6300	Internship	3

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## POSTGRADUATE DIPLOMA IN TRANSLATION AND INTERPRETATION STUDIES (GTIS)

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### Objectives

- (i) The training of high level translators and interpreters in the various Ugandan languages of different categories of works mentioned below:
  - a) Novels from one Ugandan language to another.
  - b) Folk-tales, proverbs, folk-songs, riddles, poems from one Ugandan language to another.
  - c) Translation of the above into English and other international languages
  - d) Translation of major literary and scientific works from international languages to Ugandan languages.
- i) Translation into local languages of different religious writings (from world's major religions) that do not yet exist in such languages.
- (ii) Training of high level interpreters to assist interpreting from one

local language to another or from one international language to another during conferences, seminars, literacy campaigns, mass mobilization works, etc.

### Curriculum

The Diploma course will run for one year made up of two semesters. A student shall select two of the languages below for training, namely: English, French, Spanish, German, Russian, Chinese, Arabic, Portuguese, Italian, Kiswahili and any other internationally recognised language.

There shall be 3 categories of students:

- (i) Those who will specialize in Translation.
- (ii) Those who will specialize in Interpretation.
- (iii) Those who will specialize in Translation and Interpretation.