

**Journalism (Print or Electronic)**

Reporter  
Editor  
Newscaster  
Author  
Copy Writer  
Script Writer  
News Service Researcher  
Technical Writer  
Acquisitions Editor  
Media Interviewer

**Government/Politics**

Public Information Office Writer  
Legislative Assistant  
Campaign Director  
Research Specialist  
Program Coordinator  
Elected Official

**High Technology Industries**

Trainer for Communication Tech. Circuit Television  
Producer/Director  
Systems Analyst Technical Copywriter  
Language Specialist Cognition Researcher  
Audio and Visual Computer Display Specialist

**Public Relations**

Publicity Manager  
Advertising Manager  
Marketing Specialist  
Lobbyist  
Corporate Public Affairs Specialist  
Account Executive  
Development Officer  
Sales Manager  
Media Analyst  
Media Planner  
Creative Director  
News Writer  
Public Opinion Researcher

For more information, please visit [www.uog.edu.gy](http://www.uog.edu.gy), call 592-222-  
ext 2317 or email: [ccs.guyana@gmail.com](mailto:ccs.guyana@gmail.com).

Mailing Address:  
Centre for Communication Studies  
University of Guyana  
Turkeyen Campus  
Turkeyen  
Georgetown,  
Guyana,

*Developed and Produced by the  
Centre for Communication Studies, University of Guyana*



5423



University of Guyana

Centre for Communication Studies



Creating Top-flight Journalists and Media Professionals For  
Guyana and the Caribbean for Over 30 Years

Registration and Enrollment  
Information for Prospective  
and Current Students

From August, 2009



Diploma in Communication Studies  
Degree in Communication Studies

## Centre for Communication Studies

### Mission Statement

*To establish a Centre of Excellence for Communication within the University of Guyana. The Centre aims to educate and intellectually stimulate both practitioners and non-practitioners in Communication studies while exposing students to the sociological, psychological and other theoretical foundations of various associated disciplines in service of Guyana and the wider world.*

### Programme Structure and Entry Requirements

(Effective August 17, 2009)

#### Diploma in Communication Studies

##### Entry Requirements

Duration:	4 semesters
Number of Courses:	18
Number of Credits:	70
Minimum GPA required to graduate:	2.0

##### **Entry Requirements:**

1. Five (5) CXC's. Minimum Grade 3. Must include English at no more than 2 sittings;
2. IDCE (IRM) or Associate Diploma from the Centre for Communication Studies or any recognized University or mature student 26 years and over together with UGEE;
3. 3 "A" level passes or 6 CAPE passes
4. Prior entry to University, (any programme: Diploma or Degree)
5. Course credits from summer clinics (No less than 3 course credits: either a grade A or B)

#### Curriculum: Diploma in Communication Studies

##### **Year 1: Semester 1**

	Credits
DPC 111 - Introduction to Communications Theory	(4)
DPC 117 - Foundations of Journalism: Logic, Evidence and Research	(4)
DPC 115 - Foundations of Journalism: Writing	(4)
ENG 115 - Introduction to the use of English	(4)
SOC 110 –The Study of Society	(3)

##### **Year 1: Semester 2**

DPC 127 - Foundations of Journalism: National and International Institutions	(4)
--	-----

DPC 129 - Introduction to Media Ethics and Law	(4)
ENG 125 - Use of English	(4)
DPC 125 - Reporting and Writing 1: Basic News and Features	(4)
SOC 120 - Introduction to Sociological Theory	(3)

#### WHAT CAN YOU DO WITH A COMMUNICATIONS DEGREE?

##### **What is communication?**

Communication as an academic field relates to all that ways we communicate, so it embraces a knowledge. The information relates both to verbal and nonverbal messages.

*“The field of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The field promotes the effective and ethical practice of human communication”.*

##### **Did you know?**

It is estimated that 75% of a person's day is spent communicating in some way. As a student, 69% of your communication time is spent on speaking and listening. You spend 17% of your communication time on reading and 14% writing. To put it in another perspective: We listen a book a day, speak a book a week, read the equivalent of a book a month, and write the equivalent of a book a year.

##### **Career Options:**

There are many career paths that a person with a Communication Major can choose. Here are some jobs titles that former graduates with Communication Majors hold. Use this as an ideas list, remember that it represents some, but certainly not all of the careers you might consider. Some careers may take additional schooling.

##### **Business**

Management Manager  
 Personnel Recruiter Vice-President Human Resources  
 Trainer  
 Director of Training and Development Counselor  
 Sales Representative  
 Executive Manager  
 Public Information Officer  
 Industrial and Labour Relations Negotiator Customer Service Representative  
 Newsletter Editor  
 Human Resources Manager  
 Mediator

##### **Advertising**

Advertising Specialist  
 Marketing Specialist  
 Copy Writer  
 Account Executive  
 Media Planner  
 Creative Director  
 Public Researcher

##### **Theatre/Performing Arts**

Performing Artist  
 Script  
 Arts Administrator  
 Performing Arts Educator

##### **Communication Education**

Language Arts Coordinator High School Speech	School Counselor
Forensics/Debate Coach	Audiovisual Specialist Educational Administrator
Drama Director Speech Communication	Educational Tester
Chairperson	

**Post Graduate Diploma in Environmental Communication**  
(Not being offered yet - 2010)

Duration:	2 semesters
Number of Courses:	8
Number of Credits:	32
Minimum GPA required to graduate:	2.4
Entry Requirements:	
Good Bachelors degree in	
1. Social Sciences,	
2. Health Sciences,	
3. Arts,	
4. Education,	
5. Communications or	
6. Environmental Sciences	

**Post Graduate Diploma in Strategic Communication for Development**  
( Not being offered yet - 2010)

Duration:	2 semesters
Number of Courses:	8
Number of Credits:	32
Minimum GPA required to graduate:	2.4
Entry Requirements:	
Good Bachelors degree in	
1. Social Sciences,	
2. Arts,	
3. Psychology or	
4. Communications	

**Associate Diploma in Communication Studies**  
(In Progress - 2010)

Duration:	4 summer /holiday semesters
Number of Courses:	4
Number of Credits:	16
Minimum GPA required to graduate:	2.0
Entry Requirements:	
1. At least 3 years experience working in media in Guyana;	
2. 4 CXC with at least grade 3 pass in English;	
3. Technical certificates in computing or	

4. certificated other short course media training will also be evaluated.
5. Credits from stand alone courses taken in the CCS.

**Year 2: Semester 1**

MNG 215 - Computer Literacy	(4)
DPC 219 - Reporting and Writing 3: Specialised Journalism (Health and Environment)	(4)
DPC 216 - Broadcast Reporting and Writing 1: Radio	(4)
HST 215 - Survey of Guyanese History / <i>(Basic Statistics)</i>	(4)

**Year 2: Semester 2**

DPC 225 - Reporting and Writing 2: In depth Journalism	<b>Credits</b> (4)
DPC 229 - Reporting and Writing 4: Specialised Journalism (Culture and Development)	(4)
DPC 226 - Broadcast Reporting and Writing 2:Television	(4)
DPC 224 - Online/ Multi Media Journalism	(4)

**Degree in Communication Studies**

**Entry Requirements**

Duration:	4 or 8 semesters
Number of Courses:	34
Number of Credits:	92/126
Minimum GPA required to graduate:	2.0

Entry Requirements - Four (4) year degree done by candidates entering the Degree from the onset;

1. Six (6) GCE/CXC "O" levels including Math and English at no more than 2 sittings; no lower than grade 3.
2. Three (3) "A" level passes or 6 CAPE passes
3. Diploma from recognized University.
4. Diploma in Communication Studies with GPA of 2.4 or higher.

**NB:** Persons being admitted to the new programme who earned their Diplomas prior to 2009 will only be admitted to the 3 year degree programme. A 3 year degree may also be done by those with less than 2.4 GPA

<b>Year 1: Semester 2</b>	<b>Credits</b>	DPC 428 - Integrated Marketing Communication 1 (4)
DPC 127 - Foundations of Journalism: National and International Institutions (4)		DPC 427 - Applied Communications Research (4)
DPC 129 - Introduction to Media Ethics and Law (4)		DPC 426 - Advanced Broadcast 2: Television Production (4)
ENG 125 - Use of English (4)		Option 3 (4)
DPC 125 - Reporting and Writing 1: Basic News and Features (4)		
SOC 120 - Introduction to Sociological Theory (3)		
<b>Year 2: Semester 1</b>		<b><u>CCS Courses Now Offered as Open Options. for Auditing and Single Credit</u></b>
MNG 215 - Computer Literacy (4)		Nine (9) courses are offered as options University wide for those faculties who wish to offer them to their students. Courses are also open who wish to take them. All courses are 4 credits and require no prior training in communications or journalism, hence the reason they are being offered as against others being offered in our general curriculum.
DPC 219 - Reporting and Writing 3: Specialised Journalism (Health and Environment) (4)		The CCS regrets however that a maximum of 10 persons may be accepted to any one of the listed courses at any one time due to ratio of student to the technical requirements of some of these courses. Selections will be made on a first come first serve basis.
DPC 216 - Broadcast Reporting and Writing 1: Radio (4)		These courses may also be offered by the University as courses which can be audited or taken singly for credit by suitably qualified or experienced persons.
HST 215 - Survey of Guyanese History / ( <i>Basic Statistics</i> ) (4)		In these cases, the following fees will apply: Auditing fee per course (no tests or assignments required and no credit will be given) G\$30,000 (US\$150) per course. Taken for credit (where all assignments and exams are required, credit is given and a University transcript may also be given) G\$50,000 (US\$250) per course.
<b>Year 2: Semester 2</b>		
DPC 225 - Reporting and Writing 2: In depth Journalism (4)		<b>DPC 119: Introduction to Media Ethics and Law</b>
DPC 229 - Reporting and Writing 4: Specialised Journalism (Culture and Development) (4)		<b>DPC 219: Reporting and Writing 3: Specialized Journalism (Culture and Development )</b>
DPC 226 - Broadcast Reporting and Writing 2: Television (4)		<b>DPC 224: Online/ Multi Media Journalism</b>
DPC 224 - Online/ Multi Media Journalism (4)		<b>DPC 216: Introduction to Broadcasting 1: Radio</b>
<b>Year 3: Semester 1</b>		<b>DPC 226: Introduction to Broadcasting 2: Television</b>
Foreign Language 1 (4)		<b>DPC 315: Media Management (TV, radio and print)</b>
DPC 315 - Media Management (4)		<b>DPC 329: Reporting and Writing 4: Specialized Journalism (Climate Change and Environment)</b>
DPC 318 Internship 1 (4)		<b>DPC 428: Integrated Marketing Communications 1</b>
HST 214 - Survey of Caribbean History 1 (4)		<b>DPC 111: Introduction to Communications Theory</b>
<b>Year 3: Semester 2</b>		
Foreign Language 2 (4)		
DPC 325 - Advanced Print: Photography, Layout and Design (4)		
HST 224 - Survey of Caribbean History II (4)		
DPC 329 - Reporting and Writing : Specialised Journalism (Climate Change and Environment) (4)		
<b>Year 4: Semester 1</b>		
DPC 416 - Advanced Broadcast 1 : Radio Production (4)		
DPC 417 - Introduction to Communications Research (4)		
Option 2 (4)		
DPC 418 Internship ii (4)		
<b>Year 4: Semester 2</b>		
		<b>Projected Programmes 2010-2011</b>
		<b><u>Masters in Communication Studies</u></b>

### Grading

A: 85% and above

B: 75%-84%

C: 65% -74%

D: 55%-64%

F: Below 54%

Internships will also carry a grade but will not be subject to examinations. These grades will be comprised as follows: 60% based on the students report and portfolio of work produced while on attachment/internship and 40% based on the evaluation of their supervising officer at the place of internship.

### Examinations

Students will be required to pass both coursework and final examinations for all Communication courses. **Further all Communication students will be required to obtain no less than a C in ENG 115 and ENG 225 with 3 chances to try.**

### Lab Fees

All students regardless of year of registration are required to pay Lab fees of G\$10,000 a year or G\$5000 per semester upon registration. Paying your lab fees means you are entitled to use of the print and computer labs, radio and television studios for 10 hours per semester. You are also entitled to free use of CCS DSL wireless internet access on your personal laptop or in our computer lab. Lab fees are also used to supplement purchase of equipment and supplies used in the teaching of practicum.

### Options

<u>Course No.</u>	<u>Course Name</u>	<u>Credits</u>
MNG 210	Computer Studies I	4
ENG 115	Introduction to the Use of English	4
MNG 220	Computer Studies II	4
ENG 125	Use of English	4
MKT 210	Advertising Management	4
ECN 110	Introductory Microeconomics	4
SOC 110	The Study of Society	3
MNG 411	Project Management	4
HST 214	Survey of Caribbean History I	4
HST 224	Survey of Caribbean History II	4
POL 212	The Rise & Development of Political Tradition	3
POL 222	Politics & Development in the Third World	3
POL 315	Introduction to International Relations	3
IRL 414	Introduction to Latin American Politics	3
IRL 418	Foreign Policy of Guyana	3
POL 327	Introduction to Conflict Analysis & Resolution	3
SOC 416	The Study of Social Change	4
DSW 214	Criminology and the Criminal Justice System	4
DSW 215	Social Policy & Legislation	4
SOC 217	Social Psychology I	4
SOC 227	Social Psychology II	4
DSW 314	Community Practice	4
SOC 420	Caribbean Social Structure	4
HST 215	Survey of Guyanese History I	4
SOC 326	Comparative Social Institutions	4
SOC 426	Modernization & Development	4
DSC 511	Theories of Development	3
ISC 513	Issues in Regional Politics (Latin America and the Caribbean)	3
ISC 515	International Organizations	3
ISC 525	International Law	3
ISC 526	Issues in the International Relations of Guyana	3
GEO 121	Atmosphere, Weather & Climate	4

ART 312	Visual Aesthetics I	3	<p>courses previously offered ought not to be affected.</p> <p style="text-align: center;"><b><u>LIST OF SUBSTITUTE COURSES</u></b></p> <p>The substitutions will be as follows (substitute courses indicated in blue, old courses indicated in red) :</p> <p><b>DPC 111/111</b>      <b>Introduction to Communications Theory</b> (No change)</p> <p><b>DPC 121 /219</b>      <b>Development Support Communication</b> (Substitute DPC 219: Reporting and Writing 3: Specialized Journalism (Development, Health and Environment)</p> <p><b>DPC 210 / 117</b>      <b>Communications Research Project 1</b> (Substitute DPC 117: Foundations of Journalism: Logic, Evidence and Research)</p> <p><b>DPC 212/ 115</b>      <b>Print Journalism Principles</b> (Substitute DPC 115: Foundations of Journalism: Writing)</p> <p><b>DPC 213/216</b>      <b>Broadcast Journalism: Radio</b> (Substitute DPC 216: Broadcasting- Introduction to Radio)</p> <p><b>DPC 220/129</b>      <b>Communications Research Method Project 2</b> (DPC 129: Foundations of Journalism: National and International Institutions)</p> <p><b>DPC 222/225</b>      <b>Print Journalism Practice</b> (Substitute DPC 225: Reporting and Writing: In depth Journalism)</p> <p><b>DPC 223 /226</b>      <b>Broadcast Journalism: Television</b> (Substitute DPC 226: Broadcasting 2: Introduction to Television)</p> <p><b>DPC 412/325</b>      <b>Advanced Print Journalism Principles</b> (Substitute DPC 325: Advanced Print - Photography, Layout and Design)</p> <p><b>DPC 410 /417</b>      <b>Advanced Communications Research Project 1</b> (Substitute DPC 417: Introduction to Communications Research)</p> <p><b>DPC 310/428</b>      <b>Public Relations Practice</b> (Substitute DPC 428: Integrated Marketing Communication 1)</p> <p><b>DPC 413 /416</b>      <b>Advanced Broadcast Journalism: Radio</b> (Substitute DPC 416: Advanced Broadcasting 1 – Radio Production)</p>
ART 322	Visual Aesthetics II	3	
MUS 112	History of Music in the Caribbean		
MUS 122	Form & Style in Caribbean Music		
MUS 222	Drumology in Folk & Traditional Music		
ENG 106	Introduction to Poetry		
ENG 114	Introduction to Prose		
ENG 117	Introduction to Language		
ENG 311	West Indian Literature I		
ENG 321	West Indian Literature II		
ENG 415	Drama I		
ENG 124	Introduction to Drama		
ENG 425	Drama II		
ENG 313	Creole Language Studies I		
ENG 323	Creole Language Studies II		
SPA 100			
SPA 101		8	
SPA 103	Beginners Spanish (Certificate of Competence)		
SPW 321	Introduction to the History & Civilization of Latin America		
PRT 100	Beginner's Portuguese		
<b><u>Administration of Students Already Enrolled for Old Programmes</u></b>			
<b>Degree in Progress</b>			
Students completing the Degree in Public Communications who are currently in the old programme will take substitute core Communication courses in the proposed new programme which carry similar but upgraded content. Inter-departmental and extra-departmental			