

COMMUNICATION UNIT SHOWS CUT LEARNERS THE ROPES

When students hear that they will be placed in a public sector or government department for their Work Integrated Learning (WIL) practicals, more often than not they are convinced they will be merely pushing papers, making coffee and printing documents. Such was a similar perception for a group of graphic design students.

Over the past three weeks, the MMM Communication Unit hosted three students from the Central University Technology as part of their practicals in preparation for the work environment. Lesedi Mochochoko, Keneuoe Leeuw and John Julius came as third year graphic design students, but left Mangaung with basic knowledge in the communication field; from writing and editing, photography, event planning and branding, amongst other functions of the unit. Through their time in the offices of the city, they learnt how graphic design can be incorporated in different fields of work.

This was the second cohort of students hosted by the unit, with the first group from Language Practice completing their WIL in 2019. For Lesedi, the differences between school deadlines and what happens at work were glaring. "It made me realize that I still have a lot to learn about the work place and how to manage my time when working on a project. I also learnt about the fast-paced nature of the journalism world and how one must multi-task effectively in order to get things done. I realised that within my own field there is a lot I don't know yet and there is much to learn," she said.

Coming into the unit, John had an interest in learning to write, to complement his design skills, but was also amazed at the skill needed to juggle different factors when in the field. He



The Communication Unit hosted graphic design students from CUT for 3 weeks

remarked: "One of my favourite tasks was interviewing the women fire fighters and hearing their stories. After covering the KeyHealth gala dinner, I realised that a lot goes into compiling one story, from deciding how to take pictures and which ones to use in the end."

Besides designing and writing for local government, they also learnt about organisational culture and the importance of adaptability. Keneuoe, who had some struggles in the beginning said: "What pleased me the most about the experience is that even though I had some hiccups in terms of learning new things and accepting certain factors within the work space, the people were friendly enough to teach me how things are done in a way that doesn't belittle me. They taught me with kindness and with patience which is something I will never forget going forward," Keneuoe said.

Talking about the importance of hosting

students for exposure to the working environment, GM: Communication Qondile Khedama said: "I have made it my agenda to ensure that the coming generation gets empowered in terms of skills particularly in my area, which is communication."

However, after hosting two groups of students, Khedama has noted a disconnect between the current curriculum and application in the industry, which has prompted stakeholder engagement with CUT. "After engagements with the Deputy Vice Chancellor Professor David Ngidi, he invited me to make inputs on the repackaging of the in the course outline for communication sciences," Khedama.

From designing information leaflets, learning the language of the industry to covering the Mayoral election and inauguration, the students left Mangaung with an entirely changed perspective of working for the public sector.

MANGAUNG NEWS UPDATE

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