MEDIA-NEWS JOURNALISM

TAFE Course No. for enrolment

7506

Credential available

Statement of Attainment

TAFE Curriculum Centre

Business, Arts & Information Technology

BOS Course No./Unit value

43290 – 2 units x 1yr
43292 – 2 units x 2 yrs

Exclusions

No

Some modules also part of Traineeship course?

Yes

Advanced Standing in other TAFE courses (Note: All TAFE courses are AQF credentials)

7516 Certificate III in News Media

Who is this course for?

Preliminary and HSC year students

Students who are interested in acquiring journalistic skills to assist in obtaining employment or for further study. Students who complete the full certificate course will acquire the skills and knowledge needed to complete a broad range of basic media related tasks. This course prepares students for further study. Students considering undertaking this course should have good English literacy skills.

What is this course about? What will students be doing?

Depending on the modules selected, students will acquire the basic skills, knowledge and attitudes to:

• explore legal issues relating to news media, discuss the agencies and regulatory provisions that govern news media, apply social responsibility in the gathering and presentation of news media items;
• plan the set-up of a small business in the news media industry, use budgeting and simple financial management systems for day to day business transactions, develop a feasibility study for a small business venture in the news media industry, negotiate common contracts applicable to work in the news media industry;
• outline the history of the Australian news media industry, analyse the role of unions, employer organisations and professional associations in relation to the news media industry, explore the impact of technological and organisational change on the news media industry;
• write news reports using different styles from a variety of sources, feature articles suitable for different publications and audiences, reviews based on different sources, short scripts appropriate for radio or visual media;
• establish a purpose for news media industry research, an argument to support or reject an hypothesis, prepare and present research findings;
• research and write news items suitable for print media, radio, television, and the Internet within given deadlines;
• write interviews for print, radio, television and multimedia, conduct interviews suitable for print and multimedia, conduct a radio interview as part of a radio crew, conduct a television interview as part of a video crew;
• construct a demographic profile for a selected region, determine the likely response to a proposed news program or column in a given region, using a devised questionnaire as one means of gathering information, explore audience patterns of media use and how they influence the presentation of media material, devise a marketing strategy for a niche-market media product or service.

Recognition from HSC to TAFE courses (credit transfer opportunities)

Please refer to the Credit Transfer website http://www.det.nsw.edu.au/hsctafe/ for the most current information regarding credit transfer arrangements.

As at August 2004, there are no credit transfer opportunities for the courses listed under Advanced Standing.
MEDIA-NEWS JOURNALISM

Course Content

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Nominal Course Hours 108 – 216 min

Additional Information:

Course locations
This course is a new area for TAFE and could be offered at a number of locations where the following resources are available.

Teaching qualifications: for media modules, Diploma or equivalent in media journalism with at least 3 years experience. Different qualifications and experience are required for Shorthand Fundamentals, Research, Australian Political & Legal Institutions, Audience Research, Cross Cultural Communications, Creating a Web Page, Video Editing.

Resource requirements: standard TAFE theory room, computer room, VCR facilities. Specialist facilities are required for Voice Production and Presentation, Interviewing with Basic Technologies, Photography, Video Editing, Audio Editing.

Colleges interested in offering the course should contact the Program Manager (Music Media Entertainment Film & TV).