



Broadcast Journalism

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

[www.iped-uk.com](http://www.iped-uk.com)

UNIT SPECIFICATION



Designed in England,  
United Kingdom

## Unit Title

Broadcast Journalism

## Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning  
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

## Assessment methods

Written examination under clocked supervised conditions. Maximum 3 hours

Examination questions will be practical, application-based and be focused at an operational level. According to the nature of the subject matter, a variety of question styles and approaches will be included in the examination. Questions might be based on case study materials and require a discursive answer, a report or a series of shorter answers.

Students will typically be required to explore and compare the technical aspects of an issue or topic or to apply their understanding to, for example, solve a problem or provide a recommended solution.

Examination questions will be set, administered, assessed and internally verified by IPED in the United Kingdom by IPED assessors and internal verifiers.

### Minimum entry requirement(s)

Please refer to the statement of entry requirements

### Methods for teaching and learning

#### Centre based study

Lectures: Formal lectures to be provided at and by an approved centre

Class discussions: which should include analysis and review of various case studies

Group discussions: where students are advised to actively engage and contribute

*OR*

#### Distance learning:

Learner studies on his/her own, either at home or at a suitable location – reading, watching or listening to material supplied, doing activities and assignments with regular support from an assigned IPED tutor or other appropriate personnel. Guided learning hours to be fulfilled through online communication such as chat forums.

### Course monitoring and review

The module will be regularly reviewed by the Academic Advisory Board (AAB) to ensure that it remains fit for purpose. The work of the tutors and examiners will be closely monitored for the purposes of maintaining standards and for improvement. The IPED Suggestion and Feedback System will be used to collect information from users of the qualification to make informed decision on quality improvement.

## Grading system

[All figures are expressed in percentage (%)]

|         |        |               |
|---------|--------|---------------|
| Grade A | 90-100 | Distinction   |
|         | 70-89  | Excellent     |
| Grade B | 60-69  | Merit         |
| Grade C | 50-59  | Pass          |
| Grade D | 40-49  | Marginal pass |
| Grade F | 39-0   | Fail          |

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**This module covers:**

[>] Principles of Broadcast Journalism

- What makes news:
  - o (-) Definition of news; (-) News you can use; (-) Different types/categories of news
- Ethics and responsibility:
  - o (-) Free media and its responsibilities; (-) Honesty in broadcast journalism; (-) Regulation; (-) The law; (-) The myth of objectivity; (-) Interviewing children; (-) User Generated Content; (-) Reporting civil disorder; (-) Privacy and voyeurism
- News sources:
  - o (-) Reporters; (-) Stories from consumers; (-) Contacts and sources; (-) Newsroom diary; (-) Check calls; (-) Emergency services radio; (-) Freelances; (-) Wire services and news agencies; (-) Cross-platform material; (-) Other news media; (-) The network.
- Getting the story:
  - o (-) Newsroom conference; (-) Copytasting; (-) Balance of news; (-) The brief; (-) The angle; (-) Chasing the contact; (-) Working to sequence
- Conversational writing:
  - o (-) Telling the story; (-) Writing for a mass audience; (-) Inverted sentences; (-) Easy listening; (-) Contractions; (-) Rhythm
- News writing:
  - o (-) Hard news and soft news; (-) News angles; (-) Multi-angled stories; (-) The intro; (-) Features openers; (-) Developing the story; (-) Signposting; (-) Accuracy; (-) Last words.
- The interview;
  - o (-) Interviewer skills; (-) Different types of interview
- Setting up the interview;
  - o (-) Background; (-) The questions; (-) Fact checking; (-) Fitting the brief; (-) Checking arrangements; (-) Adopting the correct approach
- Newsreading mechanics:

- (-) Speed; (-) Breathing; (-) Projection; (-) Emphasis; (-) Pitch; (-) Microphone techniques; (-) Using a prompter; (-) Bringing the story to life

[>] Radio:

- Story treatment
- Recording:
  - (-) Principles of recording; (-) Using portable sound recorders; (-) Before the interview; (-) During the interview; (-) Automatic level control (ALC) versus manual; (-) After the interview
- Editing:
  - (-) Functions of editing; (-) Rules of editing; (-) Unethical editing; (-) Basic production; (-) Sound mixing; (-) Types of fades
- The studio; Types

[>] Television:

- Scripting journalism:
  - (-) The intro; (-) Complementing pictures with the narrative; (-) Writing to sound; (-) Television news packages; (-) Balancing words with pictures; (-) Using archive pictures; (-) The bottom line
- Gathering news:
  - (-) Filming for TV journalism; (-) Video journalism; (-) Pocket news and hidden filming
- Camera shots
- Editing the sound and pictures:
  - (-) Basic principles of editing; (-) Sequence of shots; (-) Shot length; (-) Intercutting; (-) Video mixing; (-) Audio mixing; (-) Editing shots and interviews; (-) Using music
- Live TV reporting:
  - (-) What to do before going live; (-) The basic kinds of live reporting; (-) What works well; (-) What works less; (-) Top tips for going live
- Graphics and digital display visuals:

- (-) How to work your visuals; (-) Stills and frame grabs; (-) Writing to still pictures and screen insets; (-) Overlays and chromakey; (-) Big screen video wall; (-) Using acronyms and abbreviations in visuals.
- Television news presenters:
  - (-) The best style for television; (-) Colours and fabrics; (-) Dealing with nerves; (-) Make-up and perception

[>] Online:

- Current trends in online journalism
- Strengths and weaknesses of online journalism
- Writing for the internet
- Skills required to succeed as an online journalist

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## Recommended learning resources

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|---------------------------|---|
| <b>Indicative reading</b> | <p>Broadcast Journalism: Techniques of Radio and Television News 6th Edition by Andrew Boyd et al; 2008.<br/>ISBN: 9780240810249</p> <p>The Broadcast Journalism Handbook (Longman Practical Journalism), Paperback, by Gary Hudson et al; 2012.<br/>ISBN: 9781408245217</p> <p>Access to other relevant text is strongly encouraged.</p> |
| <b>Study manual</b>       | <p>A learning resource material is provided to guide the learner/tutor and to serve as a quick reference point for contents of the programme. The student is advised not to be over reliant on the study guide but to access the relevant textbooks or other academic materials as much as possible to help him/her with the course.</p>  |