



Introduction to Journalism and Media Studies

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

www.iped-uk.com

UNIT SPECIFICATION



Designed in England,
United Kingdom

Unit Title

Introduction to Journalism and Media Studies

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:

[>] News

- Characteristics evident in most news stories
- Organizing news
- Radio news, television news, online news, newspapers
- News sources: Press releases, news diaries, emergency services, charities and pressure groups, local government, trade organizations, consumer groups, etc.

[>] Researching a story

[>] Writing a story

- Writing for radio
- Writing for television
- Writing for the internet
- Sports reporting

[>] Identifying the story

[>] Conducting interviews

- Newspaper interviews
- Television interviews
- Radio interviews
- Interviewing difficulties
- Difficult interviews

[>] Broadcast skills

- Radio skills
- Television skills
- Online skills

[>] Journalism and the law

- Defamation
- Contempt
- Privacy

[>] Tools for analysing media texts

- Rhetoric, language and meaning; rhetorical analysis; editorial rhetoric
- Verbal rhetorical devices
- Presentational rhetoric

[>] Semiology

- Explanation of semiology and its foundations
- Core ideas in the semiological approach
- Semiological terms
- Denotation and connotation
- Sign-object relations
- Multi-accentuality

[>] Genre, narrative, fabula and syuzhet

[>] Content analysis

[>] Realism in media

[>] The business of media

- Media organizations in the free market
- Controlling uncertainty
- Cost structure and managing risk
- Size and concentration
- Mapping production processes
- Gatekeeping

[>] The culture of production

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Recommended learning resources

Indicative reading	Contact IPED
Study manual	Contact IPED