

Journalism and Media Studies

Short course; designed in the United Kingdom by
The Institute for Professional and Executive Development - IPED



Specification

Course Title	Journalism and Media Studies
Category	Short (Executive) Course; Continuing Professional Development (CPD) course
Entry Requirement	None
Mode of Delivery	The course can be delivered: <ul style="list-style-type: none"> o through educational workshops, seminars or events o using online or e-learning methods
Language of delivery	English
Assessment and Certification	No formal assessment such as written examination is required. A learner is deemed to have successfully completed the course through active participation during the delivery of the course.
Total Learning Hours	Flexible. Can be completed in any amount of hours; dependent on learner's circumstances. It is however recommended that the total number of hours should not exceed 30, if actively delivered.
Grading System	None
Study manual	A comprehensive learning material is provided by IPED to support the delivery of this course.
Course Monitoring	The course will be regularly reviewed by the Academic Advisory Board (AAB) to ensure that it remains fit for purpose. The IPED Suggestion and Feedback System will be used to collect information from users of the course to make informed decision on quality improvement.

Course contents



- **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.
- **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**
- **Genre, narrative, fabula and syuzhet**
- **The business of media**

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