Graduate Certificate in Journalism (KJ35)

Year offered: 2011
Admissions: Yes
CRICOS code: 040323E
Course duration (full-time): 1 Semester
Course duration (part-time): 2 Semesters
Domestic Fees (indicative): 2011: Full fee tuition $7,375 (indicative) per semester
International Fees (indicative): 2011: $10,750 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: AsPro Helen Klaebe
Discipline coordinator: Dr Lee Duffield
Campus: Kelvin Grove

Course Structure
To graduate with a Graduate Certificate in Journalism, students are required to successfully complete 48 credit points, as specified in the course structure below.

Journalism is a specific field of study that requires strong practical capabilities, and students need to gain technical skills in this field. To achieve this, students who do not hold a bachelor degree will be offered a choice of undergraduate and postgraduate options that are specifically designed to build the technical skills required in Journalism.

Other Course Options
This course articulates into the Master of Journalism. All units in the Graduate Certificate may be counted towards a Master of Journalism.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.

Full-time Course structure

<table>
<thead>
<tr>
<th>Semester 1</th>
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<tbody>
<tr>
<td>KJP401 Newswriting</td>
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<tr>
<td>KJP403 Feature Writing</td>
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Part-time Course structure

<table>
<thead>
<tr>
<th>Semester 1</th>
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<tbody>
<tr>
<td>SELECT One unit from List A</td>
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<tr>
<td>SELECT Either KJB239 or KKB175:</td>
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<tr>
<td>KJB239 Journalism Ethics and Issues</td>
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<tr>
<td>KKB175 Creative Industries Legal Issues</td>
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Please note: Students who have completed KJP402 as a core unit in 2010 or earlier will not be required to complete KJP403 as a core unit.

List A - Journalistic Unit Options

<table>
<thead>
<tr>
<th>Journalism Units</th>
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<tbody>
<tr>
<td>KFB205 Fashion and Style Journalism</td>
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<tr>
<td>KJB211 Layout and Design</td>
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<tr>
<td>KJB222 Online Journalism 1</td>
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<tr>
<td>KJB280 International Journalism</td>
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<tr>
<td>KJB304 Sub-Editing</td>
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<tr>
<td>KJB323 Online Journalism 2</td>
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<tr>
<td>KJP402 Journalistic Inquiry</td>
</tr>
<tr>
<td>KJP404 Radio and Television Journalism 1</td>
</tr>
<tr>
<td>KKP410 Fundamental Media Skills for the Workplace</td>
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Potential Careers:
Art Writer, Journalist, Media Industry Specialist.

UNIT SYNOPSISES

KFB205 FASHION AND STYLE JOURNALISM
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce
fashion and style editorial content in a variety of styles and contexts.

**Prerequisites:** KFB103 or KJB224 (KJB224 can be enrolled in the same teaching period)  
**Assumed knowledge:** It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.  
**Equivalents:** KJB339  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KJB211 LAYOUT AND DESIGN**

In this unit, students will learn how to use visual mediums (e.g. words, pictures, headlines, fact boxes etc) to best communicate to a variety of journalism audiences.

Using the latest computer design package, students will be taught to apply design theory to publish journalistic copy, incorporating photographs, images, graphics, tables, headlines and captions. They will learn the importance of print size, spacing, columns, captions and other visual communication devices in capturing the attention of an increasingly visual literate society.

**Prerequisites:** KJB120 or KJP401  
**Equivalents:** KJB322  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KJB222 ONLINE JOURNALISM 1**

As increasing volumes of news and other factual material are processed through online media, practitioners and also intending citizen journalists stand to get a secure understanding from studying the social and economic underpinnings of the format, and also from acquiring skills for using it.

This unit explores the background to practice in online journalism, such as the place of the medium in contemporary mass communication; it promotes the principles of best practice in journalism, and enables students to publish reports on line, giving them instruction in a wide range of production skills.

**Prerequisites:** KJB121 or KJP402  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KJB239 JOURNALISM ETHICS AND ISSUES**

QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.

**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KJB280 INTERNATIONAL JOURNALISM**

This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.

**Prerequisites:** KJB120 or KJP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KJB304 SUB-EDITING**

This unit builds on KJB211 (Layout and Design) and is aimed at teaching students how to assess text for publication in the journalism industry which is a highly sought skill for employment both within Australia and overseas. Students will assess the text for news’ values, quality, photographs, supporting stories, applying style guides (both generic and in-house), grammar, spelling, accuracy, verification, its legality (including defamation, contempt and sub-judice), ethics, sources and balance. Students, individually and in small teams, will be given a range of copy-text from very poor to reasonable on a variety of topics which will be made publishable (i.e. production-ready) by them working with their tutor using the above processes.

**Prerequisites:** KJB120 or KJP400  
**Equivalents:** KJB322  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KJB323 ONLINE JOURNALISM 2**

All media outlets now have a visible and increasing online news presence. This unit builds on the foundations established in Online Journalism 1 to equip students with the skills and theory needed to compete in this multimedia news world. Students will receive practical hands-on training allowing them to incorporate text, audio, video and still images into timely online news and feature reports. They will be required to consider the application other online communication tools (Blogs, wikis, MySpace, YouTube etc) in a modern journalistic environment. The praxis-based unit will see students work in rostered teams to create journalistic copy to be published online. They will also work independently to develop individual news or feature story highlighting the innovative possibilities of the online journalism medium.
Prerequisites: KJB222  Credit points: 12  Contact hours: 1 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KJP401 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories; the evolution and theories of reporting.

Equivalents: KJP120  Credit points: 12  Contact hours: 3 per week, plus several seminars during semester  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KJP402 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context.
You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and will have opportunities to write stories related to different news rounds throughout the semester.

Antirequisites: KVP402  Equivalents: KJP121  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KJP403 FEATURE WRITING
In this unit you will conduct interviews and other research that you use to write Internet, newspaper and magazine articles that profile personalities or that treat processes, events and places to exploit their human-interest value.

Equivalents: KJP224  Credit points: 12  Contact hours: 3 per week, plus several seminars during semester  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KJP404 RADIO AND TELEVISION JOURNALISM 1
In this unit the practical and theoretical aspects of radio and television media are studied and applied through production of broadcast news programs. You learn styles and use, and the evaluation of television and radio products. Strong emphasis is placed on current affairs knowledge.

Prerequisites: KJP401 or KJP120 or KJP402 or KJP121  Antirequisites: KJB235  Equivalents: KJP232  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KKB175 CREATIVE INDUSTRIES LEGAL ISSUES
This unit introduces Creative Industries students to the law which applies to their professional practice and theoretical study. The unit provides a foundational approach to general aspects of law as well as particular topics for students in these fields. The unit is based on a core set of lectures and tutorials which are offered in two strands: Strand 1 for Journalism and Media Communication; Strand 2 for other Creative practices.

Antirequisites: LWS009  Equivalents: KKB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KKP410 FUNDAMENTAL MEDIA SKILLS FOR THE WORKPLACE
This unit introduces an array of media products that are often used in the workplace and allows students hands on experience of making media products. To discover principles of communication underlying practice, classes will discuss the use of a variety of media platforms, channels and tools.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove