Graduate Certificate in Journalism (KJ35)

Year offered: 2010
Admissions: Yes
CRICOS code: 040323E
Course duration (full-time): 1 Semester
Course duration (part-time): 2 Semesters
Domestic fees (indicative): 2010: Full fee tuition $7,250 (indicative) per semester
International Fees (indicative): 2010: $10,500 (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: Dr Helen Klaebe
Discipline coordinator: Dr Lee Duffield
Campus: Kelvin Grove

Overview
This program suits those who have worked or studied in fields outside journalism and who now seek journalism skills or wish to change career paths into journalism. Those who currently work in journalism will benefit from this course by gaining skills to enhance their craft in a new media environment. You will gain practical skills in writing and journalistic inquiry within a conceptual framework that includes ethics and legal issues.

The Graduate Certificate will allow you to develop the fundamental skills of journalism. This course will inspire creativity and help you prepare for a career in the media and related industries.

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.

Entry requirements
A bachelor degree with an overall grade point average of 5.0 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Please contact the Creative Industries Faculty for more information.

If requested, supply documentation of professional work experience as detailed in Completing the PG Form.

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.

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>KJP402 Journalistic Inquiry</td>
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SELECT One unit from List A

SELECT Either KJB239 or KKB175:

KJB239 Journalism Ethics and Issues
KKB175 Creative Industries Legal Issues

Part-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>KJP402 Journalistic Inquiry</td>
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</tbody>
</table>

SELECT One unit from List A

SELECT Either KJB239 or KKB175:

KJB239 Journalism Ethics and Issues
KKB175 Creative Industries Legal Issues

List A - Journalism 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>
</tr>
<tr>
<td>KJB323 Online Journalism 2</td>
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<tr>
<td>KJP403 Feature Writing</td>
</tr>
<tr>
<td>KJP404 Radio and Television Journalism 1</td>
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Potential Careers:
Art Writer, Journalist, Media Industry Specialist.

UNIT SYNOPSES

Published on: 16 May 2011
Page 1/3
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.

Assumed knowledge: KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge

Equivalents:
KJB339 Credit points: 12 Contact hours: 3 per week
Campus: Kelvin Grove Teaching period: 2010 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 KJP400
Equivalents: KJB322
Credit points: 12 Contact hours: 3 per week
Campus: Kelvin Grove Teaching period: 2010 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: 2010 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: 2010 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 KJP400
Credit points: 12 Contact hours: 4 per week
Campus: Kelvin Grove Teaching period: 2010 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
Credit points: 12 Contact hours: 3 per week
Campus: Kelvin Grove Teaching period: 2010 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:** 2010 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.

**Prerequisites:** KJB222  
**Credit points:** 12  
**Contact hours:** 1 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**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.

**Prerequisites:** KJP401 or KJP120 or KJP402 or KJP121  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 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.

**Prerequisites:** KJP224  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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.

**Prerequisites:** KJB222  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2