

JOURNALISM & MASS MEDIA STUDIES

This program is designed for those wishing to pursue or develop a career in written or broadcast journalism. The program introduces students to the role of the media in modern society and focuses on the skills needed to research, prepare and present news and information. It is intended to equip students with the skills which they will require in order to operate effectively in the global communications environment.

It is suitable for those working in the media, who wish to enhance their prospects and for those who intend to pursue a career in this field.

Please note: It is essential that those wishing to undertake their program are able to communicate fluently in both written and spoken English. The examiners will deduct marks for the incorrect use of grammar, poor sentence construction and the inappropriate use of English

DIPLOMA SUBJECTS

- Broadcast Journalism
- Media Law & Ethics
- Freelance & Feature Writing
- Newspaper Reporting
- Sub Editing

Objectives: To provide students with:

- a. An understanding of the role of the different media in modern society
- b. A thorough grounding in the role of the journalist
- c. Knowledge of specific media roles and skills
- d. The skills to research write and present effective copy
- e. Skills in presenting publications for the market place
- f. An awareness of the legal environment in which the media operate

Duration : **1 YEAR**