

# **Broadcast Journalism Programme of Study 2017-2018**

This programme of study will equip candidates with the essential skills to work as journalists in radio and television newsrooms. It will be studied alongside the core journalism skills of the diploma.

The way a journalist behaves in reporting a story is central to their skills base. The Diploma in Journalism is designed to equip candidates with an understanding of the many ethical issues which confront journalists in their day-to-day work. It will enable them to apply high ethical standards and identify when issues arise.

Candidates will learn how to research, write and produce high-quality reports for radio and/or television. It will also instil a degree of familiarity with the technology, techniques, language and regulation of broadcast journalism and teach some practical skills. It should reflect the best current practice in broadcast newsrooms in the UK.

The aim of the broadcast journalism assessment is to ensure trainee journalists can:

- research and write clear, accurate, compliant and engaging stories for radio and television
- understand the techniques of interviewing and presenting for broadcast and can conduct a simple broadcast interview themselves
- demonstrate familiarity with the basic techniques and technology of broadcast newsgathering, including the sourcing of material
- have an awareness of the basic set-up of radio and television news studios and can operate simple radio and television equipment
- show a good working knowledge of the key principles of broadcast regulation as laid out in the Ofcom Broadcasting Code
- be familiar with the language and terminology of a broadcast newsroom.

In writing, good grammar, spelling and punctuation will be expected. Work will be legally sound and comply with broadcast regulation.

Candidates are required to submit one piece of coursework, take two practical, timed tests and sit a one-hour broadcast regulation exam.

100 marks are available for each assessment.

Grades will be awarded as follows (percentage marks)

- A - 70+ marks
- B - 60-69 marks
- C - 50-59 marks
- D - 40-49 marks
- E - 30-39 marks
- F - 0-29 marks

Grade C or above in each assessment is required to meet the industry standard.

Grade descriptors can be found at the back of this programme of study.

### **Assessment Methods**

The module will be assessed by the following four methods:

**Practical TV news exam:** script and edit two 'news in brief' (Ulay/OOV) items from given material. Time allowed is two hours.

**Practical radio news exam:** produce and record a two-minute radio news bulletin from material provided for a given market audience. Time allowed is 90 minutes preparation plus one recording as live after the end of the test (under supervision). Candidates must submit their transcript and running order with their recording.

**Broadcast regulation exam:** to test practical knowledge and application of the relevant sections of the Ofcom Broadcasting Code. Candidates are required to answer two out of three questions. Time allowed is one hour. Candidates are examined on the Ofcom Code rather than the wider legal framework which is assessed in essential media law and regulation.

**Coursework:** candidates must produce one 90 second TV report and one radio news package of 2-2 ½ minutes with the TV report including a piece to camera and both including two interviews. There is no time limit for producing the work. It must be endorsed by a course tutor, trainer or editor as all the candidate's own work.

### **Assessment categories and criteria**

The standard of English - language, grammar and punctuation - must be high. Spelling error and inaccuracies will be penalised. Marking will take into account the use of English and the principles of good journalism practice. Scripts must be in a clear, accessible style suitable for their target audience.

Marks are awarded for:

- content – must include all the relevant facts
- accuracy – there should be no inaccuracies, factual errors or misrepresentations that would demand a correction or apology. The report produced should be legally sound and comply with the relevant codes of practice and/or guidelines
- story structure – the story should be well organised and flow logically
- use of language – the standard of English, grammar and punctuation should be high and the story should be easily accessible to the reader, viewer or listener
- selection of shots – appropriate shots chosen and used for the appropriate duration
- composition – shots used appropriately framed
- focus and lighting – shots used appropriately focused and lit
- variety of shots – effective shot combination
- voice – clear and engaged with the subject matter
- sound – well-balanced with actuality.
- audio – cleanly-edited clips, introduced smoothly and ascribed to the correct person
- presentation - engages with the listener and is appropriate for the target audience with no mistakes.

### **Assessment weighting**

To gain a grade C or above for this module candidates must achieve a mark of 50 per cent or more in the broadcast regulation exam.

The four assessments are equally weighted as long as the candidate achieves 50 per cent or over in the broadcast regulation exam. The marks are added together and divided by four to achieve the overall grade.

If a candidate does not achieve 50 per cent or over in the regulation exam, the grade will be capped at a D grade.

### **Guided learning**

This syllabus incorporates a programme of study that includes an estimated 110 hours guided learning; direct teaching or training under immediate guidance or supervision of a tutor or trainer or other appropriate provider of education or training.

Coursework will be set and marked by approved centre tutors and assessed to media industry standards by qualified broadcast journalism tutors. The coursework will incorporate practical tasks based in the classroom and/or in the real world covering the areas outlined in this syllabus.

## **Content**

### ***Writing and producing***

Candidates will learn how to define news, how to identify reliable sources of news, how to order and present news for different audiences and how to turn stories into well-produced pieces of broadcasting.

Candidates will also learn how to write clear, accurate and engaging stories of varying length and complexity for radio and television audiences.

Candidates will be able to:

- select suitable sound and video clips
- script to picture for television
- compile a simple radio news bulletin and be able to present it on air
- record and edit a simple audio vox-pop compilation and
- understand the editorial limitations of vox-pops.

Candidates will learn these skills by participating in a number of 'news days', producing news in real-time in a newsroom type environment.

### ***Voice training***

Candidates will be given voice training including voice control, tone and simple voice techniques.

Candidates will learn:

- relaxation, posture and breathing
- how to deliver a piece to camera
- body language
- understanding different styles: the news voice; bulletin reading; weather; and traffic.

### ***Interviewing***

Candidates will learn how to conduct broadcast interviews in a classroom situation and in real-world situations. They will gain experience of interviewing in a wide range of situations including face-to-face and by phone.

Candidates will learn:

- how to find the right interviewee and how to approach that person
- how to prepare for an interview.
- how to shoot, record and edit fairly a simple broadcast interview for radio and television
- effective news interviewing techniques, including asking key questions to ensure they understand the full story and to get the quotes they need
- how to write a good research brief for someone else – such as a programme presenter.

## ***Newsgathering and digital media***

Candidates will study how to build contacts in the real world and source, identify and research news through a programme of regular broadcast writing and production work conducted both in and around their centre. Wherever possible candidates will gain work experience in a professional broadcast newsroom.

Candidates will learn:

- the various techniques of broadcast newsgathering and be familiar with the various types of equipment used
- how to find broadcast material from outside sources such as video and picture agencies, archives and libraries
- to be familiar with the principles and practice of 'pooled' material as well as rules on copyright
- to research effectively online. They should understand the importance of avoiding over-reliance on internet sources and the need to double-check information found online
- how to access and generate material from non-professional sources – user-generated content, social media material – and about the possible hazards of relying on such material
- how to set up a dialogue with listeners and viewers
- about platforms and techniques to foster this interaction
- how a news organisation can get the most from its website as a news-gathering device
- how to provide news coverage across social media platforms using text, pictures, audio and video. e.g. Twitter, Twitpic, Twitlonger, Skype, Facebook, HootSuite, YouTube.
- analytics and different tools used i.e. Google analytics.

## ***Broadcast production techniques including editing and graphics***

Candidates will have visited at least one radio and one television newsroom. They will be familiar with basic set-up and equipment in a radio and a television news studio.

Candidates will learn:

- to operate a simple radio desk and be able to use a simple self-op radio studio
- the different types of equipment used: cameras; tripods; microphones; formats; and editing software
- the range of formats and their strengths and limitations. These may include: MiniDV (tape); SD card; other memory card; HD (Hard Drive); minis (Flip, Bloggie etc); Windows MovieMaker; Mac iMovie; Mac Final Cut Pro; Avid; Adobe Premiere; Pinnacle; and others
- how to capture to hard drive for editing including FireWire
- the main devices used to make and show television graphics including name supers and templates
- how to put two-line captions on the screen

As many formats and programs should be demonstrated and used by candidates as possible.

### ***Broadcast regulation***

Candidates will learn and be able to demonstrate a practical working knowledge of the main points of the Ofcom Broadcasting Code. Recommended reading: Hanna, M & Dodd, m (2016) *McNae's Essential Law for Journalists* (23<sup>rd</sup> ed), OUP. Candidates are advised to study recent Ofcom adjudications and will be rewarded in examination answers for reference to relevant adjudications.

### **Non-examined topics**

#### ***The language and terminology of broadcasting***

Candidates will learn about the various specialist terms and phrases used in television and radio news production in different parts of the industry.

#### ***How news is consumed***

Candidates will learn the different ways people consume news on various media. They will understand the implications of this when telling stories for different audiences.

## **STUDY UNITS**

- A: Writing for broadcast
- B: Broadcast interviews
- C: Broadcast newsgathering and digital media
- D: Broadcast production techniques
- E: Broadcast regulation
- F: Non-examined topics

## **A. Writing for broadcast**

Candidates will study methods and styles of writing for broadcast in radio and television. They will look at various techniques for turning stories into interesting broadcast items. This will include techniques for reading and voicing scripts and news bulletins.

Candidates will be able to:

- write clear, accurate and engaging stories of varying length and complexity for broadcast on radio and television. Such stories are to be written to high standards of grammar, spelling and punctuation. Stories are to be legally sound and to meet the requirements of the Ofcom Broadcasting Code
- demonstrate that they understand the differences in style required in writing for different audiences
- in radio, select suitable sound and interview clips to illustrate such a story
- in television, choose suitable clips and choose suitable pictures to illustrate a story
- demonstrate an understanding of scripting to picture for television and write a script for a simple picture sequence
- compile and voice a simple radio news bulletin to length from a variety of news sources
- demonstrate good news judgment in selecting and ordering stories
- record and edit a simple audio vox-pop compilation
- demonstrate an understanding of the uses and limitations of vox-pops
- write clear, succinct, engaging links.

## **B. Broadcast interview**

Candidates will learn the essentials of finding and setting up a good interview. They will be able to record a simple interview themselves and also know how to set up an interview for others.

Candidates will be able to:

- understand how to find good broadcast interviewees, know how to approach them and how to research a potential interviewee – to establish the key facts about the interviewee and what they are likely to say in a broadcast interview
- understand the essentials of writing a good research brief for an interviewer
- conduct, record and edit a simple interview for radio and TV
- demonstrate an understanding of the 'grammar of a television interview – change of shot size, cut-aways, establishing shots etc

## **C. Broadcast newsgathering and digital media**

Candidates will learn and understand the essentials of broadcast newsgathering including the main techniques and technology used. They will also understand the techniques needed for live news coverage.



Candidates will be able to:

- demonstrate an understanding of and familiarity with the basic techniques and equipment of broadcast newsgathering: cameras, recorders, satellites, links vehicles, feed points, internet/broadband filing etc
- record imaginative natural sound and actuality suitable for inclusion in a radio package
- report on a live news event for radio
- write, voice and record a short straight voice piece on that event immediately afterwards
- be interviewed in a simple two-way about that event
- shoot a simple sequence for a television report to illustrate a story
- find and select the right pictures to tell a story from a variety of sources
- gain an understanding of picture sourcing – agency material, library pictures, the ‘pool’ system
- gain an understanding of how social media is used as a news gathering tool and be able to use social media effectively and safely
- gain an understanding of the potential and pitfalls of accessing and generating material from non-professional sources: user-generated content/citizen journalism; social media material; websites, and chat-rooms.
- understand how companies use analytical tools such as ‘Google analytics’ and for what purposes.

#### **D. Broadcast production techniques incl. editing and graphics**

Candidates will learn the basics of radio and television news production, the equipment it uses and its production techniques including editing skills. This will include visits to radio and television broadcast newsrooms and studios. Wherever possible, candidates should gain work experience in a broadcast newsroom. They should have practical experience of operating simple radio self-op equipment.

Candidates will be able to:

- show familiarity with the basic set-up of a radio and television news studio
- demonstrate an understanding of the principle of non-linear editing; in points and out points; and the ideal duration of sound bites
- produce and edit a video news report
- produce and record a local radio news bulletin
- operate a simple radio desk and self-operating studio
- understand the concepts and uses of simple television graphics including putting captions on the screen

#### **E. Broadcast regulation**

Candidates will learn and be able to demonstrate a good working knowledge of the principles of broadcast regulation as set out in the Ofcom Broadcasting Code (May 2016). They will be able to apply this knowledge to practical real-life situations and to anticipate trouble.

Candidates will be able to:

- show they are aware of and understand the principal practical elements of Sections 1 - 10 of the Ofcom Broadcasting Code
- demonstrate that they can apply the tenets of those sections of the Code to everyday editorial situations
- alert editors and executives to any likely problems or questions.

Candidates will learn the following principals and rules of the Ofcom Broadcasting Code:

- **Section 1. Protecting under-18s**

*Principle* – to ensure that people under-18 are protected

*Rules* - 1.1-1.6 on scheduling and content, plus candidates should be aware of the meaning of the following terms (a) children, (b) appropriate scheduling, (c) watershed (for TV) and (d) when children are particularly likely to be listening

*Rules* – 1.10-1.16, 1.20-1.21 on drugs, smoking, solvents and alcohol/violence and dangerous behaviour/offensive language/sex/nudity

*Rules* – 1.28-1.29 on the involvement of people under 18 in programmes

- **Section 2. Harm and offence**

*Principle* – to ensure that generally accepted standards must be applied to the content of TV and radio stations so as to provide adequate protection for members of the public from the inclusion in such services of harmful and/or offensive material.

*Rules* - 2.1-2.5 on general standards, material on violence and dangerous behaviour and methods of suicide and self-harm, plus candidates should be aware of the meaning of the term 'context'

*Rules* – 2.10 on simulated news and 2.12 on precautions to reduce risk to viewers with photo-sensitive epilepsy

- **Section 3. Crime, Disorder, Hatred and Abuse**

*Principle* – to ensure that material likely to encourage or incite the commission of crime or to lead to disorder is not included in TV or radio services

*Rules* – 3.1-3.7 on material regarding the commission of crime or disorder, descriptions of criminal techniques and payments to criminals and witnesses.

- **Section 4. Religion**

*Principles* – to ensure that broadcasters exercise the proper degree of responsibility with respect to the content of programmes which are religious programmes.

To ensure that religious programmes do not involve any improper exploitation of any susceptibilities of the audience for such a programme.

To ensure that religious programmes do not involve any abusive treatment of the religious views and beliefs of those belonging to a particular religion or religious denomination.

*Rules – 4.1-4.7* on the responsibilities of broadcasters in relation to religious programmes, including the need to avoid abusive treatment, making the religious denomination clear to the audience, the promotion of religious views by stealth, the recruitment of recruits and treating claims of special powers when children may be watching or listening.

- **Section 5. Due impartiality and due accuracy and undue prominence of views and opinions**

Principles - To ensure that news, in whatever form, is reported with due accuracy and presented with due impartiality and to ensure that the special impartiality requirements of the Communication Act are complied with.

*Rules – 5.1-5.3* the need to report and present news with due accuracy and impartiality, the need to correct mistakes and the use of politicians in presenting the news, plus candidates should be aware of the meaning of the term 'due impartiality'

*Rules – 5.4* owners of broadcast organisations may not use them to project their own views on matters of political controversy and current public policy

*Rules – 5.5-5.13* requires broadcasters to preserve due impartiality over a series of programmes as a whole plus candidates should be aware of the meaning of the terms 'series of programmes as a whole', 'personal view', 'authored' and 'matters of major political or industrial controversy and major matters relating to public policy'.

- **Section 6. Elections and referendum**

Principle - to ensure that the special impartiality requirements in the Communications Act 2003 and other legislation relating to broadcasting on elections and referendums are applied at the time of elections and referendums.

*Rules – 6.1-6.7* on the content of programmes during elections and referendums plus candidates should be aware of the meaning of the terms 'election', 'referendum', 'major party', 'election period', 'candidate', 'designated organisations', 'permitted participants' and 'referendum period'.

*Rules – 6.8-6.13*, constituency coverage and electoral area coverage in elections plus candidates should be aware of the meaning of the term 'electoral area'

- **Section 7. Fairness**

Principle - to ensure that broadcasters avoid unjust or unfair treatment of individuals or organisations in programmes.

*Rules – 7.1-7.14* on the need to avoid unfair and unjust treatment in programmes, dealing fairly with contributors and obtaining informed consent, giving the opportunity to contribute and proper consideration of the facts, deception, set-ups and 'wind up' calls.

- **Section 8. Privacy**

Principle - to ensure that broadcasters avoid any unwarranted infringement of privacy in programmes and in connection with obtaining material included in programmes.

*Rules* – 8.1 an infringement of privacy in programmes must be warranted plus candidates should be aware of the meaning of the term ‘warranted’

*Practices to be followed* – 8.2-8.10 on private lives, public places and legitimate expectation of privacy and consent, plus candidates should be aware of the meaning of the term ‘legitimate expectation of privacy’

[N.B. practices 8.11-8.15 and 8.20-22 are covered in the Essential Law programme of study so are not replicated here]

*Practices to be followed* – 8.16-8.19 on suffering and distress

- **Section 9. Commercial References in TV Programming**

Principles - to ensure that broadcasters maintain editorial independence and control over programming (editorial independence).

To ensure that there is distinction between editorial content and advertising (distinction).

To protect audiences from surreptitious advertising (transparency).

To ensure that audiences are protected from the risk of financial harm (consumer protection).

To ensure that unsuitable sponsorship is prevented (unsuitable sponsorship).

*Rules* - 9.1-9.2 on the need to maintain independent editorial control over programming and ensuring that editorial content is distinct from advertising.

*Rules* - 9.3-9.5 on the prohibition of surreptitious advertising, the fact that Products, services and trademarks must not be promoted in programming and that no undue prominence may be given in programming to a product, service or trade mark, plus candidates should be aware of the meaning of the terms ‘commercial reference’, ‘trade mark’ and ‘surreptitious advertising’.

*Rules* - 9.6-9.14 on the prohibition of product placement plus candidates should be aware of the meaning of the terms ‘product placement’, ‘prop placement’ ‘children’s programme’

- **Section 10. Commercial communications in Radio Programming**

Principle - to ensure the transparency of commercial communications as a means to secure consumer protection.

*Rules* - 10.1-10.6 on advertising, commercial references and commercial arrangements in radio services plus candidates need to be aware of the meaning of the terms ‘spot advertisements’, ‘commercial arrangement’, ‘commercial reference’, ‘transparency’ and ‘signalling’.

## **F. Non-examined topics**

Candidates will learn about the various specialist terms and phrases used in television and radio news production in different parts of the industry. They will also understand how people consume news on various media and the implications of this when telling stories for different audiences.

Candidates will be able to:

- show they are familiar with the terminology, language and abbreviations of radio and television production and the various forms this language can take in different newsrooms and systems
- demonstrate an understanding of the different ways in which people consume news on various media. Understand the implications of this when preparing stories for broadcast to different audiences.

Appendix 1: Glossary of terms

## GRADE DESCRIPTORS: BROADCAST JOURNALISM

Grades	Content and Characteristics	Examples and Application
<b>A (70+)</b> <b>Excellent</b>	<p>The candidate has an excellent knowledge which they demonstrate in practical work to achieve the learning outcomes. The candidate demonstrates excellent knowledge and understanding of professional methods when meeting learning outcomes.</p>	<p>The candidate can write with flair and produce excellent, tight, lively and accurate scripts for radio and television, has excellent news judgment and understands how to tailor news priorities for different audiences. First-class selection and editing of clips. Excellent broadcast voice. Excellent understanding of the basics of interview research, how to conduct an interview, as well as the practicalities of shooting and recording an interview. Evidence of an excellent understanding of broadcast production. First-class practical skills. Detailed knowledge of broadcast regulation and a very good ability to apply them to real-life situations.</p>
<b>B (60-69)</b> <b>Good</b>	<p>The candidate has a good knowledge which they demonstrate in practical work to achieve the learning outcomes. The candidate demonstrates good knowledge and understanding of professional methods when meeting learning outcomes</p>	<p>The candidate can write good, tight, accurate scripts for radio and television, has good news judgment and understands how to tailor news priorities for different audiences. Good selection and editing of clips. Good broadcast voice. Good understanding of the basics of interview research, how to conduct an interview, as well as the practicalities of shooting and recording an interview. Evidence of a good understanding of broadcast production. Good practical skills. Good knowledge of broadcast regulation and a good ability to apply them to real-life situations.</p>
<b>C (50-59)</b> <b>Satisfactory</b>	<p>The candidate has a satisfactory knowledge which they demonstrate in practical work to achieve the learning outcomes. The candidate demonstrates satisfactory knowledge and understanding of professional methods when meeting learning outcomes.</p>	<p>The candidate can write, tight, accurate scripts for radio and television, has satisfactory news judgment and some understanding of how to tailor news priorities for different audiences. Satisfactory selection and editing of clips. Satisfactory broadcast voice. An understanding of the basics of interview research, how to conduct an interview, as well as the practicalities of shooting and recording an interview. Evidence of an understanding of broadcast production. Satisfactory practical skills. Satisfactory knowledge of broadcast regulation and an ability to apply them to real-life situations.</p>
<b>D (40-49)</b> <b>Limited</b>	<p>The candidate has a limited knowledge which is demonstrated in practical work to achieve the learning outcomes. There may be errors. The candidate demonstrates a limited knowledge and understanding of professional methods when meeting learning outcomes.</p>	<p>The candidate writes weak scripts for radio and television with some minor inaccuracies, has some news judgment but little understanding of how to tailor news priorities for different audiences. Variable selection and editing of clips. Adequate broadcast voice. Some understanding of the basics of interview research, how to conduct an interview, as well as the practicalities of shooting and recording an interview. Some understanding of broadcast production. Some practical skills. Some knowledge of broadcast regulation but not much ability to apply them to real-life situations.</p>

<p><b>E (30-39)</b> <b>Poor</b></p>	<p>The candidate has a poor knowledge which they demonstrate in practical work to achieve the learning outcomes. There may be errors which may alter understanding. The candidate demonstrates poor knowledge and understanding of professional methods when meeting learning outcomes.</p>	<p>The candidate writes poor scripts for radio and television containing inaccuracies. Has little news judgment. Poor selection and editing of clips. Limited broadcast voice. Little understanding of the basics of interview research, how to conduct an interview, or the practicalities of shooting and recording an interview. Little understanding of broadcast production. Limited practical skills. Little knowledge of broadcast regulation.</p>
<p><b>F (0-29)</b> <b>Fail</b></p>	<p>The candidate has little or no relevant knowledge of the subject and fails to demonstrate the principles in practical work. Work will be error strewn. The candidate does not demonstrate knowledge and understanding of professional methods and does not meet the learning outcomes.</p>	<p>The candidate writes unacceptable scripts for radio and television containing major inaccuracies. Poor news judgment and selection and editing of clips. Inadequate broadcast voice. No understanding of the basics of interview research, how to conduct an interview, or the practicalities of shooting and recording an interview. No understanding of broadcast production. Poor practical skills. No real knowledge of broadcast regulation.</p>

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