

Journalist Apprenticeship Level 5

Study Mode: Full Time Programme Component | Course Level: 5

Is this course right for me?

Journalists bring people the news and information from their street, community, town, city or around the world using a combination of words, pictures and moving images.

They are able to work on their own competently and without immediate supervision in generating and producing stories for publication and/or broadcast.

The apprenticeship programme covers three specialisms:

- Print and associated digital platforms
- TV/radio and associated digital platforms
- Public relations (PR), corporate communications and associated digital platforms

Apprentices will develop the core knowledge and skills required of a journalist, and will also gain additional specialist knowledge and skills for their chosen pathway

Entry Requirements

Individual employers will identify any relevant entry requirements in terms of previous qualifications, training or work experience

What will I learn?

CORE KNOWLEDGE, SKILLS AND BEHAVIOUR REQUIREMENTS

KNOWLEDGE AND SKILLS

Apprentices will develop the knowledge and skills required of a journalist, enabling them to produce news and information for TV, radio, print and digital publications:

- Know what a story is and how to carry out the necessary research and interviews
- Build and maintain a range of reliable contacts
- Create quality stories that are accurate, clear, vigorous, fair and balanced, in a form that will engage an audience
- Work in an ethical manner and in accordance with relevant codes of conduct and demonstrate integrity
- Work on getting stories 'right the first time'
- Demonstrate an ability to write and use good English to industry standard for all platforms
- Produce content for digital platforms, including video and photographic material
- Adept at using social media and digital platforms and techniques to source content, contacts and build an audience
- Good communicator
- Understand the importance and value of brands

- Connect with the audience they serve
- Work to tight deadlines
- Technically proficient and able to understand/use web analytics
- Understand how society works
- Take and keep accurate notes and records
- Gather, verify and make proper use of user generated content (UGC)
- Gather, use and present data
- Understand how the law affects the work of a journalist
- Adhere to relevant health and safety legislation in the workplace
- Understand the 'news business' with a knowledge of emerging trends in the media industry

In addition, apprentices will gain additional specialist knowledge and skills for their chosen area:

Print and associated digital platforms:

- For most employers, write and accurately transcribe shorthand at 100 words per minute
- Edit copy and write headlines for publication on different platforms
- Take photographs suitable for publication
- Report from a wide range of settings
- Research and write clear, accurate, compliant and engaging stories and features for newspapers, magazines and websites
- For some employers, be able to use data to contribute towards potential editorial content and strategies; and
- Have a good working knowledge of regulation as laid out in the editors' code

TV/radio and associated digital platforms:

- Research and write clear, accurate, balanced, compliant and engaging stories for TV and radio
- For some employers, be able to write and accurately transcribe shorthand at 100 words per minute
- Understand the techniques of interviewing for broadcast and can conduct a simple broadcast interview themselves
- Demonstrate familiarity with the basic techniques and technology of broadcast news gathering, including the sourcing of material
- Have an awareness of the basic set-up of radio and television news studios, operate simple radio and television equipment, and be familiar with the language and terminology of a broadcast newsroom
- Show a good working knowledge of the key principles of broadcast regulation as laid out in the Ofcom Broadcasting Code and BBC editorial guidelines

Public relations (PR), corporate communications and associated digital platforms:

- Understand how journalism in PR and corporate communications differs from journalism in other sectors
- For some employers, be able to write and accurately transcribe shorthand at 100 words per minute
- Prepare content for specific purposes (e.g. press releases, social media, brochures, exhibition boards)
- Have a good understanding of the business (businesses) they work for
- Know the difference between outputs (e.g. press releases, social media etc.)
- Act as a mediator and facilitator between the media and employer.

BEHAVIOURS

Apprentices must be able to show commitment and desire to be a journalist, as well as demonstrate the following behaviours:

- Hard-working attitude
- Inquiring mind
- Lively interest in current affairs
- Ability to write and use words accurately and with effect
- Persistence and determination
- Willingness to embrace change and accept unsocial working hours. They must be able to demonstrate commitment and desire to be a journalist. They must
- Professional attitudes to their job and how they present themselves for work
- Understanding of the diversity of their audience.
- Be prepared to work shifts
- Be conscientious; enthusiastic and resilient
- Be a team player
- Have an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct
- Have high personal standards in terms of discretion/confidentiality

How will I be assessed?

Throughout the programme the apprentice will receive expert training from highly qualified staff A qualified assessor will provide an induction and regular workplace assessments

What can I do next?

Completion of the programme will enable apprentices to gain employment in the industry

Delivery

Location: Work-based & College

Start Date: 02/09/2024

Day:

Time:

Course Fee:

Course Code: X0017

Study Mode: Full Time Programme Component

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