

GCE AS & A LEVEL  
Student Guide

# Journalism in the Media and Communications Industry

For first teaching from September 2013

For first award of AS Level in Summer 2014  
For first award of A Level in Summer 2015

# journalism

*in the Media and Communications Industry (JMC)*



# Student Guide: Journalism in the Media and Communications Industry

**GCE Journalism in the Media and Communications Industry** allows you to explore the dynamic and rapidly changing world of journalism. You can experience what it is like to work as a reporter, a researcher, a photographer, a photojournalist, an anchor, a camera operator and many other roles. You will get the chance to learn about and practise the core journalism skills of interviewing, writing and reporting. Recent developments in technology have changed the way we receive news, and the ability to write or talk knowledgeably about events so that other people will want to read about them and listen is in great demand, now more than ever.

## Q. Why study Journalism in the Media and Communications Industry?

This specification will give you the opportunity to:

- develop knowledge, understanding and skills in journalism and apply these to relevant work-related scenarios;
- gain experience by working on your own and in group settings;
- research, develop and present your findings in a variety of formats including print, online and broadcast platforms; and
- develop skills that will help prepare you for third level education and/or employment.

## Q. What will I study?

There are two units at AS and a further two units at A2.

Unit	Areas of Study	Unit	Areas of Study
<b>AS 1: Journalism in Print Communications Industry</b>	<p>In this unit you will learn how to apply key media concepts to print journalism.</p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• Development of Industry and Technology in Print Journalism</li> <li>• Media Concepts and Contexts in Print Journalism</li> <li>• Language, Forms and Conventions in Print Journalism</li> <li>• Audience and News Value in Print Journalism</li> <li>• Institutions, Ownership, Law and Regulation in Print Journalism</li> <li>• Skills and Practice in Print Journalism</li> </ul>	<b>AS 2: Print Portfolio</b>	<p>You will be introduced to the skills of print journalism, and develop and apply knowledge and understanding of a variety of formats and story types. You will learn about:</p> <ul style="list-style-type: none"> <li>• Media Concepts and Contexts in Print Journalism</li> <li>• Professional Roles and Practices in Print Journalism</li> <li>• Research and News Gathering Skills and Techniques in Print Journalism</li> <li>• Writing Skills and Techniques in Print Journalism</li> <li>• Technical and Presentational Skills and Formatting in Print Journalism</li> <li>• Evaluation</li> </ul>

Unit	Areas of Study	Unit	Areas of Study
<b>A2 1: Cross-Platform Journalism and Digital Interactivity</b>	<p>In this unit you will extend your study of the key media concepts already covered in Unit AS 1 to online and broadcast journalism.</p> <p>This will include additional and more advanced analysis of ideology, representation and values.</p>	<b>A2 2: Online Print and Broadcast Feature Portfolio</b>	<p>In this unit you will develop your online print and broadcasting skills, and carry out more in depth analysis and research. You will learn about:</p> <ul style="list-style-type: none"> <li>• Advanced Media Concepts and Contexts in Online Print and Broadcast Journalism</li> <li>• Professional Roles and Practices in Online Print and Broadcast Journalism</li> <li>• Cross-Platform Research and Study in Online Print and Broadcast Journalism</li> <li>• Research Skills and Techniques for Online Print and Broadcast Feature Production</li> <li>• Feature and Scriptwriting Skills and Techniques for Online Print and Broadcast Production</li> <li>• Technical, Presentational and Production Skills for Online Print and Broadcast Feature</li> <li>• Cross-Platform Evaluation</li> </ul>

## Q. How will I be assessed?

Unit	Assessment	Weightings	Availability
<b>AS 1: Journalism in Print</b>	<p>External written examination (2 hours)</p> <p>You will be assessed on your ability to analyse a variety of unseen formats and story types in the field of print journalism.</p> <p>The exam will also assess how you apply your print journalism writing skills under time pressure in a range of tasks and scenarios including hard news, subediting and PR.</p> <p>You will also answer one essay question.</p>	40% of AS Level 20% of A Level	Every Summer (beginning in 2014)
<b>AS 2: Print Portfolio</b>	<p>Internal assessment</p> <p>You will produce your own print portfolio for a local or regional newspaper or magazine.</p>	60% of AS Level 30% of A Level	Every Summer (beginning in 2014)



Unit	Assessment	Weightings	Availability
<b>A2 1: Cross-Platform Journalism and Digital Interactivity</b>	External written examination (2 hours)  You will be assessed on your ability to apply your online, print and broadcast journalism skills under time pressure.  In the exam you will respond to unseen writing and cross-platform newsroom scenario tasks. You will be expected to consider strategies that would apply in a real, cross-platform newsroom.  You will also answer one essay question.	20% of A Level	Every Summer (beginning in 2015)
<b>A2 2: Online Print and Broad- cast Feature Portfolio</b>	Internal Assessment  You will produce a theme-based analytical cross-platform case study and two features: one for online print and one for broadcast.	30% of A Level	Every Summer (beginning in 2015)

## Q. What can I do with a qualification in Journalism in the Media and Communications Industry?

This GCE course provides you with a solid foundation to progress to further study, training or employment in fields such as journalism, media and communications and the creative industries. It also offers you the opportunity to develop a wide range of skills valued by employers including:

- critical thinking;
- versatility in a broad range of writing styles;
- presentation skills; and
- the ability to use a range of production technologies.

### How can I find out more?

You can contact teachers at your school or college or your careers advisor. You can also visit UCAS ([www.ucas.com](http://www.ucas.com)) or CAO ([www.cao.ie](http://www.cao.ie)) for details on entry requirements for university courses.

# Journalism

## in the Media and Communications Industry (JMC)

To view the full specification and the full range of support materials available for **GCE Journalism in the Media and Communications Industry**, please visit the microsite [www.ccea.org.uk/journalism](http://www.ccea.org.uk/journalism)

