

**WALTER SISULU UNIVERSITY**

**B Tech Journalism**

Application summary

Institution **Walter Sisulu University (H19)**  
Qualification reference **Advanced Diploma in Journalism (5017)**

|  |  |
| --- | --- |
| Comment type | Comment |
| Review comments | The programme needs improvement. Remove designator, other designator and motivation for other designator as these are not required for the Advanced Diploma. Section 3: Provide a description of how the curriculum of the programme has been redisigned so that it alignes to the HEQSF, in relation to the programme title, intended purpose, exit level outcomes and assessment criteria for this programme. Programme design details need to be clarified as this is not an honours but aan Advance Diploma. As it is it does not aligns with the purpose and characteristics of the Advanced Diploma. The overall assessment strategy and approach is not discussed and it does not indicate the constructive alignment of the programme design, teaching and learning strategy and assessment procedures to the learning outcomes. |

**Question 3**

The qualification content ( as represented in the B Tech Journalism) remains unchanged, except for the change of title.- i.e. Advanced Diploma: Journalism.

The purpose of the qualification is to engage students, who hold a diploma in journalism, or equivalent qualification, in an intensive, specialised, focused programme that will enable them to operate as a professional journalist and at the same time develop the capabilities to apply sound editorial management techniques in positions of middle management in a media organisation.

**Exit Level outcomes Specific outcomes Assessment criteria**

|  |  |  |
| --- | --- | --- |
| Operate as a professional journalist to produce in-depth products in a specialist field (Business reporting) demonstrating understanding and technical management of the discourse. | 1. Demonstrate mastery of theory, concepts and issues within the specialist field (Business Reporting)  2. Produce complex, contextualised, critically-sourced content containing informed commentary and analysis  3. Effectively apply techniques of advanced print media layout using QuarkXpress software  4. An ability to correctly apply aspects of sub-editing to news stories and feature articles.  5. Develop an ability to understand and correctly interact with a variety of news content through the examination of the language/visual aspects using Content Analysis | 1. Concepts, theory and practice in the specialised field can be demonstrated, discussed and critiqued according to the acceptable academic criteria. 2. Presentation of short essay assignment (750-1000 words) and one longer essay assignment (1500-2000 words) 3. Summative assessment through the formal year-end examination 4. Evaluation of practical layout exercises on computer; a formal year-end layout examination. 5. Correctly complete formative assessment assignments including the sub-editing of a variety of news items; a sub-editing component in the f0ormal year-end examination 6. Successfully undertake a range of content analysis exercises on a range of texts; a content analysis component in the formal year-end examination. |
| Produce a basic research project and accompanying report | 1. The production of a correctly defined and presented research project which meets acceptable research standards in respect of design, data collection and analysis and the integration of related theoretical considerations arising out of a competent literature review. | 1. The final research report is evaluated by a designated supervisor as well as an external examiner. 2. 2. A synthesis of existing literature and media relevant to the research problem is criticised, discussed and presented according to academic criteria. 3. 3. Relevant data is collected and correctly interpreted in terms of critical literature. 4. Students successfully undertake an oral presentation to peers and to departmental staff. The summative assessment comprises a combination of the evaluations of both supervisor and external examiner. |
| Apply editorial management techniques | 3. Evaluate the student’s understanding of, and application of, a variety of editorial management competencies required of a middle management position in a news media organisation. | Formative assessment through the demonstration of the mastery of management competencies, financial acumen marketing strategy and positioning analysis.  Summative evaluation in the formal year-end examination. |