
	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD 02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)				Limkokwing University of Creative Technology										
TITLE		Bachelor of Arts (Honours) in Broadcasting and Journalism								NCQF LEVEL		8		
FIELD		Culture, Arts and Crafts			SUB-FIELD		Broadcasting and Journalism			CREDIT VALUE		120		
New Qualification							✓		Review of Existing Qualification					
SUB-FRAMEWORK			General Education					TVET					Higher Education	
QUALIFICATION TYPE		Certificate		I	II	III	IV	V	Diploma		Bachelor			
		Bachelor Honours		✓		Post Graduate Certificate				Post Graduate Diploma				
		Masters						Doctorate/ PhD						
RATIONALE AND PURPOSE OF THE QUALIFICATION														
<p>This qualification in broadcasting and journalism is designed to produce journalists who are skilled and capable of taking on the huge responsibilities that come with being ethical media professionals. The advent of the information age has made communication an integral part of people's lives. The media provide the means of communication. The importance of the media in society cannot be overemphasized. The media have the critical roles of educating, informing and entertaining the population. Media – from newspapers, television, radio and now electronic media – are the source of information. The media industry in Botswana needs professionals like journalists, editors, media content creators, broadcasters, news managers, social media experts, public relations practitioners, television and radio producers, news presenters, news commentators, camera operators, production and floor managers, researchers, sound and lighting engineers who are able to investigate and analyze developmental and social issues from different perspectives and contribute to the country's development and social change agenda.</p> <p>The Human Resource Development Council (HRDC) list of the Top Occupations in Demand (2016) includes journalists under the Creative Industries sector of the economy. HRDC has identified Creative Industries as those involving "...activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property." Journalism plays an</p>														

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important role in development of the creative industries. Good media coverage provides publicity to the creative sector. For example, through coverage of cultural and arts activities, journalism provides an avenue for public debate on the nation's future.

To fulfill the role of informing and educating the nation as well as support the creative industries, the media industry needs journalists who understand the media industry and have excellent oral and written communication skills (Report on The Consultative Workshop on Partner Collaboration between Media and Training Institutions, (2017). The media industry is dynamic and continually evolving because of advances in information and communication technology. It, therefore, requires skilled and knowledgeable employees who can make decisions that solve industry-related problems as they emerge. News is ongoing in society; the responsibility of those in the journalism and broadcasting sector is to get it to the people as it happens in some cases. This makes it imperative to have professionals who can make decisions on what should be printed or broadcasting on a minute-by-minute basis. Journalism and broadcasting professionals also need to be grounded on research and how to use research results to solve problems and improve operations in and management of the sector.

The media industry needs professionals who are conversant with the use of modern tools and technologies as expected of contemporary professionals. The industry needs multimedia journalists capable of researching, writing, shooting, producing and editing their own stories.


Consultations with representatives the local media industry identified the following gaps in the industry; expert, technical writing skills, keen interest in news current affairs, ability to work under pressure to tight deadlines, ethical conduct, organizational skills, investigative skills, multimedia storytelling skills, among others.

PURPOSE:

The purpose of the qualification is to produce graduates who:

- (a) Can analyze key trends, developments and opportunities in broadcasting and journalism and exploit them
- (b) Are multi-skilled and able to work across multiple platforms in a converged media industry.
- (c) Assess content for quality, gather content and creatively convert trending topics into successful stories.
- (d) Are conversant with the use technologies in the media industry.

ENTRY REQUIREMENTS (including access and inclusion)

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Minimum entry requirements


The minimum entry requirement will be Bachelor's degree, NCQF Level 7 in Broadcasting and Journalism or related field.


Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT)

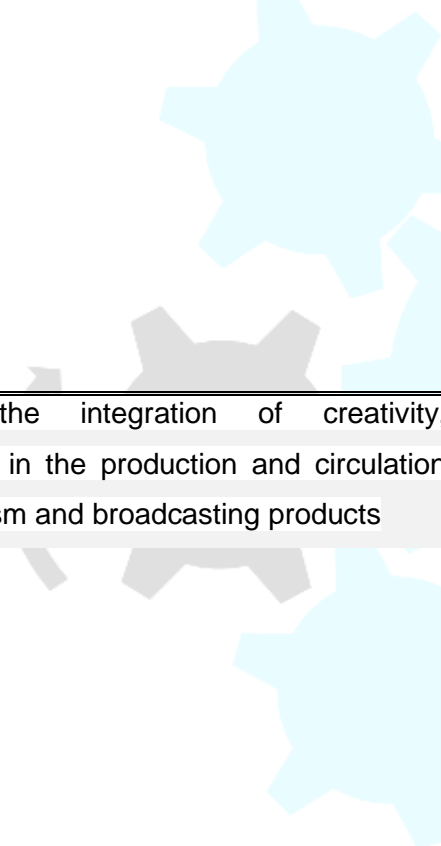

Applicants who do not meet the above criteria but possess relevant event management industry experience may be considered through Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) policies for access. This consideration will be done following guidelines of the ETP's policies which are aligned with BQA/National RPL and CAT policies


SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Apply highly specialized knowledge of operations, processes, ethics in journalism and broadcasting	1.1 Create and circulate media products based on media law and regulations and ethics 1.2 Evaluate the roles and responsibilities the news media has in society and key issues surrounding this 1.3 Develop guidelines to facilitate adherence to laws, regulations and ethics in news production, circulation and consumption 1.4 Facilitate the use of appropriate software in the production of a variety of media products 1.5 Review and assess the suitability of media products produced by others. 1.6 Supervise the process of media products production

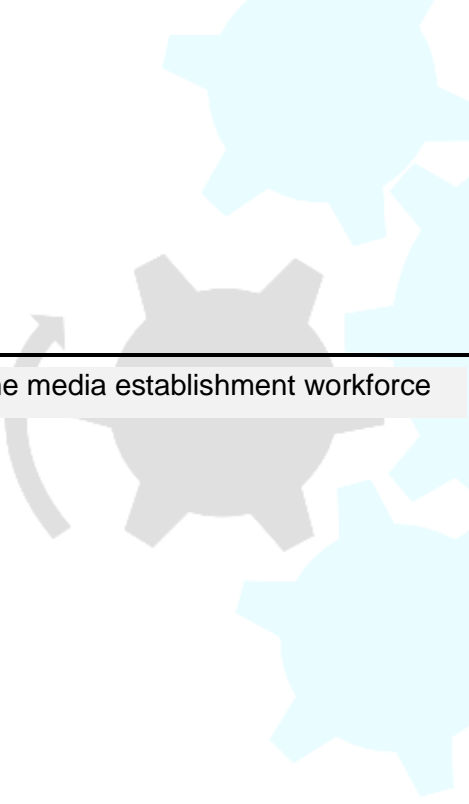
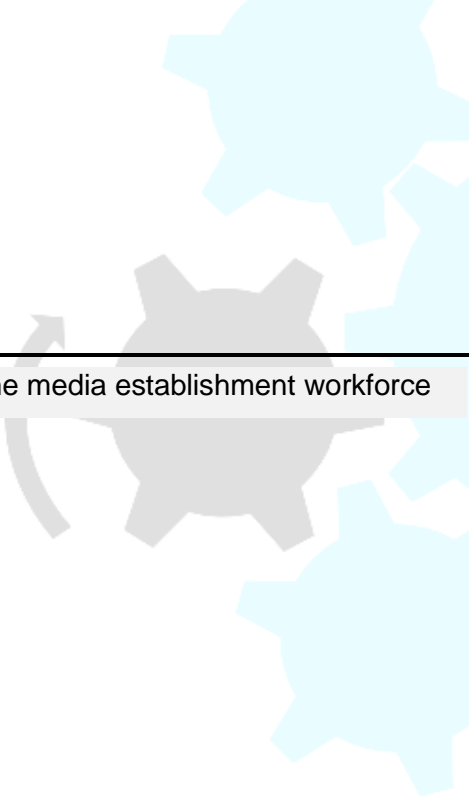
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<p>2. Facilitate the planning and execution of primary and secondary journalism and broadcasting research using appropriate research designs</p> 	2.1	Evaluate and draw upon a range of sources appropriate to journalistic research
	2.2	Evaluate and draw upon a range of sources appropriate to academic research
	2.3	Develop and implement research policy and guidelines for examining opportunities, challenges, impacts and sustainability in the media industry
	2.4	Advise on appropriate research designs to investigate an identified media related research problem
	2.5	Formulate appropriate guidelines for research report writing for the media industry
	2.6	Use research results in formulating policies, procedures, in decision-making, as well as in problem-solving
<p>3. Apply information and communication technology appropriate to journalism and broadcasting in various aspects of news production, circulation and consumption</p>	3.1	Use information and communication technology effectively, professionally and ethically for the production, circulation and consumption of news
	3.2	Utilize social media for information gathering and news dissemination
	3.3	Use information and communication technology to manage all aspects and processes of news production
	3.4	Use technology to manage and monitor all stages in the production, circulation and consumption of news
	3.5	Use editing software and requisite practical skills to present content in a range of journalistic formats.
	3.6	Use design software and requisite practical skills to present content in a range of journalistic formats
	3.7	Communicate effectively in a range of written, visual and oral formats

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<p>4. Manage the impact of cultural factors in journalism and broadcasting</p> 	<p>4.1 Evaluate the impact of culture in shaping journalism and broadcasting</p> <p>4.2 Critique the notion that culture is a limiting factor on journalism and broadcasting.</p> <p>4.3 Apply sensitivity in the production and circulation of content in journalisms and broadcasting.</p> <p>4.4 Develop and implement guidelines on the ethical production and circulation of cultural news content in journalism and broadcasting</p>
<p>5. Monitor the integration of creativity, innovation in the production and circulation of journalism and broadcasting products</p> 	<p>5.1 Employ creativity and innovation in providing solutions to media-related problems.</p> <p>5.2 Use relevant audience feedback on news content in order to develop media content fit for specific contexts and audiences.</p> <p>5.3 Apply the various approaches to innovation and entrepreneurship in journalism and broadcasting.</p> <p>5.4 Apply innovation and creativity in the use of technology in the production and circulation of media content.</p> <p>5.5 Apply ethical conduct in the implementation of innovative journalism and broadcasting products.</p> <p>5.6 innovation and entrepreneurship processes.</p> <p>5.7 Make media innovation decisions based on research-based information.</p> <p>5.8 Seek out stakeholders that are relevant for further development of ideas, projects and businesses in journalism and broadcasting.</p>

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<p>6. Apply the main concepts and thought processes in the strategic planning for journalism and broadcasting</p> 	<p>6.1 Apply strategic planning techniques in the planning and execution of journalism and broadcasting activities.</p> <p>6.2 Formulate strategies to mitigate resource constraints.</p> <p>6.3 Apply strategic management techniques in dealing with the competitive situation in the dynamic journalism and broadcasting industry.</p> <p>6.4 Evaluate challenges faced by managers of media establishments in implementing and evaluating strategies based on the nature of business, industry and cultural differences.</p>
<p>7. Manage the media establishment workforce</p> 	<p>7.1 Conduct task and responsibility audits.</p> <p>7.2 Implement or modify the results of task and responsibilities audit.</p> <p>7.3 Use employee feedback in the management performance evaluation.</p> <p>7.4 Implement formal and informal mentoring system.</p> <p>7.5 Develop and maintain database of employee demographics for identification of potential areas that need intervention.</p> <p>7.6 Formulate strategies for self and employee lifelong learning</p>
<p>8. Manage and coordinate a work team in the production of media production</p>	<p>8.1 Provide effective leadership.</p> <p>8.2 Build positive working relationships with all team members.</p> <p>8.3 Assign tasks fairly based on staff abilities.</p> <p>8.4 Employ conflict management skills to resolve conflicts in the workplace.</p> <p>8.5 Formulate strategies for mentoring staff and projects team members</p>

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SECTION C		QUALIFICATION STRUCTURE				
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	TITLE		Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [5]	Level [6]	Level [7]	Level [8]	
	Digital Skills for Journalists				8	8
	Multimedia Storytelling				10	10
CORE COMPONENT Subjects/Courses / Modules/Units	Live Magazine Production				10	10
	Television Journalism				8	8
	Magazine Publishing				10	10
	Radio Documentary and Podcasting				10	10
	Applied Journalism/Broadcasting Research Project				30	30
	Multiplatform Content Production				10	10
ELECTIVE/ OPTIONAL COMPONENT Subjects/Courses / Modules/Units	Programme Production				8	8
	Specialist Journalism				8	8
	Digital Journalism				8	8
	Factual Media Production				8	8

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
Level 8	120
TOTAL CREDITS	120


Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

- The qualification in broadcasting (radio and television) has a maximum of 120 credits.
- Fundamental modules accounting for 18 credits, core modules account for 78 credits and elective modules account for 24 credits
- Credit Distribution Summary
 - Level 8: 120 credits (96 compulsory and 24 electives)
- Learners must take and pass all pre-requisite modules to be allowed to take successive modules.
- Learners are required to select and register for three electives worth a total of 24 credits.

ASSESSMENT AND MODERATION ARRANGEMENTS

- Assessment shall be carried out as per ETP's policies, which are aligned to BQA/National assessment policies.
- Internal and external moderation shall be carried out as per ETP's policies which are aligned to BQA/National moderation policies.
- The ETP will engage only BQA accredited assessors and moderators to carry out assessment and moderation.

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- Assessment will be made up of formative and summative. The weighting of assessment will be as follows:

Assessment	Weighting
Formative	60%
Summative	40%

RECOGNITION OF PRIOR LEARNING

There will be provision for RPL in awarding the qualification. Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies and relevant national-level policy and legislative framework.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation and Transfer (CAT) will be used to earn an award and for exemption from part of the qualification IN TERMS OF exemption from modules in which the prescribed learning outcomes for this qualification have already been achieved.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)


This qualification is designed to facilitate vertical and horizontal progression both locally and internationally.

Horizontal Articulation

- Bachelor of Arts (Honours) in Digital Media
- Bachelor of Arts (Honours) in Communication
- Bachelor of Arts (Honours) in Journalism and Media
- Bachelor of Arts (Honours) in Media Studies

Vertical Articulation

- Master of Arts in Journalism
- Master of Arts in Broadcasting
- Master of Arts in Communication
- Master of Arts in Public Relations

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- Master of Arts in Digital Media
- Master of Arts in Broadcast Journalism

3.2 Below are possible jobs or employment the holder of this qualification can take up

- Editors / Sub Editors
- News Managers
- Journalists
- Broadcasters
- Social media experts.
- Public Relations
- Media tutors at local colleges
- Producer (Radio, TV, Online)
- Presenters
- Reporters
- News Commentator
- Researcher


QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

To qualify for an award and certification of Bachelor of Arts Honours (Broadcasting and Journalism), a learner must:

- Attain a minimum of 120 credits overall,
- Complete satisfactorily any additional and specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules

Graduates will be issued a certificate and transcript upon successful completion of the qualification.

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REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification was compared regionally with Bachelor of Arts in Journalism (Honours) from Stellenbosch University South Africa and the Bachelor of Journalism (Honours) offered at the university of Johannesburg, South Africa. It was also compared internationally with the Bachelor of Journalism (Honours) qualification offered by the London College of Communication in the UK.

Similarities

The qualifications are all Level 8 qualifications. Two qualifications have the same duration; one year and the same number of credits, 120. All the qualifications have similar content despite the difference in module names. The other similarity is that all the three qualifications have a research component. Even though the qualifications are journalism qualifications the content covered reflects print and online journalism as well as broadcasting.

Differences

The UK qualification is 3 years and worth 360 credits, while the regional qualifications have a duration of 1 year and worth 120 credits.

Comparability and articulation of the proposed qualification with the ones examined

This qualification compares well with the Level 8 qualifications that it was compared with in terms of outcomes, especially the South African qualifications. The proposed qualification is designed to enable learners elect to specialise either in journalism or broadcasting. This serves as foundation for further specialization in higher qualifications. The strength of the proposed qualification lies in the fact that it caters for skills that meet the demand of 21st Century media industry through modules like Digital Skills for Journalists, Radio Documentary and Podcasting and Digital Journalism.

REVIEW PERIOD

Every five (5) years in line with the NCQF.