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ECTION A: QUALIFICATION DETAILS												
QUALIFICATION DEVELOPER (S)				Limkokwing University of Creative Technology								
TITLE		Bachelor of Arts in Broadcasting and Journalism						NCQF LEVEL		7		
FIELD		Culture, Arts and Crafts		SUB-FIELD		Broadcasting and Journalism		CREDIT VALUE		480		
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

The importance of the media cannot be understated. The media in the form of journalism and broadcasting have the critical roles of educating, informing and entertaining the population. Newspapers, television, radio and now electronic media are important sources of information in Botswana and the world over. Media play a very important role in a democratic country like Botswana. The media act as watchdog to protect public interest against malpractice and to create public awareness of national issues.

The media business environment has changed due to the falling circulation sales as more and more people seek their information on-line. The advertising revenues have also diminished as more and more classified advertising migrates to the internet. Journalists need to adapt and fit into new ways of raising revenue digitally through erecting 'pay walls'. Technology has brought about new media platforms that journalists have to work with. The implication of the changes in the media is that even though the core skills of journalism remain the same, the way that journalists do their work keeps on changing. The changes in the media industry need journalists who have skills that take them from being technology users to being journalists who can work with technology.

Journalists need to be able to gather news using the new technology such as emails, crowdsourcing, mobile phones and other gadgets. They need skills to search the web effectively just as they need skills to manipulate and analyse found data and statistics to generate stories. They need multimedia storytelling, photographic and video skills to create content. According to Dr Mosanako, (MISA Botswana, 2016) media houses are keeping pace with the digital revolution by having an online presence. The problem is that online editions are almost a replica of the print edition. This is an indication of a need for skills capacity for online media production.

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Media practitioners need to be conversant with the rapidly emerging need for bespoke, on-demand news services where news stories are constantly updated. So, journalists need to be knowledgeable media employees who can make decisions that solve industry-related problems as they emerge. Since 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.

Media fit in very well in the creative industries that have been identified by government 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.” Good media coverage provides publicity to the creative sector, for example by coverage of cultural and arts activities. The Human Resource Development Council (HRDC) list of the Top Occupations in Demand (2016) includes journalists under the Creative Industries sector of the economy.

Botswana like any other democracy requires journalism (both print and broadcast) to play a key facilitation role. This function is perhaps the most valuable in the information age where many media houses compete for audiences in a market muddled up by various economic, social and political pressures. In a democracy the press is seen as an integral requisite for an informed citizenry. It is therefore critical for media practitioners to be conversant with standards underpinning the journalism profession in order to gather, write and disseminate news responsibly and accurately (BOCRA Annual Report, 2018). Broadcast standards enshrined in codes of ethics, media house policies and legislation, act as deterrent to bias, violation of rights, defamation, plagiarism and other ills associated with unprofessional and unethical conduct in journalism. The development of this qualification is therefore underpinned by international broadcast standards as it aims to train graduates who adhere to high professional standards.


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 in Botswana needs 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.

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 this qualification is to equip graduates with knowledge, skills and competences to:

- Analyse key trends, developments and opportunities in broadcasting and journalism and exploit them.

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- Perform tasks across multiple platforms in a converged media industry.
- Assess content for quality, gather content and creatively convert trending topics into successful stories.
- Use technologies in the media industry.

ENTRY REQUIREMENTS (including access and inclusion)

Entry Requirements

Minimum Entry Requirements


- Certificate IV- NCQF Level 4.

Credit Accumulation Transfer


- RPL and CAT will be used according to the National RPL Policy.

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SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Produce news stories that reflect research and storytelling versatility across media.	1.1 Use initiative and professional judgement in news and news source selection. 1.2 Gather the most relevant information from reliable sources. 1.3 Verify facts and news stories received. 1.4 Verify facts and the accuracy of news stories. 1.5 Design and conduct news interviews effectively to obtain pertinent information. 1.6 Evaluate identified information sources. 1.7 Select visuals that complement news stories. 1.8 Create news stories in formats applicable to print, broadcast and online media outlets. 1.9 Produce multimedia journalism packages – text, photography, video, audio social media. 1.10 Publish and/or broadcast content for the designated media platforms.

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2. Produce problem-solving stories that reflect critical, creative and evidence-based thinking.	2.1 Investigate prevailing problems in society. 2.2 Report on efforts being made to solve prevailing problems in society. 2.3 Write about different approaches that can be used to solve problems in society. 2.4 Write news stories that help people solve their own problems.
3. Apply professional ethics and the law to journalism and broadcasting.	3.1 Compose print and broadcast news stories that reflect adherence to Botswana Press Council Code of Ethics and the Broadcaster's Code of Ethics. 3.2 Publish or broadcast content that reflects adherence to media law and regulations. 3.3 Present all sides of issues in print and broadcast news. 3.4 Create media content that reflects truth, accuracy, fairness and diversity. 3.5 Create media content that is balanced in terms of gender, ethnicity and religion. 3.6 Write news stories that reflect respect for the confidentiality and privacy of the people interviewed or written about.
4. Carry out research to produce research-based media content on societal issues.	4.1 Produce media content that provides vital information to media consumers in decision-making and problem-solving processes. 4.2 Develop news stories that are based on research results to enhance accountability. 4.3 Create research-based media content that provokes debate among the audience and responses from policymakers.
5. Apply technology to the various aspects of journalism and broadcasting.	5.1 Select appropriate technology to produce media content. 5.2 Present error free content by effectively using appropriate editing software. 5.3 Use technology such as mobile phones, social media, to circulate and consume media content. 5.4 Monitor media content consumption using technology. 5.5 Employ design software to produce content for different journalistic formats. 5.6 Capture video and audio content for news stories using appropriate technology.


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6. Integrate creativity and innovation in the production and circulation of journalism and broadcasting products.	6.1	Use relevant audience feedback on news content to develop media content fit for specific contexts and audiences.
	6.2	Create interactive content to obtain feedback from consumers.
	6.3	Use mobile devices to produce and circulate news stories.
	6.4	Present print and broadcast content on new media.
	6.5	Seek out stakeholders that are relevant for further development of ideas, projects and businesses in journalism and broadcasting.
7. Employ analytical thought processes in strategic planning for journalism and broadcasting.	7.1	Use strategic planning techniques in the planning and execution of journalism and broadcasting activities.
	7.2	Formulate strategies to mitigate resource constraints.
	7.3	Apply strategic management techniques for competitive advantage in the dynamic journalism and broadcasting industry.
	7.4	Identify emerging challenges in journalism and broadcasting.
	7.5	Solve problems faced by managers of media establishments.
	7.6	Develop solutions to emerging challenges in the journalism and broadcasting industry.
8. Manage media establishment workforce.	8.1	Conduct task and responsibility audits.
	8.2	Modify tasks and responsibilities based on task audit results.
	8.3	Implement the results of task and responsibilities.
	8.4	Integrate employee feedback in the management performance evaluation.
	8.5	Implement formal and informal mentoring systems.
	8.6	Develop and maintain database of employee demographics for identification of potential areas that need intervention.
9. Coordinate work teams in the production of media products.	9.1	Provide effective leadership by exemplary professional conduct.
	9.2	Build positive working relationships with all team members.
	9.3	Assign tasks fairly based on staff abilities.
	9.4	Employ conflict management skills to resolve conflicts in the workplace.
	9.5	Formulate strategies for mentoring staff and projects team members.


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SECTION C		QUALIFICATION STRUCTURE				
.33.0	TITLE	Credits Per Relevant NCQF Level				Total (Per Subject/ Course/ Module/ Units)
		Level [5]	Level [6]	Level [7]	Level [8]	
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	English	16				16
	Communication and Study Skills	10				10
	Introduction to computer skills	10				10
	Creative and Innovation Studies	10				10
	Presentation and Research Skills		12			10
	Media Law and Ethics		12			10
	Graphic and Publication Design		12			10
	Entrepreneurship		10			10
	Public Relations		12			12
	Public Speaking and Presentation Skills	10				10
CORE COMPONENT Subjects/Courses / Modules/Units	Introduction to Mass Media		10			10
	History of Journalism		10			10
	Photojournalism			10		10
	Mass Media and Society			10		10
	Digital Media		10			10
	Media Writing			30		30
	Educational Broadcasting		10			10
	Broadcast Presentation		10			10
	Investigative Reporting			12		12
	Television Broadcasting			12		12
	Radio Production			12		12
	Web Journalism			12		12
	Advanced Digital Media				12	12
	News and Documentary Production			12		12

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	Newspaper Production			12		12
	Broadcast Production Project				12	12
	Communication Research Methodology		12			10
	Internship			26		26
	Dissertation			30		30
	Travel Writing			12		12
	Contemporary Issues in Journalism and Broadcasting			12		12
	Broadcast Rights				12	12
	Media Management			12		12
	Media Policy and Practice				12	12
	Online Reporting			12		12
ELECTIVE/ OPTIONAL COMPONENT Subjects/Courses / Modules/Units	Health Reporting			10		10
	Environmental Reporting			10		10
	Arts and Entertainment Reporting			10		10
	Sports Journalism			10		10
	Political Reporting			10		10
	Crime and Court Reporting			10		10

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL


TOTAL CREDITS PER NCQF LEVEL

<i>NCQF Level</i>	<i>Credit Value</i>
<i>Level 5</i>	<i>56</i>
<i>Level 6</i>	<i>120</i>
<i>Level 7</i>	<i>256</i>
<i>Level 8</i>	<i>48</i>
<i>TOTAL CREDITS</i>	<i>480</i>

Rules of Combination:

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

- The qualification in Broadcasting and Journalism has a maximum of 480 credits.
- Fundamental modules account for 114 credits, core modules account for 335 credits and elective modules account for 60 credits.
- Credit Distribution Summary
 - Level 5: 56 credits all compulsory.
 - Level 6: 120 credits all compulsory.
 - Level 7: 255 (225 compulsory and 60 electives).
 - Level 8: 48 credits all compulsory.
- 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. Learners must take a minimum of 30 credits for electives.

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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.
- 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 in Broadcasting.
- Bachelor of Arts in Journalism.

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- Bachelor of Arts in Digital Media.
- Bachelor of Arts in Communication.
- Bachelor of Arts in Journalism and Media.
- Bachelor of Arts in Media Studies.
- Bachelor of Arts in Creative Multimedia.

Vertical Articulation

- Bachelor of Arts Honours (Broadcasting).
- Bachelor of Arts Honours (Journalism).
- Bachelor of Arts Honours (Digital Media).
- Bachelor of Arts Honours (Journalism and Media).
- Bachelor of Arts Honours (Media Studies).
- Bachelor of Arts Honours (Creative Multimedia).
- Master of Arts in Broadcasting.
- Master of Arts in Journalism.
- Master of Arts in Media Studies.
- Master of Arts in Creative Multimedia.
- Master of Arts in Communication.

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 Specialists.
- Public Relations.
- Producer (Radio, TV, Online).
- Presenters (Radio and Television).
- Reporters (Radio and Television).
- News Commentator.
- Researcher.

QUALIFICATION AWARD AND CERTIFICATION

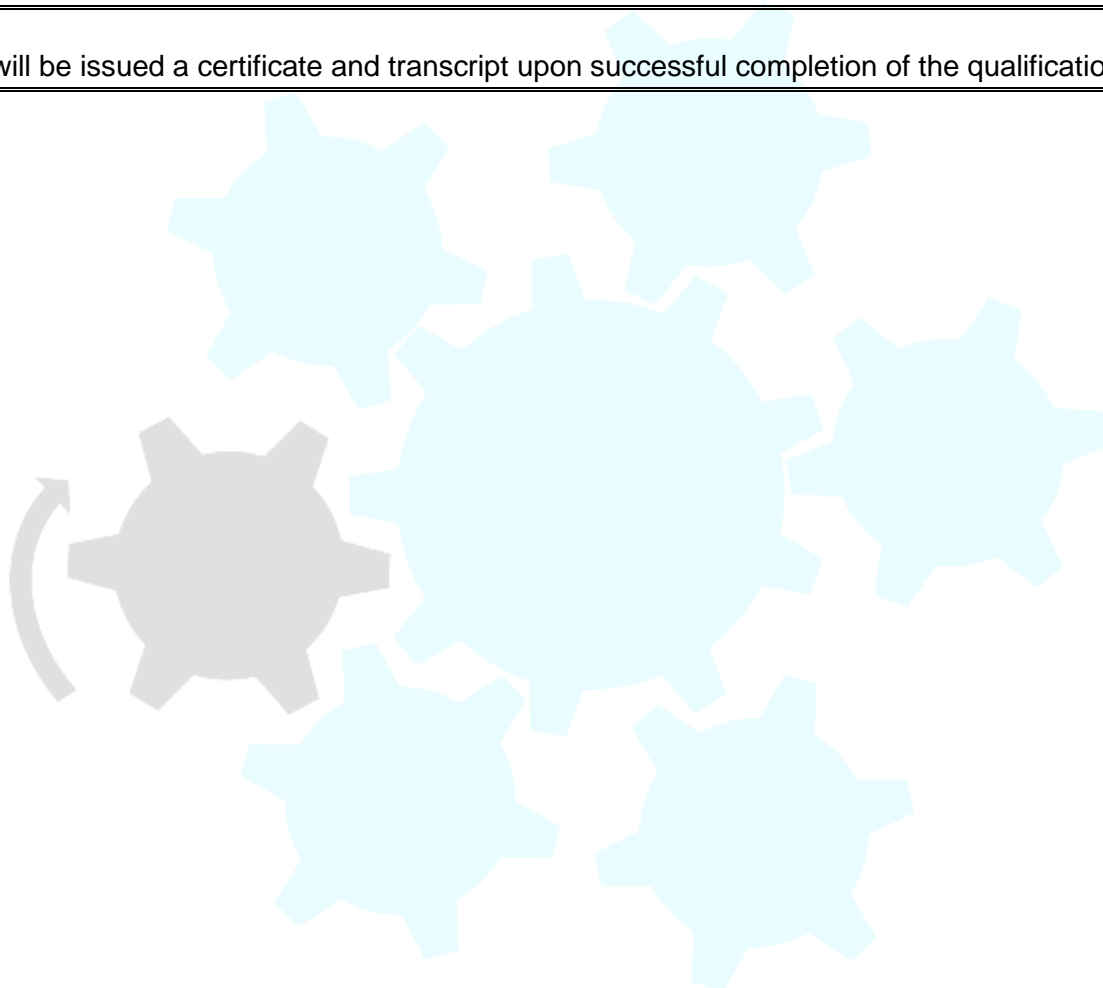
Minimum standards of achievement for the award of the qualification


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

- Attain a minimum of 509 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.

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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 with regional and international qualifications.

Similarities

The proposed qualification was compared to three qualifications: two regional and one international. The proposed qualification is similar to the qualifications that it was compared with in that they have similar outcomes that relate to preparing journalists for a changing media environment. The qualifications have a number of similar modules. They also have elective modules. They are all three-year qualifications.

Differences

The qualifications differ in the number of credits attainment requirement.

Comparability and articulation of the proposed qualification with the ones examined

The proposed qualification compares well with the Level 7 qualifications that it was compared with in terms of outcomes, especially the South African qualifications. The strength of the proposed qualification lies in the fact that it combines the core traditional journalism and broadcasting skills of researching, writing, presenting and reporting with skills needed in the new media platforms such as digital storytelling, online journalism, mobile journalism and social media.

REVIEW PERIOD

- Every five (5) years.

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