

ENTERTAINMENT JOURNALISM

TRIMESTER 1 - Diploma units

FOUNDATIONS OF ENTERTAINMENT JOURNALISM

In this unit, students will learn the basic skills of news gathering, interviewing, and will gain a broad knowledge of the field as it is applicable to entertainment journalism. The students will study and analyse the emerging developments in news—the proliferation of news sources and new technologies for media consumption, the participation by consumers in the dissemination and creation of news, the personalisation of news from a variety of sources.

VIDEO & DIGITAL JOURNALISM

In this unit, students will learn how to use a camera and practice the language of visual journalism, with an emphasis on Entertainment video/digital journalism. They will develop those skills to report, produce, and edit video for online and digital media platforms, with an emphasis on Entertainment news media. Students will learn the value of teamwork in a medium that demands it.

PUBLIC RELATIONS PRACTICE

In this unit, students will learn how to productively manage their relationships with PR practitioners for everyone's mutual benefit. Students will analyse the contours of the relationship between public relations and journalism; researching the market place prepares students for formative research they will do in the field to increase their understanding of the media avenues available to a PR professional in securing publicity for a client.

MEDIA INDUSTRIES TODAY

In this unit, students will look at the historic principles underpinning the development of the media industry and journalism. They will learn the skills to analyse social and economic issues in a fragmented media world where the volume and speed of distribution of information are unmatched in human history. Students will develop solutions to resolving the tensions between public interest standards and the subversion of media independence by financial interests and governments.

TRIMESTER 2 - Diploma units

ENTERTAINMENT, LIFESTYLE & FASHION JOURNALISM

In this unit, students will study the history of reporting in these areas and how those roles have evolved in the internet era. They will analyse the ethical issues inherent in this style of journalism; the financial pressures of covering major businesses where fortunes are at stake; the emotions of dealing with the entertainment industry; the tension between the glamour and the reality of the food, travel, music and fashion industries.

SOCIAL MEDIA & JOURNALISM

This unit aims to assist students in learning the skills needed to be a multimedia reporter, in particular how to use social media tools and applications to curate their own news feed and to produce multimedia stories under tight deadlines in a broadcast media environment. Students will record and edit audio, including voice-overs, wild track/natural sound, live events, and interviews for podcasts. They will also produce video content for use in a digital media environment and experience the role of social media editor.

FEATURE WRITING

This unit introduces students to different styles of feature writing; to the craft of written storytelling and the process of conceiving and pitching story ideas to editors. Students will learn the difference between news, reviews, opinion and features, the importance of structure and metaphor, and the art of finding universal resonance in personal stories.

MEDIA LAW & ETHICS

In this unit, students will learn about the law and their rights and obligations as a journalist. They will learn how to write and speak about the professional and private lives of celebrities without attracting adverse legal and ethical ramifications and how to behave ethically as a journalist, how to avoid contempt of court, and considering matters of privacy and conflict of interest. Students will receive a grounding in the concept and practice of intellectual property; protecting their work and using the work of others.

TRIMESTER 3 - Diploma units

FREELANCE JOURNALISM & ENTREPRENEURSHIP

In this unit, students will learn about journalism as a business and will gain an understanding of the opportunities for future journalists in a world where they no longer need to work for a major media organisation to be a publisher. Students will learn about establishing a freelance career as their own business. They will learn how to monetise their skills, find a niche, and create marketable content.

MOBILE JOURNALISM: VIDEO & RADIO

This unit prepares students with the technical and aesthetic principles of Mobile Journalism (Mojo). Students will have learned basic storytelling in video; Mojo aims to expand on this knowledge base with a deeper understanding of the technical aspects of shooting video and radio using mobile technology. This unit covers all aspects of practical shooting including pre and post-production, asset management, ingestion, transcoding, visual and audio narrative, editing, and digital publishing.

TRIMESTER 3 (continued) - Diploma units

MUSIC, PERFORMANCE, SCREEN & JOURNALISM

This unit introduces students to music, performance, film, and video journalism. Students will learn to look at film, music, and digital storytelling as cultural forces; to understand genre and social context, and ways to articulate subjective opinions about aesthetic values. Subject matter includes brief histories of popular music and film genres, and investigating the creative process and working life of professional musicians to develop the empathetic understanding necessary for interviewing artists and editorialising their practice.

INDUSTRY PLACEMENT

This subject is to be completed in the last trimester of every student's academic career at Collarts and aims to build on all skills and knowledge previously acquired throughout the course. While it is a stand-alone subject, it aims to provide students with either practical experience, or a portfolio that follows on from their previous study. Entertainment Journalism students will apply for, and successfully undertake 60 hours of practical placement.