

**Ministry of Education**

**Identified Competency Focus Areas and Core Courses for Ethiopian Higher Education Institutions’ Exit Examination**

**Program: - BA in Journalism and communication**

**Prepared By:**

**Dawit W/Eyesus**

**University of Gondar**

July 2022

Addis Ababa

Ethiopia

Contents

1. Introduction 1
2. Expected profiles of gradauates’ 2
3. Competencies and learning out comes 3

3.1. Knowledge 3

3.2. Skills 3

3.4. Attitude 4

 4. Courses to be included in the exam 4

 5. Categorizing courses in to themes 4

 6. Correlation between competencies with selected courses 5

 7. Conclusion 10

1. **Introduction**

Journalism work of gathering, writing, editing, and publishing or disseminating news through text messages, Tweets, newspapers, Internet, magazines, radio, television, etc. The program of journalism and communications aims at producing journalists and communication experts who are intellectually rigorous and critical of mind, who respect fundamental human rights, who are tolerant and respect diversities in society, who are committed to social justice in theory and practice and who are dedicated to integrity and high ethical standards, empowering them with knowledge, skills and attitude of media and communication in a multi-layered and multicultural world.

In order to achieve this aim, students are able to study eight module such as fundamentals of journalism, communication, media language and translations, public relations and advertising, media law, ethics and management, print and web journalism, media and communication research and broadcast journalism. Under these modules 37 courses are deliver for students’ of journalism and communication.

The courses have competency measurement such as knowledge, skills and attitude. Based on these measurement students will be measured at the end of their study. To do so, a guide document should be prepared. Therefore, the document focus on expected profile of graduate, Competencies, Courses to be included in the exam, Categorizing courses in to themes, and correlation between competencies and categorizing courses in to themes

1. **Expected Profile of graduates**

Students of journalism and communication should identify problems, analyze them within the framework of the cognitive knowledge built already and giving solution (problem solving capacity); have sufficient knowledge of universally accepted journalism ethics and know how to apply it appropriately to their task in media organizations. In addition, students should have sufficient journalistic professional knowledge of theories and practicalities, principles and concepts of the field of journalism and communications.

Using a range of media in the gathering, preparation and presentation of news reports; computer, internet and e-mail and other new Medias as a proficient person in information and communication technology (ICT) is important skills in order to use different software and programs in relation to media productions. Gathering, writing, editing and report news, articles, editorials, features, broadcast programs, reviews comments for appropriate media also essential skill of students.

Students of journalism and communication are expected to produce print media products such as newspaper, newsletters, broachers, ets. And produce broadcast media products such as Radio programs, Television programs, Radio documentaries, Television documentaries etc.

Plan, coordinate, organize and manage the activities of newsrooms (editorial departments); work and communicate effectively and flexibly in foreign languages particularly in English and local languages in which most media in the country work; and use of the necessary technology aids effectively and efficiently to handle media works also additional profiles of graduate students.

Generally, students should build high ethical and moral standards of journalistic professionalism that would be practiced with honesty and truthfulness in a society; participate actively in team work and effectively contribute to the group's task; and challenge malpractices and praise pro-democracy and pro-development practices.

1. **Competencies and learning outcomes**

Competency is a cluster of related knowledge, skill, and attitude that affects a major part of one’s discipline, and correlates with performance required to do a job. Therefore, from the above graduate profiles the following are selected competencies based on knowledge, skill and attitude:

**3.1 Knowledge**

* Have a knowledge of theories and practicalities, principles and concepts of the field of journalism and communications.
* Identify, prioritize and analyze problems related to media and provide feedbacks to the community and policy makers.
* Identify problems, analyze them within the framework of the cognitive knowledge built already and giving solution.
* Work and communicate effectively and flexibly in foreign languages particularly in English and local languages in which most media in the country work.
* Have a sufficient knowledge of universally accepted journalism ethics and know how to apply it appropriately to their task in media organizations.

**3.2 Skills**

* Plan, coordinate, organize and manage the activities of newsrooms.
* Use a range of media in the gathering, preparation and presentation of news reports.
* Develop professional journalistic skills of writing and producing news.
* Use and being familiar with different software’s which are useful for media practitioners such as the audio-visual software’s.
* Use computer, internet and e-mail and other new Medias.
* Gather, write, edit and report news, articles, editorials, and features for appropriate media.
* Produce print media products such as newspaper, newsletters, broachers, etc
* Gather, write, edit and report news, articles, broadcast programs for appropriate media
* Produce broadcast media products such as Radio programs, Television programs, Radio documentaries, Television documentaries etc.

**3.3 Attitude**

* Develop a culture of tolerance and commitment, civic virtues, skills of effective listening, a power of negotiating, persuasion and presentation.
* Build high ethical and moral standards of journalistic professionalism that would be practiced with honesty and truthfulness in a society.
* Work ethically in pursuit of truth, accuracy, fairness and other essential ethical elements.
* Challenge malpractices and praise pro-democracy and pro-development practices.
* Participate actively in team work and effectively contribute to the group's task.

**4. Courses to be included in the exam**

There are six courses to be included in the exam. These are:

1. Communication
2. Media Language and Translation
3. Public Relations and Advertising
4. Media Law, Ethics and Management
5. Print & Web Journalism
6. Broadcast Journalism

**5. Categorizing courses in to themes**

|  |  |  |
| --- | --- | --- |
| No. | **Thematic areas** | **Categorizing courses** |
| 1. | Communication | Communication Theories: JoCo3023 |
| Communication and Conflict Management: JoCo4026 |
| 2. | Media Language and Translation | Media Translation: JoCo2032 |
| 3. | Public Relations and Advertising | Introduction to Public Relations: JoCo2041 |
| 4. | Media Law, Ethics and Management | Media Law and Ethics: JoCo3051 |
| Media Management: JoCo4052 |
| 5. | Print & Web Journalism | News Writing and Reporting for Print: JoCo2061 |
| Photo Journalism : JoCo3062 |
| Online Journalism and social media : JoCo3064 |
| Investigative Journalism: JoCo3065 |
| Feature Writing: JoCo 3066 |
| Newspaper Production: JoCo 4067 |
| 6. | Broadcast Journalism | Broadcast News Writing and Reporting: JoCo2081 |
| Broadcast News Production: JoCo4082 |

1. **Correlation between competencies with selected courses**

| No. | **Thematic areas** | **Selected courses** | **Competencies** |
| --- | --- | --- | --- |
| **Knowledge** | **Skills** | **Attitude** |
| 1 | Communication | Communication Theories | Have knowledge of theories and practicalities, principles and concepts of the field of journalism and communications |  |  |
| Communication and Conflict Management | Identify, prioritize and analyze problems related to media and provide feedbacks to the community and policy makers |  |  |
| Identify problems, analyze them within the framework of the cognitive knowledge built already and giving solution |
| 2 | Media Language and Translation | Media Translation | Work and communicate effectively and flexibly in foreign languages particularly in English and local languages in which most media in the country work |  |  |
| 3 | Public Relations and Advertising | Introduction to Public Relations |  |  | Develop a culture of tolerance and commitment, civic virtues, skills of effective listening, a power of negotiating, persuasion and presentation |
| 4 | Media Law, Ethics and Management | Media Law and Ethics | Have a sufficient knowledge of universally accepted journalism ethics and know how to apply it appropriately to their task in media organizations |  | Build high ethical and moral standards of journalistic professionalism that would be practiced with honesty and truthfulness in a societyWork ethically in pursuit of truth, accuracy, fairness and other essential ethical elements. |
| Media Management |  | Plan, coordinate, organize and manage the activities of newsrooms |  |
| 5 | Print & Web Journalism | News Writing and Reporting for Print |  | Use a range of media in the gathering, preparation and presentation of news reports |  |
| Develop professional journalistic skills of writing and producing news |
| Photo Journalism  |  | Use and being familiar with different software’s which are useful for media practitioners such as the audio-visual software’s  |  |
| Online Journalism and social media  |  | Use computer, internet and e-mail and other new medias |  |
| Investigative Journalism  |  |  | Challenge malpractices and praise pro-democracy and pro-development practices. |
| Feature Writing |  | Gather, write, edit and report news, articles, editorials, features for appropriate media |  |
| Newspaper Production  |  | Produce print media products such as newspaper, newsletters, broachers, etc | Participate actively in team work and effectively contribute to the group's task |
|  |  |
| 6 | Broadcast Journalism | Broadcast News Writing and Reporting |  | Gather, write, edit and report news, articles, broadcast programs for appropriate media |  |
| Broadcast News Production |  | Produce broadcast media products such as Radio programs, Television programs, Radio documentaries, Television documentaries etc. | Participate actively in team work and effectively contribute to the group's task |

1. **Conclusion**

In conclusion, total course of journalism and communication program are 37. Among these courses 13 courses selected based on identified graduate profiles and competencies to evaluate competency of journalism and communication students.

By taking this in to account, students of journalism and communication should focus on these courses and prepared themselves not only theoretical part but also practical.