



QQI

Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann

QQI is Consulting Stakeholders on Two Proposed new NFQ Level 6 Minor Awards Entitled:

Newswriting

Editing and Sub-Editing

for inclusion in the Media Production Award Specification 6M5130

Introduction

In December 2013, QQI published the major award *Media Production 6M5130* in the Arts, Craft & Media domain. Upon publication, it became apparent to practitioners in the field that two essential minor awards had been overlooked in the migration process. These were a minor award in *News Writing* at NFQ Level 6, as well as a minor award in *Editing and Sub-Editing* at NFQ Level 6. The skills associated with these two minor awards were considered by practitioners to be integral to any journalism programme.

Proposal

An ETBI Shared Standards Development Initiative consultation was organised to identify if there was a need for further awards. Arising from that process, it was proposed to develop two minor awards, *News Writing* and *Editing and Sub-Editing* for inclusion in the Media Production 6M5130 major award. This proposal was accepted by QQI.

The Group

Following the ETBI consultation process, QQI accepted the proposal and a Standards Development Expert Group was set up to develop new component specifications, with a working group to support them).

The Standards Development Group and Working Group comprised (not available at all meetings, but involved in consultations):

- Eddie Coffey, Deputy Editor, Irish Daily Mail
- Kieran Fagan, Freelance Journalist, Author, Secretary for National Union of Journalists
- Berna Cox (former lecturer in Journalism DCU) formerly of Irish Times, external examiner with QQI).
- Trevor Ibbottson, retired Chief Examiner City & Guilds National & International Media awards, Chief Moderator for Film and Television Technical Industry Awards (formerly NVQs) for The University of the Arts, London. Joint author of “An Introduction to Journalism”
- Suzanne Rodgers, Curriculum Manager for Media, Multimedia and Journalism at North West Regional College Derry, NI. Former Editor of North West Edition of Belfast Telegraph.
- Niall Meehan Head of Journalism, Griffith College Dublin
- Gemma Cox, , (Dun Laoghaire Further Education Institute, DDLETB)
- Aisling Breen, teacher, Rathmines College of Further Education
- Adrian Smyth, former broadcaster, teacher in DFEI
- Berni Dwan, freelance journalism, Irish Times/Examiner
- Michael Foley, Deputy Principal, Dundrum College of Further Education
- Clodagh Beare, Development Officer with responsibility for QQI, Dublin and Dún Laoghaire ETB

The expert group finalised and agreed the draft award specifications entitled (they are appended to this document):

Newswriting (NFQ Level 6)

Editing and Sub-Editing (NFQ Level 6)

Your feedback on the draft awards specifications would be appreciated.

How to respond to this consultation document

QQI invites interested persons or organisations to make written observations on the drafts.

Prompts for feedback:

1. Clarity: Overall does the document make the expected knowledge, skill and competence sufficiently clear?
2. Alignment: Do you think that the expected learning outcomes align well, in terms of knowledge, skill and competence, with the NFQ's Level 5 and 6 award-type descriptor?
3. Amendment: Would you like to suggest amendments?
4. Comparability: How does the standard compare with the expectations of other relevant qualifications with which you are familiar?
5. Is there anything else that should be considered?
6. Is the credit value proportionate to the learning outcomes?

Submissions should be made by email to consultation@qqi.ie not later than **Friday 22nd May 2015**



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QQI is currently developing its corporate brands and policies for awards and standards. Until this process is completed an interim format will be used for new QQI certificate/component specifications for the Common Awards System.

Certificate Details

Title: Editing and Sub-Editing

Award Class: Minor

Level: 6

Credit Value: 15 FET Credits

Purpose: The purpose of this award is to provide learners with the ability to confidently use editing and sub-editing techniques routinely utilised in print and online publications. Learners will demonstrate technically and creatively, the role of an editor and sub-editor in producing a publication. Learners who successfully complete this award will be well versed in all aspects of editing and sub-editing in a modern newsroom.

The learner should be able to:

NFQ level Indicators

	<p>Demonstrate an understanding of the role of an editor and a sub-editor</p>	<p>Knowledge</p>	<p>Breadth Specialised knowledge of a broad area Kind Some theoretical concepts and abstract thinking, with significant depth in some areas</p>	
	<p>Demonstrate an understanding of the role of digital convergence in producing a publication.</p>		<p>Know-how and skill</p>	<p>Range Demonstrate comprehensive range of specialised skills and tools Selectivity Formulate responses to well-defined abstract problems</p>
	<p>Edit down lengthy copy to shorter articles as required by a variety of platforms and audiences</p>			
	<p>Edit articles for redundant phrases, 'dead copy', euphemisms, jargon, clichés and buzzwords</p>			
	<p>Perform and fulfil the basic mechanics of editing – this will include proofreading copy for grammar, punctuation and spelling errors.</p>			
	<p>Demonstrate the use of signposting, NIBS and advertising and other conventional features on the front page of a newspaper or news web site</p>			
	<p>Utilise acceptable industry conventions for numbers, dates, titles, abbreviations, etc.</p>			

	Prioritise and place articles appropriately according to current accepted conventions	Competence - context	Utilise diagnostic and creative skills in a range of functions in a wide variety of contexts
	Effectively place appropriate multimedia elements such as photographs and other images, audio and video, suitable links, and provide captions		
	Write suitable headlines, sub-heads, leads and select suitable pull quotes		
	Edit articles to conform to legal and ethical journalistic standards (e.g. relevant laws such as those relating to defamation and copyright, etc. and the NUJ Code of Conduct)	Competence- Role	Exercise substantial personal autonomy and often take responsibility for the work of others and/or for the allocation of resources; form, and function within, multiple, complex and heterogeneous groups
	Re-write and edit articles for use in a variety of publications		
	Re-write and edit copy in a variety of house styles.		
	Demonstrate an understanding of the role of effective communication with reporters in underpinning balance and accuracy		
	Produce a print publication, showing an appreciation of the need to adapt to current conventions of a mainstream publication	Competence- Learning to learn	Learn to take responsibility for own learning within a managed environment
	Produce news or specialist blog / web site that demonstrates an understanding of the need to adapt to current conventions of a reputable newspaper or magazine online publication		
	Re -write an opinion piece to reflect the expectations of a publication and its audience	Competence- Insight	Express an internalised, personal world view, reflecting engagement with others
	Write leader editorial suitable for a variety of publications		

Assessment Technique(s) including weighting(s)

Skills Demonstration: 60%

Collection of Work: : 40%

Specific Validation Requirements

None

Access Requirements

QQI Level 5 or equivalent, or industry experience



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Certificate Details

Title: News Writing

Award Class: Minor

Level: 6

Credit Value: 15 FET Credits

Purpose: The purpose of this award is to facilitate learners to develop the ability to critically source news independently and to understand the importance of packaging news according to medium and audience. Learners who successfully complete this award will exercise the traditional journalistic skills of accuracy, brevity and clarity while understanding how technology has influenced the sourcing and reporting of news. This award facilitates progression to further or higher education.

The learner should be able to:

NFQ level Indicators

Demonstrate an understanding of how the proliferation of news sources and changing formats of news reception has affected news production values.

Recognise the importance of writing a good news lead and be aware of the changing style of lead writing.

Demonstrate an understanding of arguments about objectivity and impartiality in news reporting, distinguish between fact and opinion and recognise how bias may manifest in news.

Demonstrate awareness of media law and ethics within which news writers operate, being cognisant of the effects of published work on the lives of others.

Knowledge

Breadth
Specialised knowledge of a broad area
Kind
Some theoretical concepts and abstract thinking, with significant depth in some areas

	Extract news from primary and secondary sources and contacts, and securely record these sources for further reference.	Know-how and skill	Range Demonstrate comprehensive range of specialised skills and tools Selectivity Formulate responses to well-defined abstract problems
	Source and critically analyse data and package in a coherent news story, utilising the ways in which specialist data may be made accessible to a non-specialist mainstream audience.		
	Use appropriate digital platforms to create credible news leads.		
	Use the inverted pyramid model and 5Ws to write news copy		
	Demonstrate an understanding of the need for accuracy, brevity and clarity when reporting news.	Competence - context	Utilise diagnostic and creative skills in a range of functions in a wide variety of contexts
	Demonstrate an awareness of the contrasts between print and online styles and adapt news writing technique to both print and online news.		
	Demonstrate an understanding of the importance of deadlines and team-working through researching and writing news to cover for example sport, entertainment, politics, finance, crime and consumer reports or other relevant areas.	Competence- Role	Exercise substantial personal autonomy and often take responsibility for the work of others and/or for the allocation of resources; form, and function within, multiple, complex and heterogeneous groups
	Employ different writing styles to suit mainstream and specialist news audiences, including 'alternative news' audiences.		
	Demonstrate the achievement of independent freelance skills and be able to pitch stories to editors		
	Prepare a portfolio of work for submission to industry and academic bodies		
	Demonstrate an ability to recognise current news stories and make regular contributions to a digital platform for regular news report	Competence- Learning to learn	Learn to take responsibility for own learning within a managed environment
	Use basic techniques to build an audience for news on a digital platform.		
	Critically evaluate own work against that of others for the purpose of developing a writing style appropriate to a variety of news genres.		

	<p>Demonstrate an understanding of changing media audiences and how style and content reflects these changes.</p>	<p>Competence-Insight</p>	<p>Express an internalised, personal world view, reflecting engagement with others</p>
	<p>Demonstrate an understanding of the potential impact of digital convergence in news reporting and how it reflects changing expectations of audiences</p>		

<p>Assessment Technique(s) including weighting(s)</p>
<p>Collection of Work: 70% Skills Demonstration: 30%</p>
<p>Specific Validation Requirements</p>
<p>None</p>
<p>Access Requirements</p>
<p>QQI Level 5 or equivalent, or industry experience</p>