

Higher Diploma in Journalism and Media Communications (HETAC)



Apply directly to GCD
Framework Level HETAC Level 8

Course Duration
Full-Time 1 year
Part-Time 1.5 years

For further information please contact the Admissions Office at GCD
Phone +353 1 415 0400
Email admissions@gcd.ie

About the Course

This postgraduate programme offers a comprehensive multimedia syllabus designed with the considerable input of practitioners from Irish journalism and media. This external contribution produces a course that is relevant to current and emerging job opportunities, as well as reflecting and adapting to technical, creative and market developments.

The programme allows students with an existing undergraduate degree in a non-journalism or media discipline, to acquire the skills of journalistic writing, production and communication.

It concentrates on expanding your existing academic knowledge, or industry-specific knowledge and skills, depending on your academic or professional background. On completion students will have an extensive array of skills that will help them to secure employment in the media industry. This will be achieved through practical and academic media based training. During the course students will be challenged in real journalistic situations, in both print and broadcasting, to give them a taste of a real working environment. National Union of Journalism recognition of the programme entitles students to a one-year student NUJ Card.

Postgraduate students will be awarded a Higher Diploma in Journalism and Media Communications at HETAC Level 8. Students who do not possess a primary degree will be awarded a Griffith College Diploma, which also entitles them to receive individual subject credits from HETAC.

During this programme students take subjects that allow them to apply journalism specific skills to existing academic learning. The subjects on the programme reflect the need to acquire skills and knowledge in a focused manner. Background knowledge is acquired through modules in Research Methods and Media and Society, essential instrumental knowledge in Media Law and Ethics and finally directed knowledge in Reporting, Sub-editing, Broadcasting and Newspaper Production. Subject Specialisations are also provided on an elective basis.

Students also participate in the radio station, Griff FM, in leading roles and produce a tabloid-sized publication. Students participate in simulated News-Days that permit the acquisition of practical reporting skills while working to a deadline.

Graduate students on this programme learn quickly and are generally focussed in their approach. Many graduates of the programme are encountered in the various branches of the journalistic profession and often come back to distil their knowledge and experience to existing students.

Careers

Depending on subject electives, students are likely to find media-based employment as journalists in print or broadcast media, as researchers, presenters, producers, technical writers in media-related positions, or in other forms of communication in public relations. In addition to traditional journalism, graduating students may be eligible to take up employment in areas where visual media or multi-media skills are in demand. Students are also encouraged to exploit their undergraduate study experience to secure employment in specialist areas such as science, sport, arts and humanities. Graduates of this programme are currently working for major national and local media, at home and abroad, with some in senior positions.

Student Profile

Célia Zwahlen - Student on the Higher Diploma in Journalism and Media programme
This course is giving me the chance to apply the knowledge I acquired in my previous studies in a very creative and practical way. The lecturers are experienced reporters and producers, and are keen to transmit to students the ethical core of journalism. Through independent research and inventiveness, I can prove and raise my potential in varying media fields. It is a stimulating course that pushes my limits and gives me the opportunity to try things I wouldn't try otherwise..

Higher Diploma in Journalism Course Content

Core Subjects

Cultural Perspectives
Media Law and Ethics Reporting and Sub-Editing (Incorporating News-Days)
Research Methods
Broadcast Journalism 1 (Radio)
Newspaper Production
Media and Society
Investigative Reporting

Electives - choose 2 from:

Conflict Reporting
Shorthand
Public Relations
Broadcast Journalism II (TV)
Photography
Sports Journalism

Elective Modules are offered subject to demand