

BA (Hons) in Journalism and Visual Media (HETAC)

CAO Code [GC 450](#)

Points level 2006 270

Framework Level HETAC Level 8



Course Duration

Full-Time 3 years

Part-Time N/A

For further information please contact the Admissions Office at GCD

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About the Course

This honours degree programme will inspire an intellectual capacity for self-expression and objective enquiry, while developing the practical skills necessary for media production.

The art of writing, design, presentation, production, layout and publishing for newspaper, radio, video, photography and the Internet will be covered in this course. The course aims to produce versatile and confident graduates who can meet the needs of the existing communications industry, and identify and exploit further opportunities within media.

The degree is recognised by the main professional journalists' organisation, the National Union of Journalists ([NUJ](#)). In addition, full-time students are entitled to apply for NUJ student cards during their degree.

Year 1

In first year students acquire theoretical understanding and introductory practical media skills. Students learn about the history of media, about how society has adapted to increasingly sophisticated systems of media communication. In addition students learn how to present a message and how to present themselves in public within systems of media communication. Students acquire introductory skills which develop an understanding of radio, print, visual media and photography. On completion of first year, students are in a position to make choices in relation to specialising in visual or verbal media.

Year 2

In Year 2 students choose to take a journalism or visual media specialisation, a choice they have been prepared for in first year. Students gain essential background knowledge relating to the legal and ethical environment of media production, the history and development of systems of photographic representation and how social, economic and political issues affect society.

During this stage, students are applying their knowledge and beginning to think holistically in the development of their various media related skills. They will produce practical media work on a regular basis during this stage of the course.

Year 3

Media and Society, one of the three common subjects in third year, teaches students about the interaction of modern media systems with practitioners, audiences, owners and structures. Media Research and Cultural Studies allows students to develop their capacity for research, while Media and Society teaches students how media companies arrive and thrive within specific commercial and regulatory environments. Students continue their specialist choices which increase in the final year within the journalism or visual media stream.

Progression

BA graduates have successfully pursued postgraduate awards in Ireland's main universities as well as in prestigious academic institutions across the UK and Europe.

Careers

Given the comprehensive nature of this course, which explores such a diverse and exciting range of media, you will have many career options. Successful students will work as journalists, researchers, presenters and producers in print and broadcast media. In addition to traditional journalism, the course prepares graduates for employment in areas where visual media or multi-media are in demand, including video production, photography, web design, and graphics production & design. Because communicating information is becoming increasingly electronic in nature, studying the role of the Internet in modern media is an integral part of this course. With this in mind, graduates may seek work in new and rewarding fields of communication technology.

Graduate Profile

Cormac Cahill - BA (Hons) Journalism & Visual Media

I entered the BA (Hons) in Journalism and Visual Media at GCD in September 2003 after completing a two-year Journalism and Media Studies (BTEC) Higher National Diploma in Rathmines College of Further Education. I chose GCD over other colleges and universities that I received offers from because the college gave me an exemption from first year based on my previous studies. From the outset I was extremely impressed by the lecturing staff who had a great deal of knowledge and experience in the media industry including distinguished Irish journalist and broadcaster Vincent Browne who was responsible for the Media Law module in second year.

The main highlight of second year for me was the Griff FM college radio station that is run by the journalism students for two weeks each year. I co-produced and was involved in the presenting of a daily lunch-time show called Small Talk with a team of about 10 fellow students. The show gave us a chance to use the skills that we had learned and put them into practice. Small Talk was then nominated for an Smedia award.

In third year, another opportunity for gaining practical experience arose in the shape of a student publication named The Circular which was a part of the optional Editing module. I took on the role of subeditor and reporter and covered a number of stories including current affairs and music. The publication gained exposure in the Sunday Independent and on www.indymedia.ie – which gave the team great satisfaction. The GCD hands-on approach to studying has given me great experience of the media industry and some fond memories.

BA (Hons) in Journalism and Visual Media Course Content

Year 1

Core Subjects

- Understanding Society
- History of the Media
- Media Studies
- Research Methods
- Writing and Presentation Skills
- Productivity Software

Stage 1 Half Modules (An introduction to Journalism and Visual Media)

- Introduction to Print Media
- Ways of Seeing
- Introduction to Radio

- Introduction to Photography

Students experience of Stage 1 Half Modules allows them to choose a particular stream from year 2 onwards.

Year 2

Core Subjects

- Media Law and Ethics
- Contemporary Society
- Marketing Media
- History of Art and Photography

Stream A (Journalism)

- Broadcast Journalism
- Business Journalism
- Investigative Journalism
- Newspaper Production

Stream B (Visual)

- Video Production 1
- Commercial Photography or Photojournalism
- Layout and Graphic Design
- Advanced Photography

Year 3

Core Subjects

- Modern Society
- Media and Society
- Media Research and Cultural Studies

Stream A (Journalism) Choose 5 from:

- Editing
- Irish Language Journalism
- Publishing
- Public Relations
- Sports Journalism
- Creative Writing
- Online Journalism
- TV Journalism
- Investigative Journalism
- Shorthand
- Reporting Conflict

Stream B (Visual) Choose 5 from:

- Web Design
- Video Production II

- Photography Project
 - Portfolio and Presentation
 - CD/DVD Authoring
 - Film Studies
 - Dissertation/Visual Media Project
 - Digital Photography
- * **Electives in Year 3 are offered subject to demand.**