

Industry Context & The Market

1 UNDERSTAND THE PRACTICE OF JOURNALISM IN THE UK MEDIA

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard involves finding out about the practice of journalism in the various sectors of the media in the UK – and understanding how changing technologies and media convergence are blurring the distinctions between these sectors and creating new platforms for the communication of content created by journalists – and by others.</p> <p>It is about having an enthusiasm for the craft of journalism and understanding the essential skills needed by a journalist.</p> <p>It is also about developing an appreciation of the wide range of employment opportunities in journalism, and how different job roles fit into the picture.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The structure of the different sectors of the UK media and the role journalism plays in each sector b) The key institutions in UK journalism, including media owners, regulators and representative bodies, and their differing roles c) The essential skills involved in the practice of journalism – and the different requirements of journalists in different sectors d) The implications of media convergence for journalism and the range of different platforms used for the distribution of editorial content e) The range of functions and roles in UK journalism f) How your role relates to those of others and how to work collaboratively g) The extent of multi-skilling expected in the different sectors 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Demonstrate an understanding of the way contemporary journalism is practiced in the multi-platform environment brought about by media convergence 2) Identify the essential differences in terms of journalism practice between the different sectors in which journalists operate 3) Demonstrate an understanding of the craft of journalism and provide evidence of your commitment to it 4) Offer ideas for editorial content for a range of platforms and a considered critique of different types of editorial content 5) Explore how changing digital technologies have affected the craft of journalism – in terms of information gathering, content creation and distribution and journalists' relationships with their audience 6) Maintain up-to-date knowledge of new technologies and different platforms for journalism content, and explain their impact 7) Maintain up-to-date awareness of professional developments, creative ideas and techniques, and best practice in journalism 8) Research the various functions and jobs in journalism – and the needs for and expectations of multi-skilling in different roles

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2 UNDERSTAND THE MARKET, CONSUMERS & AUDIENCES FOR EDITORIAL CONTENT

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about understanding the markets in which journalists operate and the changing relationship with audiences and consumers.</p> <p>Journalists now occupy a shared media space in which audiences and consumers have also become producers and even competitors, through social networking and social media.</p> <p>But these can also be a rich source of material for journalists and offer new opportunities for journalists to connect with their audience.</p> <p>This Standard emphasises the need for journalists to undertake regular research on audiences and consumers of their editorial content, to understand their needs and expectations and how to attract them.</p> <p>It involves identifying the intended audience for editorial content, and recognising the significance of design and branding, formats and styles adopted by different outlets for editorial content on different platforms.</p> <p>It is also about understanding distribution and audience figures and market research - knowing where to find such information and how to interpret it.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The nature of the different markets in which journalists operate, the business and funding models in the various media sectors, and their implications for journalism practice b) How, why and where people consume editorial content via different platforms c) The significance of the growth of social media and user generated content d) The importance of search engine optimisation and how to achieve it e) The principles, strengths and limitations of consumer and audience research techniques f) The basic principles of demographics and market segmentation – identifying distinct audience or consumer groups with shared characteristics g) The existing or potential target audience for a particular outlet for which you are working h) The motivations, attitudes and behaviours of your target audience i) How and why particular editorial content and its means of distribution is intended to appeal to different target audiences j) The key sources of consumer and audience information used by the newspaper, magazine and broadcast sectors, from organisations such as ABC (the Audit Bureau of Circulations), RAJAR (Radio Joint Audience Research) and BARB (Broadcasters' Audience Research Board); how this is collected; and how to interpret this information and apply it to your work k) Other sources of information about markets, consumers and audiences and their behaviour - within your own organisation or externally 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Keep your audience in mind at all stages of the content creation process 2) Draw on all relevant sources of audience data in your work 3) Undertake basic analysis and interpretation of audience figures and research data – taking account of the strengths and limitations of such information 4) Identify the target audience for specific editorial content 5) Describe the characteristics of your target audience 6) Apply knowledge of your audience to the design and creation of editorial content and choices of distribution platform 7) Recognise and use current and future social networking tools for journalistic purposes 8) Make use of search engine optimisation techniques in the creation of your editorial content

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3 CONTRIBUTE TO THE CREATIVE PROCESS IN JOURNALISM

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<p>This Standard is about analysing the creative process involved in journalism – and demonstrating how you can contribute to it.</p> <p>This requires knowledge of how to think creatively, collaborate with others, and overcome obstacles to creativity.</p> <p>Creativity is fundamental to the practice of journalism on all platforms. It is relevant to editorial and technical functions - to writing, editing and design.</p> <p>In addition, journalists are expected to be creative in their approach to emerging technologies – identifying the possibilities they offer for the creation and distribution of editorial content, and also the commercial opportunities they may present.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The essential role of creativity and creative thinking in the approach to journalism, ideas generation, and storytelling on all platforms b) The concepts of design and branding, format and structure and their relevance to the creation of editorial content in the various sectors of UK media c) The creative opportunities and limitations of existing and emerging forms of multiplatform distribution d) The creative possibilities offered by social media and social networking e) The theory and practical application of a range of techniques intended to stimulate ideas generation and creative thinking f) The basic principles of ideas generation and storytelling, and how to apply them to the creation of effective editorial content g) The benefits of collaborative working and knowledge sharing h) How to take acceptable risks to create and innovate and how to learn from mistakes 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Identify creative possibilities for different types of journalism offered by current and emerging technology in terms of generating ideas and material and distributing editorial content 2) Apply concepts of design, branding format and structure to the development of editorial content 3) Employ a range of creative thinking techniques and participate readily in exercises to encourage ideas generation 4) Present your ideas persuasively and respond constructively to the ideas of others 5) Collaborate effectively with others - sharing knowledge and good practice 6) Analyse the creative processes where you work, identify barriers to creativity and look for practical ways to overcome them 7) Remain open to new ideas and new ways of working -constructively challenge the status quo and seek better alternatives