

CAPL Degree Application

Bachelor of Broadcasting Communications BBc

CH3714 - Level 7, 360 credits

Awarded with any one of the following specialisations::

Journalism

Screen and Television Production

Radio

This application pack should be read in conjunction with the CAPL Degree Information brochure.

Your Experience: Our Qualifications

About the Bachelor of Broadcasting Communications

The aim of the degree is to produce graduates who are capable, adaptable, critical and reflective media practitioners able to engage successfully within constantly changing media environments and be academically competent to engage in higher learning. The degree is therefore principally based around an integrated and seamless curriculum which fully engages students with the skills, theories, practices and performances required to become capable employees in current media industries. This is a multi-level, vocational skills based programme, delivered over three specialisations - screen and television production, radio broadcasting or broadcast journalism - but with a strong emphasis on cross-media interaction and integration.

Graduates will pursue careers in the following areas: broadcasting (radio, film, television and broadcast journalism), interactive screen based industries (games, education, information, entertainment) and communication industries (public relations, advertising).

Graduate Profile

You will be assessed against the graduate profile: an outline of the knowledge, skills and attributes a graduate can demonstrate as a result of achievement of the qualification. This profile needs to be contextualised around your chosen major as follows:

If you are a candidate for the full degree (year 3)¹ you will have the ability to:

- Function effectively and creatively within modern interactive media and media organisations.
- Create and distribute content for multi-media platforms that meets or exceeds industry standards.
- Apply broadcasting and other media related skills across a range of platforms.
- Work independently and collaboratively in a range of existing and emerging industries.
- Critically evaluate the media environment and research, analyse and articulate relevant information.
- Apply moral and ethical judgements in media contexts.
- Apply understandings of social, political, economic, cultural and historical conditions to the production of media outcomes.
- Develop and apply a cultural framework of practice reflective of the New Zealand context with particular consideration to the Treaty of Waitangi and Māori culture and protocol.

If you are a candidate for Advanced Standing² to gain entry into year 3 you will have the ability to:

- Function effectively as an employee within modern media organisations.
- Create and distribute content for multi-media platforms that meets industry standards.
- Apply broadcasting and other media related knowledge and skills across a range of platforms.
- Critically evaluate the media environment.
- Apply moral and ethical judgements in media contexts.
- Apply understandings of social, political, economic, cultural and historical conditions to the production of media outcomes.
- Apply a cultural framework of practice reflective of the New Zealand context with particular consideration to the Treaty of Waitangi and Māori culture and protocol

¹NOTE: there is an Executive Option offered by the Department of Creative Industries which assesses craft-related competency only (nearly two years' worth of courses) followed by enrolment in courses to complete the degree by online distance learning. You may prefer this option if you want additional or current learning, or we may suggest this option is a better qualification pathway for you following our initial interview with you.

² This Advanced Standing criteria is also the graduate profile for the exit qualification CH4011 Diploma in Broadcasting Communications (with specialisation) Level 6, 240 credits.

Qualification requirements

All Specialisations

You can use cross media platforms to evaluate and illustrate the political, social, historical, cultural (including Maori culture) and economic influences on contemporary media and online systems.

You have basic small business knowledge and skills necessary to function independently as a provider of services in media industries.

You can work in a team to design and complete a cross-media project using media ecology content.

You can apply your learning to a substantial individual project in broadcasting and/or digital media

You can apply integrated learning within electronic media industries and analyse and reflect on associated professional and practical issues.

Journalism Specialisation

You will be employed as a broadcast journalist in public, private or not for profit radio stations or as a broadcast journalist for television. You will have worked in at least two types of station during your career.

You will have developed advanced journalism knowledge and skills in sound, text and vision and have sufficient in-depth understanding of the practice of journalism to enable you to function as a member of a professional team working in radio, television and online media.

Radio Specialisation

You will be employed in a position in the public, private or not for profit sectors as a radio broadcaster

You will have the advanced knowledge and skills and proficiencies in sound, text and vision necessary to function as a member of a team operating a radio enterprise.

Screen and Television Production Specialisation

You will be employed as one of a team producing studio based or field based television or film or as an independent media service provider

You will have advanced production and post-production knowledge and skills in sound, text and vision necessary to function as a member of a professional television or screen production team working in both a studio-based and single-camera field environment.

Degree specific assessment requirements

Your oral presentation (backed by your physical evidence) should be organised such that your evidence can be seen to match the graduate profile and reflect the learning areas within your specialisation and the generic broadcasting skills together as an integrated whole.

Your portfolio and presentation therefore needs to integrate your theoretical understanding, application and evaluation in practical settings. As such you will need to show how your practice is informed by research and theory, as well as provide an insight into your own learning identifying your strengths and weaknesses.

Note: See the Degree Information Pack for general assessment requirements.

How do I apply?

To make a CAPL application, please supply:

Your Checklist

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|---|--|--------------------------|
| 1 | A completed Ara Admission & Enrolment form (leave Section 2 blank)
(Please note: A student loan via StudyLink is not a payment option for the CAPL process, but please talk to us about our interest-free instalment payment plan*). | <input type="checkbox"/> |
| 2 | Your current and detailed Curriculum Vitae (CV) which should contain: <ul style="list-style-type: none">• relevant work history including your positions, tasks and responsibilities• knowledge and skills required for you to carry out your job• formal qualifications eg school, polytechnic, university, trade certificates• informal qualifications eg 'in house' workplace training workshops• relevant life experience eg in-house workplace teams, managing stress etc Your CV may be quite different from this. Please use whatever format is understood by your industry but in-depth enough to show your level of skills across your specialisation, with emphasis on the critical thinking/research required. | <input type="checkbox"/> |
| 3 | A personal statement which summarises your experience and learning, and which supports this application. | <input type="checkbox"/> |
| 4 | Examples of your work (a few only as you are not being assessed at this stage). If sending files electronically, they must be in an easily readable format (pdf, jpg, rep3, etc) and if large, need to be sent by Drop Box, OneDrive, Google Drive or equivalent, or by CD or DVD. | <input type="checkbox"/> |

** Conditional on a credit check undertaken by Ara and approved. No results are released until all fees have been paid.*

Please email your application to capl@ara.ac.nz

or post it to:

CAPL
Academic Services Division
Ara
PO BOX 540
Christchurch 8140