Area of Interest: Media and Communications

**Journalism**

Ontario College Diploma

2 Years

Ottawa Campus

**Our Program**

*With superior writing skills plus a keen curiosity about news - consider a career in journalism.*

The two-year Journalism Ontario College Diploma program prepares you to report on all news delivery platforms, and helps you develop the online skills that have become vital in the industry.

Gain hands-on experience and expand your portfolio almost immediately upon starting the program, working for the award-winning *Algonquin Times* - named Canada’s top campus newspaper in 2017, 2018 and 2019 - as well as contributing to local music, sports and news titles.

Learn the core journalism skills to succeed in the industry. Study how to write factually, conduct interviews and filter information. Examine aspects of photo journalism, video production, audio storytelling, page layout, social media and reporting/editing.

Your learning is expanded with workshops, guest speakers and field trips, offering exposure to a diversity of information and skills necessary for the modern journalist.

To ensure you are comfortable with all journalistic platforms, you create photo and video journalism and produce newscasts for CKDJ 107.9 FM, Algonquin College’s radio station.

Expand your real-world experience with a six-week internship at a media outlet, and learn to operate as a freelance journalist. You have the choice to work at a local company or agency, or complete the placement out of the region or country.

After graduation, if you wish to further your education, you can apply to the University of Ottawa’s Honours Bachelor Degree in Digital Journalism program.

There are many job opportunities in the industry after graduation. Graduates may find employment with:

- daily, community and speciality news organizations
- radio stations
- social media teams
- communications departments within not-for-profit, private-sector and government organizations
- magazines
- public relations departments

Opportunities may also exist for graduates wishing to work as self-employed project-based freelancers. Positions in social media management, podcasting, web design, photography, and video production may also be career options.

**SUCCESS FACTORS**

This program is well-suited for students who:
• Have solid writing skills.
• Possess a keen curiosity about news happening locally, nationally and globally.
• Are willing to interact with people.
• Enjoy reading and studying news.
• Engage in social media.
• Are keen to serve the community through fair and accurate storytelling.

Employment

Graduates may find employment with news organizations, such as community and daily-news outlets, radio stations and specialty news and lifestyle brands. Employers with government, private sector and not-for-profit communications departments, magazine brands and social media departments may also hire graduates.

Opportunities may also exist for graduates wishing to freelance. Positions in podcasting, web design, photography and video production may also be career options.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

• Report on stories in an accurate, detailed, balanced, professional and timely manner.
• Apply computer and technical skills to designated production and research functions in journalism.
• Function both independently and as a member of editorial and/or production teams.
• Analyze knowledge from communities, current events and public affairs and history, to interpret and express the context for designated journalism publications and/or productions.
• Develop strategies for personal and professional development.
• Comply with relevant Canadian legislation, standards and the principles and practices of journalism.
• Write and edit content for the designated media platforms.
• Publish and/or broadcast content for the designated media platforms.
• Apply production skills and use production equipment in the preparation and distribution of content for the designated media platforms.
• Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

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<th>Level: 01</th>
<th>Courses</th>
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<td>ENL1813M Communications I</td>
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<td>JOU1504 Multiplatform Storytelling</td>
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<td>JOU1516 Introduction to Photojournalism</td>
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<td>JOU1546 Journalism I</td>
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<td>SSC0058 Local Government</td>
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Fees for the 2021/2022 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at www.algonquincollege.com/fee-estimator.

Further information on fees can be found by visiting the Registrar`s Office website at www.algonquincollege.com/ro.

Fees are subject to change.

Additional program related expenses include:
Books and supplies cost approximately $200 in the first year and $100 in the second year. A Nikon digital SLR camera with video capability and an external microphone input (approx. $600) is required in the first level, but students **SHOULD NOT** purchase one until speaking with the photojournalism professor.

Students must also supply their own PC dual-core processor laptop computer. Computers and supplies can be purchased directly from Algonquin`s Connections Store at educational discounted rates.

A smartphone with HD resolution to shoot video, photos and send email is required. Software specific to course needs will be provided by the college.

Admission Requirements for the 2022/2023 Academic Year

**College Eligibility**

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
• Academic and Career Entrance (ACE) certificate; OR
• General Educational Development (GED) certificate; OR
• Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

Program Eligibility
• English, Grade 12 (ENG4C or equivalent) with a grade of 70% or higher.
• Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
• IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22.

• Entry to Second Year:
Applicants with a university degree may be admitted directly into second year. For more information go to: https://www.algonquincollege.com/mediaanddesign/program/journalism-direct-entryadvanced-standing/

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Application Information
JOURNALISM
Program Code 0402X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:
Applications are available online at [http://www.ontariocolleges.ca/](http://www.ontariocolleges.ca/). A $95 fee applies.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants applying from out-of-country can obtain the International Student Application Form at [https://algonquincollege.force.com/myACint/](https://algonquincollege.force.com/myACint/) or by contacting the Registrar’s Office.

For further information on the admissions process, contact:

Registrar’s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Email: [mailto:AskUs@algonquincollege.com](mailto:AskUs@algonquincollege.com)

**Additional Information**

This program has a field work component that must be completed in order to graduate. Finding and securing an approved field work opportunity is a shared responsibility. Your faculty and field work supervisor/coordinator has contacts in industry and where feasible will assist you in finding an approved field placement.

For more information, please contact Julie McCann, Program Coordinator, at 613-727-4723 ext. 5183 or [mailto:mccannj@algonquincollege.com](mailto:mccannj@algonquincollege.com).

**Course Descriptions**

**DSN2100M Design Thinking**

Human-centred approaches are among the best methods of generating innovative solutions for people at work, at home or within your community. Design thinking is a user-centred method of creative problem solving applicable any time you need to generate new ideas. It is about embracing mindset shifts and tackling problems from the user’s perspective. Students learn the five-step process while involving the user each step of the way. Through research discussions and analysis, students work, first independently, then with a team, to emphasize with their users, define a problem, and then ideate, prototype and test an original solution that places people at the heart of a challenge.

Prerequisite(s): none
Corerequisite(s): none

**ENL1813M Communications I**

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practice writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s): none
ENL2008 Interpersonal Skills for Personal and Career Success

Students explore a number of different factors that affect our relationships with other people. Students have an opportunity to assess, analyze, and develop their own interpersonal skills. Activities include self-evaluation work, journaling, dyad and small-group work and responsibility for an individual project. Communication skills, both written and oral, are stressed.

Prerequisite(s): ENL1813A or ENL1813M or ENL1813 or ENL1813B or ENL1813G or ENL1813H or ENL1813S or ENL1813T or ENL1813X or ENL7777 or ENL9212
Corerequisite(s): none

GED0402 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s): none

JOU1504 Multiplatform Storytelling

Students learn the basics of desktop publishing, including software that enables students to engage in, and explore, varieties of typography and graphics in a hands-on classroom. Concepts of design and readability are covered and students are introduced to news design. Students are provided with Adobe Creative Suite to facilitate training.

Prerequisite(s): none
Corerequisite(s): none

JOU1506 Photojournalism

The effective use of a digital camera for still and video shooting in journalistic scenarios is covered. Students learn about candid shooting, taking portraits, general news and spot news shooting, as well as how to cover sports and entertainment events. Video reporting is introduced to train students to shoot stories for the Algonquin Times website.

Prerequisite(s): JOU1516
Corerequisite(s): none

JOU1516 Introduction to Photojournalism

Students are provided with basic knowledge of photography. Students learn how a digital single-lens reflex (DSLR) camera works and how to manipulate exposure, and use lenses and flash for desired effects. Composition and an introduction to shooting for media rounds out the course and prepares students for work in the second term.

Prerequisite(s): none
Corerequisite(s): none

JOU1517 News Design

Students learn to use content creation software in support of their social media and e-newsletter work with the Algonquin Times. Principles of design and photography in relation to social media storytelling are explored.

Prerequisite(s): JOU1504
Corerequisite(s): none

JOU1518 Story Lab I

Students are introduced to online news design, and learn basic software applications that enable
them to create infographics and web-based stories that blend all forms of storytelling. Writing and storytelling for social media is further explored and practiced.

Prerequisite(s): JOU1517
Corerequisite(s): none

**JOU1524 Narrative Writing**

Focus is placed on developing the skills required for writing features and telling stories. Students study long-form and multimedia pieces for narrative technique and future story ideas. Students learn the fundamental skills required for working on the program’s student-produced magazines and for producing works of personal journalism.

Prerequisite(s): ENL1813M and JOU1546
Corerequisite(s): none

**JOU1526 Data Journalism**

Gathering information from electronic sources and organizing it in a way that allows a journalist to sort and “interview” data is an important skill. Students learn about how to tell stories from trends identified by sorting data through spreadsheet programs.

Prerequisite(s): JOU1547
Corerequisite(s): none

**JOU1534 Media Literacy**

Journalists should know a little about a lot and be curious about events taking place in the world around them. An interest in the news events that shape our lives in our community, province, country and world is encouraged or promoted. Students develop a passion for reading from a wide variety of online and traditional news sources, write online summaries on a range of breaking stories and brief their classmates on a subject they adopt for the term.

Prerequisite(s): none
Corerequisite(s): none

**JOU1537 Editing II**

Students expand their editing skills by working on copy intended for publication in our program's digital magazines. These magazines are vehicles by which students learn advanced editing techniques, fact-checking skills and how journalists work with analytics. Lectures, workshops and writing and editing drills are featured.

Prerequisite(s): JOU1552
Corerequisite(s): none

**JOU1538 Field Work**

Students apply acquired skills to a real-work environment. In the final half of the fourth term, students are placed with various media and communications organizations for field placement, working as junior staffers for newspapers, magazines, online publications, agencies and companies.

Prerequisite(s): JOU1518 and JOU1526 and JOU1537 and JOU1542 and JOU1543 and JOU1544
Corerequisite(s): none

**JOU1539 Journalism IV**

Students learn to operate as freelance journalists. Markets, branding, query letters, small business issues, methods for job searching and networking are discussed. Articles are pitched to real-world publications. Students are also introduced to alternate and complementary careers in communications.
Prerequisite(s): JOU1544
Corerequisite(s): none

**JOU1541 Field Work Preparation**

Students develop the tools and skills necessary in order to confidently apply to field work positions. Interviewing, networking and career-planning strategies are all explored. Students meet individually with faculty to discuss their work aspirations and to be coached on performance and presentation.

Prerequisite(s): none
Corerequisite(s): none

**JOU1542 Visual Storytelling**

Students learn how to shoot video with DSLR cameras and produce video stories using Adobe Premiere software. Capturing good audio, storyboarding and learning to shoot sequences are an important part of the process. Students also expand their knowledge of still photography by learning how to use different types of light, expand their creativity using experimental shooting techniques and process pictures in Adobe Photoshop. Freelancing opportunities are also discussed and students continue perfecting their skills by taking pictures and shooting video for newspapers, magazines and online media, as well as other assignments.

Prerequisite(s): none
Corerequisite(s): none

**JOU1543 Broadcast Journalism I**

Students learn radio broadcast news gathering and writing styles. An introduction to broadcast news style, writing scripts, voice-overs and reporting techniques for broadcast are explored and practised. Students work newscast shifts for the College’s radio station, CKDJ.

Prerequisite(s): JOU1506 and JOU1547
Corerequisite(s): none

**JOU1544 Journalism III**

Students develop advanced and investigative reporting techniques while writing and reporting for the Algonquin Times and publishing its biweekly email newsletter. Guest speakers, field trips, and advanced research techniques are also introduced. Use of social media as a reporting tool is enhanced.

Prerequisite(s): JOU1547
Corerequisite(s): none

**JOU1545 Audio Storytelling I**

Radio is an established journalistic medium that continues to grow in exciting new directions on digital platforms. Students get an introduction to the foundations for audio storytelling, including writing for the ear, recording interviews and sound and digital editing. Students refine their appreciation for a wide-variety of radio styles and formats.

Prerequisite(s): none
Corerequisite(s): none

**JOU1546 Journalism I**

Students become familiar with the overall concept of journalism, including what constitutes news, where it comes from and responsible reporting, writing, research and social media techniques. With an emphasis on proper story structure, students learn how to cover events and meetings, as well as conduct interviews.
JOU1547 Journalism II

Students begin work on the Algonquin Times, Algonquin’s student-produced news outlet by reporting and writing stories of interest to the community. They conduct interviews, write stories, take photos and videos, and carry out other duties associated with the Times’ website, email newsletter and social media channels. Students are introduced to specialty reporting and writing, including sports, crime, court coverage and commentary.

Prerequisite(s): none
Corequisite(s): none

JOU1548 Audio Storytelling II

Building on the basic radio and podcasting skills learned in Audio Storytelling, this course enables students to repurpose stories they publish for the campus newspaper, the Algonquin Times, for broadcast on the campus radio station CKDJ. Podcasting continues to be an element students will experience and produce.

Prerequisite(s): JOU1545
Corequisite(s): none

JOU1549 Journalism for Communications

Public and private sectors are turning to journalism-trained recruits to fill needs associated with content production for their digital media products. Learn the unique needs that institutional storytellers have in the non-journalism communications field.

Prerequisite(s): none
Corequisite(s): none

JOU1550 Broadcast Journalism II

Advanced techniques of producing TV broadcast reports are examined and practised. Interviewing and presentation for TV are covered.

Prerequisite(s): none
Corequisite(s): none

JOU1551 Business Journalism

Journalists need to understand how to interpret financial reports, budgets, balance sheets and a number of other documents which are important sources of information. Students learn the essentials of business reporting including story structure, untangling jargon and technical concepts and numbers.

Prerequisite(s): none
Corequisite(s): none

JOU1552 Editing 1

The basics of copy editing through proactively identifying common writing problems and reworking stories for publication in the Algonquin Times are covered. Students also learn to write headlines and photo captions and are introduced to SEO and analytics for editors. Through lectures, coaching, writing drills and workshops, students hone their writing and learn to identify problems in their own copy and in copy produced by others.

Prerequisite(s): JOU1546
Corequisite(s): none
JOU1553 Story Lab II

Students learn how to create multimedia stories using web tools and storyboards, as well as how to use visual social media and smartphone and video editing apps. Students also create a website portfolio and continue perfecting their skills by producing a culminating storytelling project.

Prerequisite(s): JOU1518
Corerequisite(s): none

SSC0058 Local Government

A thorough understanding of how the Ontario municipal government works and impacts the lives of citizens is provided. The structure of city, town and rural municipal councils, jurisdiction, land use and services, interaction with senior levels of government, as well as the critical role they play in the political and economic landscape of Ontario society is examined.

Prerequisite(s): none
Corerequisite(s): none