JOURNALISM FOR BLOGGERS
SHORT COURSES

JOURNALISM FOR BLOGGERS (6 Weeks)
Start Dates:               Class Schedule:
19 April 2011             E3
19 July 2011               E3
18 October 2011           E3

Application Fee       S$150
Course Fee            S$ 2850
Total Course Fee      S$ 3000

Course duration 6 weeks - 36 hours

Class schedule:
Evening1 classes:     Mon - Tues 6.00pm - 9.00pm
Evening2 classes:     Wed - Thurs 6.00pm - 9.00pm
Evening3 classes:     Tues & Thurs 6.00pm - 9.00pm
WeekEnd classes:       Saturdays 1.00pm - 7.00pm

* All prices are inclusive of 7% GST
JOURNALISM FOR BLOGGERS

OVERVIEW

Course Description

The SAE Institute’s Certificate in Journalism for Bloggers is specially designed for both amateur and professional bloggers who want to reach their maximum creative potential. The modules are designed to impart professional skills to journalism enthusiasts, and to help experienced professional journalists and bloggers to take their work to the next level of success.

The course modules follow a practical and systematic approach to help students learn the fundamentals of professional research, writing, and editing, especially as they apply to the medium of independent, online journalism. In addition to refining basic writing skills, students will learn how to detect and avoid logical fallacies, how to write compelling leads, and methods of story development. Students will be taught both the fundamentals of research techniques, such as deep web searching and interviewing skills, as well as the advanced web-based writing and editing techniques required to create professional quality digital journalism.

Who should take this course?

This course is intended for amateurs and enthusiasts new to web-based journalism—bloggers—who are interested in learning the fundamentals of research, writing, and editing to get their story successfully across. Professional journalists who want to create their own blogs are encouraged to take the course, as well.

We highly recommend this certificate course for those who desire to work as freelance or full-time professional bloggers.

You would benefit from this course if:
- You are passionate about journalism and storytelling and want to create professional quality blogs or web-based journalism
- You are a writer or editor and want to have a better understanding of techniques for web-based writing
- You want to work as a professional digital journalist
- You are a professional journalist who wants to enter the exciting world of independent, online journalism

Aims
- Critical understanding of the ethical obligations of journalists regarding sources and subjects.
- Ability to analyze and evaluate differing methodologies available for research topics to select the research method appropriate to a given subject, including archival research
- Ability to critique published writing for lapses in credibility and logic
- Ability to accurately search for, and critically evaluate, sources on the web
- Ability to paraphrase and summarize sources and correctly quote and attribute sources
- Interviewing techniques: ability to create and execute interviews for both print and broadcast mediums
- Capability of quickly accessing the writing task and structuring an appropriate solution
- Ability to write accurately and fluently in a variety of styles applicable to new media
- Critical understanding of ways that web-writing differs from print-writing
- Able to revise, edit, and fact check own work and work of others

This course can be used as a ’stepping stone’ for students who wish to progress to our more advanced qualifications, including the professional Diploma of Digital Journalism.

About the Trainer:

William Gibson is the Head of the Department of Journalism and a member of the Academic Board of Studies & Assessment at SAE Institute, Singapore. William holds a PhD from the University of Leeds. He has taught courses at both undergraduate and graduate levels in writing and research, literature, and film studies, as an Assistant Professor at Nanyang Technological University, and the City University of New York.

In parallel to his academic work, William operates a boutique communication company in Singapore, Corporate English Services Pte Ltd, that provides editorial solutions for clients both in Asia and overseas.

Author and editor of numerous published works, William’s first book, Art and Money in the Writing of Tobias Smollelt (Bucknell University Press, 2007) was nominated for the Oscar Kenschur Book Prize. He is currently working on writing text book for bloggers.

COURSE INFO

Qualification
- Certificate in Journalism for Bloggers

Duration
- 6 Weeks (6 hours / week)

Entry Requirements
- Completion of at least GCE N-Levels
- Mature age over 17 years
- Familiar with basic computer operations
- Proficiency in English Language

Contents
- Ethics and the Independent Journalist: Establishing Credibility
- Research: library, archives, Internet
- Interviewing Skills and Techniques
- Writing clearly and concisely
- Detecting and avoiding logical fallacies
- Writing and Editing for the Web
- “14 traits of good writers”
- Paraphrase, Summary, Quotations, Attributions
- Writing strong leads
- Methods of Organization
- Revising and Proofreading

Bloggers

Certificate in Journalism for Bloggers

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- “14 traits of good writers”
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- Writing strong leads
- Methods of Organization
- Revising and Proofreading
# 1. Personal details

Please complete the following information as it appears on your current passport or identification.

<table>
<thead>
<tr>
<th>Title</th>
<th>Male</th>
<th>Female</th>
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<tr>
<td>Surname or family name</td>
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<td>Date of birth (day / month / year)</td>
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Please ensure that a certified copy of photographic identification is attached. (eg. Drivers Licence, Passport) Only one copy is required throughout this application.

## 2. Contact information

<table>
<thead>
<tr>
<th>Phone number (include country and area code if outside Singapore)</th>
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<tr>
<td>Mobile number (include country and area code if outside Singapore)</td>
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<td>Fax number (include country and area code if outside Singapore)</td>
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<td>Email address</td>
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## 3. Citizenship and Residency

- Singapore Citizen NRIC No: ______________________________
- Singapore Permanent Resident NRIC No: ________________________
- Other Please specify: ______________________________

## 4. Highest Qualification

Please provide details of your highest education

You must attach certified copies of documentary evidence for all courses stated

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<tr>
<th>Year from</th>
<th>Year to</th>
<th>Name of Educational Institute &amp; Name of Courses studies.</th>
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## 5. Course Selection

What course do you wish to apply for with SAE Institute.

<table>
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<tr>
<th>Course of study</th>
<th>Full course name</th>
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| Intake commencement date (day / month / year) | |

## 6. Emergency contact details

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<th>Name</th>
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<td>Relation to applicant</td>
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<td>Phone number (include country and area code if outside Singapore)</td>
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## 7. Student Declaration

I understand that:
- the documents submitted for my application become the property of SAE Institute
- SAE Institute may reverse any decision made on the basis of incorrect or incomplete information provided by me
- SAE Institute reserves the right to inspect and verify the originals of supplied documents

I declare that:
- I am seeking admission as a fee paying student for education purposes only
- I will be responsible for the full costs of the program for which I am seeking admission and for my travel and living costs
- I have read the instructions on this application form and that the information provided by me in this application is true and complete
- I have read and understood all of the terms and conditions of enrolment set out in the Local Student Registration Agreement and agree to abide by these terms and conditions.

I authorise SAE Institute to:
- send electronic communication and information relating to my application
- release personal information relevant to my application and visa documentation to: my nominated authorised SAE Agent, relevant government(s) and their agencies; associated SAE Group institutes, companies.or their agents
- contact any persons, institutions, companies or entities mentioned in this application in order to verify claims made by me

Applicant’s signature

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<td>Place</td>
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</table>
I, ____________________________, have read and fully understood the terms of this Agreement and attached Application Form. I have read and understood the costs and associated with my Program, as stated in the attached “Program Costs and Commencement Dates” Document. If accepted for study, I will abide by the terms and conditions set forth in this Registration Agreement and any other rules and regulations which may be communicated to me by SAE Institute prior to and during my enrollment. I acknowledge that the information I have provided on the reverse side of this document is true and correct to the best of my knowledge. I hereby authorize SAE Institute to use my photograph, audio / video material, statement and name in any promotional material relevant to the College. All materials produced during my program of study will remain the property of SAE. By my signature, I agree to all terms of this agreement.

_________________________ PRINT YOUR NAME _________________________

Signature of Applicant / Applicant’s parent or guardian

Date

Place

Full Name

Authorised Signature of the PEI / SAE Institute

1 Definitions

1.1 The following terms are used in this agreement:

i) “Date of Commencement” - the first day on which the program commences, as displayed in the current SAE brochure/fee schedule.

ii) “Course/Program” - the series of classes in which the student is enrolled.

iii) “Application Fee” - the sum of money paid by the student to reserve a place in one of the Institute’s advertised programs.

iv) “College/School/Institute” - SAE INSTITUTE PTE LTD ROC 2005 0614 84 t/a SAE Institute and/or its appointed agents.

v) “Student” - the signatory of these terms and conditions.

vi) “Workstation/Studio” - the studios and practical workstations located within the Institute premises.

2 Application & Program Fees

2.1 To secure a place in a scheduled program, the full application fee must be received by the Institute prior to the date of course commencement.

2.2 In the event that the student does not pay the full application fee prior to the date of commencement, his or her program may be cancelled by the Institute, and the place offered to other students.

2.3 Course fees are not transferable to any SAE course, SAE Institute or student.

2.4 The student accepts that the Institute has the right to refuse any enrolment. This decision is at the discretion of the Institute Manager.

2.5 The student hereby acknowledges that they have read and understand the contents of this Agreement prior to making any fee payment(s) to SAE Institute.

2.6 Additional minor charges may be levied by your local Institute. Full details are made available in the local Program Cost and Commencement Dates leaflets.

3 Cancellation and Fee Refunds

3.1 Application fee is non-refundable.

3.2 A student may apply for a refund of any course fees that have been pre paid under the following conditions:

i) A student may only apply for a refund if they have completed 50% or less of the enrolled course.

ii) If a student has completed more than 50% of the course, no course fees are refundable.

% of the aggregate amount of the Course Fees and Additional Fees

If Student’s written notice of withdrawal is received

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<th>%</th>
<th>More than [14] days before the Commencement Date</th>
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<td>[98]</td>
<td>After [7] days or more after the Commencement Date</td>
</tr>
<tr>
<td>[75]</td>
<td>After [7] days or more after the Commencement Date</td>
</tr>
<tr>
<td>[50]</td>
<td>More than [14] days after the Commencement Date</td>
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</table>

3.3 A student may not apply for a refund of any parts of a course that have already been provided.

3.4 All refunds must be applied for in writing. Unless otherwise notified, all refunds will be made payable to the student. Notwithstanding the terms of Clause 3.6, all refunds will be paid within four (4) weeks.

3.5 Notwithstanding the terms outlined in Clause 6 below, course fees will be refunded in full by SAE Institute, in the event that:

i) A course is cancelled prior to commencement by the provider;

ii) The course does not start on the agreed date; (see clause 6.2)

iii) The course is not provided in full.

3.6 Refund terms, in the event of provider default, are covered by the provisions of the Student Fee Protection Scheme (FPS).

3.7 Non attendance of classes by the student does not constitute formal cancellation of the program.

3.8 In the event of a refund being given, the Institute will provide a written statement indicating how refunds have been calculated.

4 Course Content and Timetabling

4.1 The student acknowledges that the Institute is entitled to change the content of the program in which the student is enrolled, at any time, for good reason to be notified to the student, and for such reasons as to be determined by the Institute. The student will be given written notice. At the written request of the student, monies received by the Institute in lieu of fees towards the cancelled course can be held against a future enrolment or will be refunded in terms of Clause 3 of this agreement.

5 Equipment Use

5.1 The student acknowledges that during their use of the workstation(s) or studio(s) he or she will be held accountable for the equipment and accessories at or within that workstation or studio. The student agrees to exercise proper and reasonable care when handling any institute equipment.

5.2 In the event that equipment is not functioning during the student’s practical sessions, the student agrees to notify an officer of the Institute immediately giving full details regarding the malfunction.

5.3 In the event that equipment in the workshop or studio is damaged or stolen during the student’s use, as a result of failure on his or her part to exercise reasonable care, the student agrees to pay, within twenty one (21) days, all costs relevant to replacing or repairing such equipment.

5.4 The Institute reserves the right to cancel the student’s booked practical time with reasonable cause. All attempts will be made to notify the student of such cancellation.

6 Termination by the Institute

6.1 If a student’s conduct is deemed to be unsatisfactory, the Manager of the Institute reserves the right to expel the student. All tuition fees are due at the time of expulsion.

6.2 The Institute reserves the right to defer or cancel a course, should enrolment numbers not exceed an acceptable minimum. In the event of such action being taken, applicants will be given written notice. At the written request of the student, monies received by the Institute in lieu of fees towards the cancelled course can be held against a future enrolment or will be refunded in terms of Clause 3 of this agreement.

7 Privacy and Student Data

7.1 Notwithstanding the provisions of Sub-Clauses 7.2, 7.3, and 7.4 below, SAE agrees to treat all student data as confidential.

7.2 Where necessary, student data may be shared with partner organisations directly involved in the administering, delivery and/or assessment of a student's program of study or the conferring of final awards relating to that program.

7.3 Student data may be communicated to Singapore Government.

7.4. SAE Institute will divulge student data where required by law and student data may be communicated to any authority who may legally claim access to such records.

7.5 With the exception of the provisions outlined in Sub-Clauses 7.2, 7.3, and 7.4, student data will not be made available to any third party without the expressed written permission of the student. The student acknowledges, hereby, their responsibility to communicate this fact to all potentially-interested parties including, but not limited to, next of kin, parents or guardians and/or sponsors.

8 Governing Law

8.1 This Agreement shall be governed by and construed in accordance with the Laws of the Singapore Government, whose courts shall have exclusive jurisdiction for the settlement of any disputes arising hereunder.

8.2 This agreement does not remove the right to take further action under Singapore’s consumer protection laws.

8.3 SAE Institute dispute resolution processes and grievance procedures do not circumscribe the student’s right to pursue other legal remedies.

9 Student Undertaking

9.1 The student agrees to have read and understood all policies described in the SAE Student Grievances and Complaints Procedures must be followed. These procedures cater for the appointment of an independent mediator or other dispute resolution service in the event of a matter remaining unresolved. Full details on procedures are available on request and are provided in the Student Handbook.

For more information: +65 6333 4384 or visit www.sae.edu