DIGITAL JOURNALISM
SHORT COURSES

JOURNALISM FOR BLOGGERS (6 Weeks)

Start Dates:          Class Schedule:
19 July 2011          E3
18 October 2011       E3

<table>
<thead>
<tr>
<th>Course Fee</th>
<th>S$3000</th>
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<tbody>
<tr>
<td>Less 50% E2i Funding</td>
<td>S$1500</td>
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<tr>
<td>Total Course Fee</td>
<td>S$1500</td>
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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

In partnership with
The SAE Institute’s Certificate in Digital Journalism is specially designed for both amateur and professional journalists 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.

Objectives

- 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.
- Ability 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 Smollett (Bucknell University Press, 2007) was nominated for the Oscar Kenshur Book Prize. He is currently working on writing text book for bloggers.

Qualification

Certificate in Digital Journalism

Duration

6 Weeks (6 hours / week)

Entry Requirements

- Completion of at least GCE N-Levels
- Mature age over 17 years
- Proficiency in English Language

Contents

- Ethics and the Independent Journalist: Establishing Credibility
- Research: library, archives, Internet
- Interviewing Skills and Techniques
- “14 traits of good writers”
- Paraphrase, Summary, Quotations, Attributions
- Writing strong leads
- Methods of Organization
- Revising and Proofreading
APPLICATION FORM SHORT COURSE

1. Personal details

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

Title

Male  Female

Surname or family name

First given name

Other given names

Date of birth (day / month / year)

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

Phone number (include country and area code if outside Singapore)

Mobile number (include country and area code if outside Singapore)

Fax number (include country and area code if outside Singapore)

Email address

Address

Country

Postcode / Zip Code

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

Name of Educational Institute & Name of Courses studies.

Year from  Year to

5. Course Selection

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

Course of study

Full course name

Intake commencement date (day / month / year)

6. Emergency contact details

Name

Relation to applicant

Phone number (include country and area code if outside Singapore)

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

Date

Place
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 enrolment. 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 authorise 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.

[Signature of Applicant / Applicant’s parent or guardian]

[Date]

[Place]

Full Name

Date

Authorised Signature of the PEI / SAE Institute