



Ministry of Education

**Identified Competency Focus Areas and Selected
Courses for Ethiopian Higher Education Institutions'
Exit Examination**

Program: - BA in Journalism and communication

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Courses and Competencies Identified for Exit Exam 2015 (First Draft)

1. Introduction

Journalism is the work of gathering, writing, editing, and publishing or disseminating news through newspapers, magazines, radio, television, internet, social media platforms, and so on. Communication is a process of exchanging information, ideas, feelings, and meanings between a sender and a receiver. The program of journalism and communication aims at producing journalists and communication experts who are intellectually rigorous, critical of mind, courteous of the fundamental human rights, tolerant and respectful of diversities in society, committed to social justice in theory and dedicated to integrity and high ethical standards. Thus, the program thrives to empowering the students with the contemporary knowledge, skills and attitude of journalism, media and communication in a multi-layered and multicultural world.

❖ **The national Journalism and communication exit exam shall have the following objectives**

- ✓ Produce skilled and competent manpower to national and international market;
- ✓ Facilitating the efforts of students to revise the core learning outcomes of the courses covered by the exit examination and ensuring all graduates from HEIs,
- ✓ Satisfy the requirements of the labor market and employability through the national wide implementation of competence-based exit exam.

❖ **The significance or setting competencies and identifying core courses of the program are:**

- ✓ to set competencies that help to assess the basic skills, knowledge and attitude of graduating students;
- ✓ systematically identify the core courses which will be included the exit exam

2. Expected Profile of graduates

The graduates of Journalism and Communication are expected identify problems, analyze them within the framework of the cognitive knowledge built already and provide their solution (problem solving capacity). They are also expected to have sufficient knowledge of universally accepted journalism and communication ethics and knowhow to apply appropriately to any given journalistic activity in media organizations, communication, and public relations firms. Moreover, they are expected have sufficient journalistic professional knowledge of theories and practicalities, principles and concepts of the field of journalism and communications.

The graduates of Journalism and communication are expected have a working knowledge to function in this highly information led world. To this end, they ought to use the latest of media and communication technologies; be proficient in the manipulation of different software and other ICT materials.

Graduates of Journalism and Communication are expected to produce different productions for broadcast audience. They are also expected to write news and articles for print media. In addition, they are expected to be proficient users of popular social media platforms. They are expected to have the ability of social media content creation and the knowledge and skill of content verification. They are also expected to spot disinformation and fake news and the technique of debunking it.

Generally, the graduates are expected to build high ethical and moral standards of professionalism that would be practiced with honesty and truthfulness in a society. They should also participate actively in teamwork and effectively contribute to the development of media and communication in Ethiopia and internationally. Furthermore, they are expected to challenge the malpractices, and promote pro-democracy and pro-development practices.

3. Competencies and learning outcomes

3.1. Competencies

Competency is a cluster of related knowledge, skill, and attitude that affects a major part of one's discipline, and correlates with performance required to do a job. Therefore, from the above graduate profiles the following are selected competencies based on knowledge, skill and attitude:

A. Knowledge

- Understand the relationship between communication and culture and the principles and rules of intercultural communication.
- Identify problems within the framework of the cognitive knowledge built already and giving solution.
- Have a sufficient knowledge of universally accepted journalism ethics and know how to apply it appropriately to their task in media organizations.
- Identify the nature, origin, and characteristics and theories of international communication.
- Identify nature, causes and effects of conflict.
- Understand the concept and role of Public Relations.

B. Skills

- Use a variety of media in the gathering, preparation and presentation of news reports.
- Develop professional journalistic skills of writing and producing news.
- Gather, write, edit and report news, articles, editorials, and features for appropriate media.
- Gather, write, edit and report news, articles, broadcast programs for appropriate media
- Explain theories related to intercultural communication.
- Interpret behaviors of another culture within that culture's own framework of meaning.
- Analyze theoretical concept and interpret international communication principle.
- Build up useful skills for managing conflicts.
- Write a standard advertisement piece which satisfies local advertisers.

C. Attitude

- Build high ethical and moral standards of journalistic professionalism that would be practiced with honesty and truthfulness in a society.
- Work ethically in pursuit of truth, accuracy, fairness and other essential ethical elements.
- Challenge malpractices and praise pro-democracy and pro-development practices.
- Participate actively in team work and effectively contribute to the group's task.
- Appreciate intercultural communication and influencing cultural context.
- Integrate different communication theories in their life.
- Critically analyze their attitudes and perspectives on a variety of issues in relation to conflict.

3.2. Learning outcomes

The following point are learning outcomes which are expected from the students when they finish their courses.

A. Knowledge

Students can understand the relationship between communication and culture and the principles and rules of intercultural communication. In addition, they can identify problems within the framework of the cognitive knowledge built already and giving solution. Furthermore, they can identify the nature, origin, and characteristics and theories of international communication and understand the concept and role of Public Relations.

B. Skill

At the end of the whole courses students can use a variety of media in the gathering, preparation and presentation of news reports, develop professional journalistic skills of writing and producing news, explain theories related to intercultural communication and write a standard advertisement piece which satisfies local advertisers.

C. Attitude

During the four years of study students will build high ethical and moral standards of journalistic professionalism that would be practiced with honesty and truthfulness in a

society, challenge malpractices and praise pro-democracy and pro-development practices, participate actively in team work and effectively contribute to the group's task and critically analyze their attitudes and perspectives on a variety of issues in relation to the whole courses.

4. Thematic areas to be included in the exam

There are four thematic areas to be included in the exam. These are:

1. Journalism (Fundamental, Print, Broad cast & Web Journalism)
2. Communication
3. Public Relations and Advertising
4. Media (Media Language and Translation and Media Law, Ethics and Management)

5. Selected courses in to themes

The following table shows that focus areas of the program (journalism and communication) and the selected courses from those areas.

No.	Thematic areas	Selected courses	Cr.Hr.
1.	Journalism (Fundamental, Print, Broad cast & Web Journalism) (40%)	Development Journalism	3
		Media and information literacy	3
		News Writing and Reporting for Print	3
		Investigative Journalism	3
		Feature Writing	3
		Broadcast News Writing and Reporting	3
2	Communication (30%)	Intercultural Communication	3
		Communication Theories	3
		International Communication	3
		Communication and Conflict Management	3
3	Public Relations and Advertising (15%)	Introduction to Public Relations	3
		Advertising and Social Marketing	3

4	Media (Media Language and Translation and Media Law, Ethics and Management) (15%)	Media Translation	3
		Media Law and Ethics	3

6. Conclusion

In conclusion, total course of journalism and communication program are 37. Among these 14 courses are selected based on identified graduate profiles and competencies to evaluate competency of journalism and communication students.

By taking this in to account, students of journalism and communication should focus on these courses and prepared themselves for the examination.

Courses and Competencies Identified for Exit Exam 2015 (First Draft)

Appendices-A

List of writer and evaluator/ validators

No	Name	Role	University
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Appendix

List of Modules, Required Courses and Their Status

Module 01: Fundamentals of Journalism										
No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	Introduction to Journalism	JoCo-M2010	JoCo2011	Compulsory	3	3			7	5
2	Survey of Ethiopian Mass Media		JoCo2012	Compulsory	3	4		1	3	5
3	Development Journalism		JoCo2013	Compulsory	3	2		1	3	5
4	Media and information		JoCo 2014	Compulsory	3	3		1	2	5

	literacy									
Total					12					20
Module 02: Communication										
No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	Introduction to Communication	JoCo-M2020	JoCo2021	Compulsory	3	3			7	5
2	Intercultural Communication		JoCo2022	Compulsory	3	3			7	5
3	Communication Theories		JoCo3023	Compulsory	3	3			7	5
4	Rural and Agricultural Communication		JoCo2024	Compulsory	3	3			7	5
5	International Communication		JoCo4025	Compulsory	3	3			7	5
6	Communication and Conflict Management		JoCo4026	Compulsory	3	3		1	6	5
7.	Health communication		JoCo4027	Compulsory	3	3		1		5
8	Business communication		JoCo4028	Compulsory	3	3		1		5
Total					24					40

Module 03: Media Language and Translation

No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	English for Journalists	Joco-M2030	JoCo2031	Compulsory	3	2		1	7	5

2	Media Translation		JoCo2032	Compulsory	3	2		2	6	5
Total					6					10

Module 04: Public Relations and Advertising

No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	Introduction to Public Relations	JoCo-M2040	JoCo2041	Compulsory	3	3			7	5
2	Public Relations: Theories and Practices		JoCo3042	Compulsory	3	2	2		6	5
3	Advertising and Social Marketing		JoCo2043	Compulsory	3	3			7	5
Total					9					15

Module 05: Media Law, Ethics and Management

No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	Media Law and Ethics	JoCo-M3050	JoCo3051	Compulsory	3	3			7	5
2	Media		JoCo4052	Compulsory	3	3		1	6	5

	Management									
Total					6					10

Module 06: Print & Web Journalism

No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				GP
						L	L/P	T	HS	
1	News Writing and Reporting for Print	JoCo-M2060	JoCo2061	Compulsory	3	3		2	7	5
2	Photo Journalism		JoCo3062	Compulsory	3	1	1		3	5
3	Publication Layout and Design		JoCo3063	Compulsory	3	2	1		3	5
4	Online Journalism and social media		JoCo3064	Compulsory	3	2	1		6	5
5	Investigative Journalism		JoCo3065	Compulsory	3	3			6	5
6	Feature Writing		JoCo3066	Compulsory	3	3			4	5
7	Newspaper Production		JoCo4067	Compulsory	3	1	2		6	5
8	Magazine Production		JoCo4068	Compulsory	3	1	2		6	5
9	Advanced reporting		Joco3067	Compulsory	3	3			6	5
Total					27					45

Module 07: Media and Communication Research

No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	Media and Communication Research Methods	JoCo-M3070	JoCo3071	Compulsory	3	2		2	6	5
2	Internship		JoCo4072	Compulsory	2			3	3	3
3	Data journalism		JoCo3072	Compulsory	3					5
4	Senior Essay I		JoCo4073	Compulsory	2		2			3
5	Senior Essay II		JoCo4074	Compulsory	3			5	9	5
Total					13					21

Module 08: Broadcast Journalism

No.	Course Title	Module Code	Course Code	Status	Cr. Hr.	ECTS				CP
						L	L/P	T	HS	
1	Broadcast News Writing and Reporting	Joco-M4080	JoCo2081	Compulsory	3	2		2	4	5
2	Broadcast News Production		JoCo4082	Compulsory	4	2	2		4	7
3	Broadcast Documentary Production		JoCo4084	Compulsory	4	2	3		5	7
4	Broadcast program		JoCo4083	Compulsory	4	2	3		5	7

	Production									
Total					15					26

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