

# Degree Application Pack

---

## 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 Degree  
Information Pack

---

## Your Experience: Our Qualifications

---

## THE BACHELOR OF BROADCAST 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)<sup>1</sup> 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.

---

<sup>1</sup> NOTE: 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.

***If you are a candidate for Advanced Standing<sup>2</sup> 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

## **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.

---

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

## 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 you need to send us:

**your checklist:**

1. **Your completed application form** ☐
  2. **Examples of your specialisation** (a few only; you are not being assessed at this stage) ☐
  3. **Your current and detailed curriculum vitae (CV)** ☐

This must include:

    - Work history. For each job held in the past ten years, please attach a job description\_ or detail:
      - a) company name
      - b) period of employment
      - c) the position you held
      - d) the tasks or responsibilities of this position
      - e) the skills, knowledge or attributes required to carry out the above tasks and responsibilities.
    - Formal qualifications, e.g. school, polytechnic, university, trade certificates
    - Informal qualifications, e.g. "in house" workplace training workshops
    - Relevant life experience, e.g. working in 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 us your level of skills across your specialisation, with emphasis on the critical thinking/research required.*
  4. **Current/previous job or role description/duties** ☐
  5. **Employer references (unless self-employed).** ☐

This should include:

    - the position you hold / held
    - the main tasks or responsibilities of this position
    - how well you carry out these tasks or responsibilities
  6. **Proof, if available, of language level or IELTS level For international applicants** ☐
- When this evidence is complete please
7. **Email your application to [capl@cpit.ac.nz](mailto:capl@cpit.ac.nz) or post it to:** ☐

CAPL  
CPIT  
PO Box 540  
Christchurch 8140

**Te Waka Te Pokapū Whakawā i Kā Mātauraka o Mua**  
**Centre for Assessment of Prior Learning (CAPL)**

Application evaluation		(to be completed by CPIT staff)
<p>Recommendation:.....</p> <p>.....</p>		
<p>Facilitation course: .....</p>		
<p>Approved by: .....</p>	<p>Date: ..... (CAPL Manager)</p>	
<p>Approved by: .....</p>	<p>Date: ..... (Programme Leader)</p>	