

Higher National Unit specification

General information for centres

Unit title: Magazine Journalism

Unit code: F1N4 34

Unit purpose: This Unit is designed to allow the candidate to attain the key skills and knowledge required by a journalist for work in the magazine sector of the industry. This Unit is aimed at the candidate with an interest in entering the journalism industry or progressing to related studies at a higher level. The skills dealt with in this Unit apply in particular to areas of work within the magazine sector.

On completion of the Unit the candidate should be able to:

- 1 Describe and analyse magazines, the magazine sector, magazine genres and content, including writing and advertising.
- 2 Plan, organise and maintain an editorial team for a magazine publication.
- 3 Research, interview and write articles for a given magazine publication.
- 4 Design and lay out pages for a magazine as part of an editorial team.

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the Centre. However, candidates would normally be expected to have competence in communication skills at Higher or equivalent.

This could be demonstrated by the achievement of one of the following:

- ◆ Higher English (C115 12) or its component Units
- ◆ Communication 4 (EE3T 12) and Literature 1 (E9X8 12)
- ◆ Communication (D01B 12)
- ◆ Relevant work experience

Core Skills: There are opportunities to gather evidence towards Core Skills in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Further detail is provided in the Support Notes.

General information for centres (cont)

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes. This Unit is part of the HNC/HND Practical Journalism. It is recommended that this Unit is taught alongside F1N2 34 Journalism: Feature Writing, F1N6 34 Journalism: Sub Editing and a relevant desktop publishing Unit.

Assessment: Outcome 1 is principally knowledge-based and requires the use of an appropriate assessment instrument. Outcomes 2, 3 and 4 move from the theoretical to the practical application of the skills covered, and components of the same magazine production process, they could be integrated in the form of a magazine editorial team. Certainly the link between the three should be stressed.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Please refer to Evidence Requirements and Assessment Guidelines for the Unit after the Outcomes.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Describe and analyse magazines, the magazine sector, magazine genres and content, including writing and advertising

Knowledge and/or Skills

- ◆ The editorial hierarchy and structure of magazines
- ◆ Historical developments and trends in the magazine sector in the UK
- ◆ Key trends and genres in current magazine sector in the UK
- ◆ Understanding the key vocabulary and terminology of magazine journalism
- ◆ Understanding and analysing magazines in terms of genre, construction, style and target readership

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can describe accurately the key features of the magazine industry. The focus should be on describing the organisation of the hierarchical structure of magazines and the historical and current development, trends and genres in the magazine sector. In addition, the candidate should be able to describe accurately and analyse the components of specific magazines using accepted terminology.

The candidate should move from a general analysis of the magazine industry and its make up to a specific technical comparison of two magazines from a similar area of the sector, such as business-to-business (B2B), women's magazine, 'lads' mag' or similar.

The extended response should be a minimum of 1,000 words and should be conducted under open-book conditions.

Higher National Unit specification: statement of standards (cont)

Unit title: Magazine Journalism

Assessment Guidelines

It is important that assessment of this Outcome should be first in the assessment strategy, as it provides underpinning knowledge for the next Outcomes.

The Outcome could be assessed by an extended response question, report or restricted response questions.

Outcome 2

Plan, organise and maintain an editorial team for a magazine publication

Knowledge and/or Skills

- ◆ Understanding of key editorial positions in a magazine
- ◆ Identifying main sources of news and features
- ◆ Establishing and maintaining contacts
- ◆ Establishing and maintaining editorial team
- ◆ Establishing editorial team for management and production of a magazine

Evidence Requirements

The candidate will need to provide evidence to demonstrate his/her Knowledge and/or Skills by showing that he/she can outline accurately the plans, decisions, contacts and duties established in creating their editorial team and maintaining a team in the creation of a magazine publication for Outcomes 3 and 4.

The assessment will be open-book and should be no more than 400 words. Evidence should also include a collection of meeting and planning briefs and records.

Assessment Guidelines

Evidence may take the form of a brief essay or report, as well as by collation of an accurate collection of meeting and planning briefs and records. Assessment will be open-book by completion of the essay or report and collation of meeting briefs and records over the period of planning, organising and production of magazine. Meeting records show evidence of initial planning as well as ongoing discussions and decisions as the production moves from planning through research, design, writing and layout for Outcomes 3 and 4.

Higher National Unit specification: statement of standards (cont)

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Outcome 3

Research, interview and write articles for a given magazine publication

Knowledge and/or Skills

- ◆ Identification of market and publication opportunities and needs
- ◆ Generation of story ideas
- ◆ Using research sources to generate stories
- ◆ Producing finished articles from outline ideas
- ◆ Structuring of articles to achieve clarity and impact
- ◆ Producing features which reflect source materials
- ◆ Working within given deadlines and stylistic demands
- ◆ Understanding of importance of house style

Outcome 4

Design and lay out pages for a magazine as part of an editorial team

Knowledge and/or skills

- ◆ Editorial planning and organisation
- ◆ Structuring of publication
- ◆ Producing pages which reflect genre and house style
- ◆ Working within given deadlines
- ◆ Working as part of an editorial team

Evidence Requirements for Outcomes 3 and 4

The candidate will need to provide evidence to demonstrate his/her Knowledge and/or Skills by showing that he/she can work effectively as part of an editorial team to create a magazine-style publication.

Each candidate should be involved in planning, organising, research, writing, designing and laying out the publication.

The candidate should be encouraged to create at least one main feature (at least 500 words) and to design, edit and lay out at least one magazine page.

The publication should be structured and written to achieve clarity, impact and meet demands of genre.

The assessment is under open-book conditions.

Higher National Unit specification: statement of standards (cont)

Unit title: Magazine Journalism

The candidate should maintain individual meeting records, articles and page lay-outs as evidence. Assessed features from F1N2 34 *Journalism: Feature Writing* and F1RD 34 *Journalism: Research and Interview Skills* may be used.

Assessment Guidelines for Outcomes 3 and 4

The assessment should be undertaken in a planned manner alongside Outcome 2 and Outcome 3 to allow the candidate to work through each step of the production process as part of an editorial team. The candidate may be encouraged to use features written for F1N2 34 *Journalism: Feature Writing* and research from F1RD 34 *Journalism: Research and Interview Skills* when creating their magazine.

The publication may take any relevant form, such as a college magazine, fanzine, college brochure, specialist magazine etc.

Administrative Information

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Unit title: Magazine Journalism
Superclass category: KD
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Magazine Journalism

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

The purpose of this Unit is to provide the candidate with sufficient knowledge of the magazines sector of the journalism industry, allowing the candidate to describe accurately the key genres and trends which affect magazines in the UK.

From this theoretical introduction, the candidate should be encouraged to gain editorial team experience and hands-on experience of the practical elements of magazine planning, writing and design by working on the production of a magazine.

The candidate should be encouraged to see the links between magazine journalism and the skills taught in F1N2 34 *Journalism: Feature Writing* and F1RD 34 *Journalism: Research and Interview Skills*, and there is significant opportunity for cross assessment between these Units. Given the practical nature of the Unit, planning and work on the magazine should begin early and should progress throughout the time of the Unit, and the candidate should be given ample opportunity for formative experience.

Guidance on the delivery and assessment of this Unit

This is a Unit within the HNC/HND Practical Journalism Group Award.

Teaching should be focused on helping the candidate to understand and apply the principles and main provisions of the relevant areas of magazine journalism.

In studying for Outcome 1 the candidate should be encouraged to analyse the UK magazine industry and to research its major magazine publishing groups, as well as organisations such as the Periodical Publishers' Association and to research particular groups using websites of companies such as Emap, IPC and Future Publishing. Candidates should also be encouraged to familiarise themselves with readership information from the Audit Bureau of Circulation and to make clear the central link between magazine journalism, new media and advertising.

For Outcomes 2, 3 and 4 the candidate should be encouraged to form an editorial team with, for example, an editor, deputy editor and section editors and to ensure equal distribution of writing, design and editing through a detailed series of meeting notes and records. The clear link between magazine journalism, feature writing, desktop publishing and research skills should be developed through production of the magazine.

Higher National Unit specification: support notes (cont)

Unit title: Magazine Journalism

Opportunities for developing Core Skills

The Core Skill component of — *Produce well-structured written communication on complex topics* — at SCQF level 6 could be developed in this Unit.

The specific skills for this core skill component are:

- ◆ Present all essential ideas/information and supporting detail in a logical and effective order
- ◆ Use a structure which takes account of purpose and audience and links the major and minor points in ways which assist the clarity and impact of the writing
- ◆ Use conventions which are effective in achieving the purpose and adapted as necessary for the target audience
- ◆ Use spelling, punctuation and sentence structures which are consistently accurate
- ◆ Vary sentence structure, paragraphing and vocabulary to suit the purpose and target audience.

The Core Skill component of — *Produce and respond to oral communication on a complex topic* — at SCQF level 6 could be developed in this Unit.

The specific skills for this core skill component are:

- ◆ Use vocabulary and a range of spoken language structures consistently and effectively at an appropriate level of formality
- ◆ Convey all essential information, opinions or ideas with supporting detail accurately and coherently and with varied emphasis as appropriate
- ◆ structure communication to take full account of purpose and audience
- ◆ Take account of situation and audience during delivery
- ◆ Respond to others, taking account of their contributions

The core skill component of — *Using Graphical Information*— at SCQF level 5 could be developed in this Unit.

The specific skills for this core skill component are:

- ◆ Interpret information from tables, graphs, charts or diagrams
- ◆ Select an appropriate form of tables, graphs, charts or diagrams and communicate information in that form

The Information Technology core skill of — *Using an IT system effectively and responsibly to process a range of information* — at SCQF level 5 could be developed within this Unit.

The specific skills for this core skill are:

- ◆ Make effective and responsible use of the range of IT equipment in everyday use
- ◆ Carry out straightforward processing in two types of software applications
- ◆ Carry out complex processes to use one further application in depth
- ◆ Integrate different types of data in a piece of work
- ◆ Carry out two searches to extract and present relevant information from electronic data sources

Higher National Unit specification: support notes (cont)

Unit title: Magazine Journalism

The core skill of Working with Others at SCQF level 6 could be developed in the work for Outcomes 2 and 4.

The specific skills for this core skill are:

- ◆ Analyse the activity by defining the goal and identifying the component tasks and roles which make up the activity, taking account of the size and expertise of the group
- ◆ Negotiate roles and responsibilities with others, taking account of own strengths and weaknesses and those of colleagues
- ◆ Negotiate working methods and rules for managing the group's work
- ◆ Support co-operative working
- ◆ Evaluate and draw conclusions about own contributions to group activity, and justify this by referring to supporting evidence.

The Core Skill will be developed without formal certification.

Open learning

This Unit could be delivered by open learning provided suitable open or online learning materials were developed. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the evidence for all outcomes is generated by assessment undertaken in the mode(s) detailed in the Evidence Requirements for each Outcome.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — Publication code A1030).

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: Magazine Journalism

This is a one credit Unit designed to give you a practical understanding of the historical and current trends, genres and key terms affecting magazine journalism in the UK. In addition to an introduction to the key theoretical aspects of magazine journalism, you will be encouraged to gain hands-on experience of the planning, maintaining, researching, writing, design and production of a magazine through a group editorial task involving the creation of a relevant magazine publication.

Outcome 1 provides an introduction to the historical background and key current trends in magazine journalism in the UK, as well as analysing the key terms for the analysis of magazines and their staff.

Outcome 2, Outcome 3 and Outcome 4 encourages you to take part in the group task of initially planning a magazine publication and forming an editorial team for the efficient management of the publication. In addition, you are encouraged to plan, research and write articles for publication as well as planning, designing and finally laying out a magazine publication as part of this team.

Outcome 1 is principally knowledge-based and will be assessed by, for example, a report or restricted response questions.

Outcomes 2, 3 and 4 you will put the theory into practice and work as part of an editorial team to create a magazine style publication.

You will have opportunities to develop the Core Skills of Communication and Working with Others at SCQF level 6 and Information Technology at SCQF level 5. The Core Skill component using Graphical Information at SCQF level 5 may also be developed.