

MODULE: Business Journalism

Griffith College Dublin – Journalism and Visual Media

Fall Semester

This module has no pre-requisites.

Introduction

This module harnesses already acquired skills of news reporting and investigative journalism enabling the student to produce detailed and investigative media content in the broad business journalism sphere.

Module Aims

This module aims to enable the student to produce succinct news stories in a variety of areas from company performance and activity, to economics, the stock market and currencies to personal finance.

Module Learning Outcomes

On successful completion of this module, the student should be able to:

- (1)** Work in a variety of newsrooms and adequately cover business news stories.
- (2)** Understanding basic areas in business journalism and how to write about them with intelligence and understanding.
- (3)** Be able to explain key financial terms.
- (4)** Undertake basic analysis on a variety of companies from the listed to semi-states.
- (5)** Be able to read a company result report and know where to look.
- (6)** Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.

Indicative Module Content

(1) The Economy and Budgets

The budget, house prices, tax and spending, the environment, innovation, unemployment, Value For Money

(2) Company reporting & corporate governance

- (a) Reporting earnings – How companies tell us what they do.
- (b) Scandals and corporate governance – How is this reported, role of the journalist.
- (c) The changing communication role of the firm.

(3) Finance and banking

Banking in Ireland, Europe and the USA, Competition and crashes - The sub prime crisis.

(4) Technical terms

Including inflation, bonds, futures, hedging, subprime, derivatives, profits and losses, revenue, definitions of money. Important definitions terms are more important used in business journalism today.

(5) Reporting Industrial Relations

How journalists and media organisations deal with industrial relations news and how reporting industrial relations is a form of conflict reporting and requires developing particular journalistic skills to ensure balanced and fair reporting.

(6) The firm and consumers

This topic investigates the seen and unseen firms and their relationships with customers who are in the 21st century concerned with quality and safety of the products they buy as well as being increasingly aware of environmental and human rights issues.

(7) Writing about economic growth

Gross Domestic and Gross National Product, GDP and GNP respectively, are commonly used measures of economic growth which journalists report on. How effective are they as measures of economic activity, are there flaws with the measures, what alternatives are there and most importantly how should journalists write about economic growth.

Alongside the GDP and GNP measures we examine the Genuine Progress Indicator, the Index of Sustainable Economic Welfare and the UN Human Development Report indices.

(8) Jobs, wages and the economy

We explore the trends in employment focusing on how the print and other media report on job losses and new ventures particularly the work of the enterprise development agencies. We also ask what the employment figures tell us about the wider economy.

In this context we look too at the wage differentials in the economy and how this is reported on.

Assessment

This module will be assessed by 3 assignments (Continuous Assessment 60%) being and by a written exam (40%).