Seneca POLYTECHNIC

JOURNALISM (JRN)

About the Program

Seneca's two-year diploma Journalism program will provide you with hands-on training for multiple platforms — broadcast, video, audio, multimedia, online and social media. You will work in integrated newsrooms across all platforms.

Starting on your first day, you will be in the field reporting and giving a voice to issues that matter. As the program develops you can specialize in sports, entertainment, aboriginal/environmental issues, investigative journalism, hosting/anchoring or documentary/multimedia presentations.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Multiplatform reporting
- Content producing
- Documenting
- Multimedia presentation
- Specialized writing
- Pitching
- Audio and visual gathering
- Editing
- Investigating
- On-air performance

Work Experience

Field Placement

You will experience journalism in a professional multiplatform setting through six weeks of mandatory field placement.

Your Career

Graduates of the program can explore the following career options:

- Multiplatform content producer
- Investigative reporter
- Videographer
- Sportscaster
- Entertainment host
- Digital journalist
- Documentary maker
- Video and audio recorder
- Editor in various sectors of television, radio, digital journalism and social media

Affiliations/Associations

- Canadian Media Educators (CME)
- Canadian Association of Broadcasters (CAB)
- Radio-Television Digital News Association (RTDNA)
- 105.9 THE REGION

We are a founding member of J-Schools Canada/ÉcolesJ (https://j-schoolscanada.ca/), a national organization of journalism programs dedicated to promoting quality journalism education in Canada and abroad.

Seneca is one of the few Avid-certified colleges in Ontario.

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
JRN100	Multi-Platform Visuals	4
JRN110	Reporting - Journalism Principles	3
JRN114	Storytelling for Audio Platforms	3
JRN141	The Writing Workshop - Mechanics	3
JRN170	Research Methods	3
Semester 2		
CAN410	Indigenous Awareness: Towards Truth and Reconciliation	3
JRN200	Editing and Online Visual Skills	4
JRN201	Journalism in Public Life	3
JRN210	Reporting Ethics and Legal	3
JRN214	Advanced Storytelling for Audio Platforms	3
JRN241	The Writing Workshop - Specialized Formats	4
Semester 3		
JRN300	Introduction to Integrated Newsroom	4
JRN310	Cross Platform Reporting	3
JRN311	Live Remote Reporting	4
JRN314	Longform and Feature Content	3
JRN370	Advanced Research	3
plus: General Education Course (1)		3
Semester 4		
JRN400	Advanced Integrated Newsroom	5
JRN420	New Technologies and Techniques	3

JRN430	Career Mgmt and Portfolio	2
JRN440	Field Placement	8
plus: Professional Option (1)		4
plus: General Education Course (1)		3

Professional Options

Course Code	Course Name	Weekly Hours
JRN410	Specialization - Investigative Journalism	4
JRN411	Specialization - Advanced Performance / Interview	4
JRN412	Specialization - Sports and Entertainment Journalism	4

Note: The following course will not fulfil a General Education requirement: EAC955 Sports Journalism.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Report on stories in an accurate, detailed, balanced, professional, and timely manner.
- Apply computer and technical skills to designated production and research functions in journalism.
- Function both independently and as a member of editorial and/or production teams.
- Analyze knowledge from communities, current events and public affairs, and history to interpret and express the context for designated journalism publications and/or productions.
- Develop strategies for personal and professional development.
- Comply with relevant Canadian legislation, standards, and the principles and practices of journalism.
- Write and edit content for the designated media platforms.
- Publish and/or broadcast content for the designated media platforms.

- Apply production skills and use production equipment in the preparation and distribution of content for the designated media platforms.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html)

Recommended upgrading for applicants who do not meet academic subject requirements. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html)

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.

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