



Statement of Inherent Requirements

Faculty	Arts & Design
Discipline/s	Communication & Media
Course/s	Undergraduate Courses – Commencing 2019 Bachelor of Communication and Media (Corporate and Public Communication) [ARB101] Bachelor of Communication and Media (Journalism) [ARB102] Bachelor of Communication and Media (Marketing Communication) [ARB103] Bachelor of Communication and Media (Sports Media) [ARB104]

Ethical Behaviour

Inherent Requirement

- Behave ethically and professionally in academic and professional environments, complying with relevant standards and codes of ethics applicable to the profession.

Rationale

- Compliance with relevant professional standards and/or codes of conduct, and commonly accepted standards of professional behaviour facilitates safe, competent interactions and relationships for students and the people they engage with in all contexts. This supports the physical, psychological, emotional and spiritual wellbeing of all.

Related Professional Requirements: **Academic Environment** [University of Canberra \(Student Conduct\) Rules 2015](#), **Journalism**, MEAA Journalists' Code of Ethics. <https://www.meaa.org/meaa-media/code-of-ethics/>, **Public Relations**, PRIA Code of Ethics <https://www.pria.com.au/aboutus/code-of-ethics-and-privacy-policy>

Examples

- Apply ethical behaviour in the management of confidential and sensitive personal information.
- Demonstrate ability to reflect on ethical dilemmas and issues and take responsibility for ethical behaviour.
- Apply university requirements on ethical scholarship, including acknowledging the use of any sources used in preparing work.

Additional examples for specified course/s

Journalism

- Apply principles of reasonable fairness and balance when presenting facts, including presentation of other people's opinion.

Corporate, Public and Marketing Communication

- Apply ethical frameworks adopted by relevant professional associations when developing and implementing

campaigns and programs for clients and organisations.

Legal Compliance

Inherent Requirement

Journalism, Corporate, Public and Marketing Communication

- Comply with Australian Law, professional regulations and/or scope of practice relevant to the profession.

Rationale

- Knowledge, understanding and compliance with Australian law and professional regulations facilitates the development of effective, professional, responsible and accountable professionals, and is necessary for these professionals to work effectively and meet professional registration requirements.

Examples for specified course/s

Journalism

- Understand and apply laws relating to defamation.
- Understand and apply laws relevant to court reporting.

Corporate, Public and Marketing Communication

- Demonstrate application of regulations such as copyright.
- Understand aspects of confidentiality and privacy when dealing with clients and their projects.

Communication Skills

1. Expressive Communication Skills

Inherent Requirement

- Ability to communicate effectively, in English, to a standard that allows clear, scholarly, and professional-level messages and text with language use and style appropriate to the audience.

Rationale

- Communication skills are an essential requirement to develop and maintain trusting relationships, and to perform effectively in an academic and complex professional environment, as well as solve problems and communicate knowledge and understanding of relevant subject matter effectively.

Examples

- Construct coherent written communication to an academic and professional standard as appropriate to the circumstances.
- Constructing a promotional pitch.
- Actively participate in a constructive and comprehensive manner in group or team discussions.

Additional examples for specified course/s

Journalism

- Apply core news writing skills of the inverted pyramid, active, concise sentences, and attribution of direct speech.

Corporate, Public and Marketing Communication

- Apply ethical standards to campaign design, production of tactics such as visual and written materials, and during interactions with public and stakeholders.

2. Receptive Language Skills

Inherent Requirement

- Internally formulate and assess conceptual meaning from verbal language and written messages and/or text, in English, using knowledge of language, background knowledge, critical thinking skills, self-reflection and other emotional intelligence markers.

Rationale

- Communication skills are an essential requirement to develop and maintain trusting relationships, and to perform effectively in an academic and complex professional environment, as well as solve problems and communicate knowledge and understanding of relevant subject matter effectively.

Examples

- Read and comprehend information presented in a variety of formats such as written documentation, and graphical formats.
- Comprehend spoken English delivered at conversational speed.
- Participate in tutorial, simulation, and professional placement discussions.

Additional examples for specified course/s

Journalism

- Apply effective newsgathering skills such as interviewing through which the student listens carefully to what is being said, interrogates and faithfully retells in the wider context of a story.

Corporate, Public and Marketing Communication

- Apply communication skills both verbal and written to correctly address a client's or organisation's brief through research and discussions with stakeholders.

3. Interpersonal Communication Skills

Inherent Requirement

- Respectful communication with others, including the ability to listen, display empathy, build rapport and gain trust to ensure meaningful and effective interactions with people they engage with.

Rationale

- Communication skills are an essential requirement to develop and maintain trusting relationships, and to

perform effectively in an academic and complex professional environment, as well as solve problems and communicate knowledge and understanding of relevant subject matter effectively.

Examples

- Communicate respectfully with people of different gender, sexuality and age, and from diverse cultural, religious, socio-economic and educational backgrounds.
- Create and develop rapport with peers, academic and profession staff conducive to effecting working relationships
- Cultural competence, sensitivity and willingness to work with individuals in a complex and diverse Australian educational setting.

Additional examples for specified course/s

Journalism

- Demonstrate an awareness of the need to build rapport and trust with interviewees, the public and editors in the conduct of working as a journalist.
- Demonstrate awareness of the impact of body language and personal presentation when interviewing or appearing on camera.

Corporate, Public and Marketing Communication

- Demonstrate the ability to build relationships with publics and stakeholders (including sensitive publics) in order to design and implement effective campaigns and tactics.
- Maintain constant and appropriate facial expressions, eye contact, posture and personal space when presenting to peers or a client including a demonstrated awareness of cross-cultural differences.

Motor Skills

Inherent requirement

- Sufficient tactile function, strength and mobility to function within the scope of practice.

Rationale

- Skills within the discipline of Communication & Media requires gross and fine motor function to consistently provide safe and effective services.

Example/s

- Utilise industry standard computer software and hardware.

Additional examples for specified course/s

Journalism

- Apply basic skills in the use of video, audio and photographic digital technologies for recording and editing of stories.

Corporate, Public and Marketing Communication

- Develop and apply a range of skills using computers and other appropriate equipment such as cameras, tablets, computers and online platforms to develop tactics for clients.

Sensory Skills

Inherent requirement

Journalism & Public Relations

- Sufficient sensorimotor skills, including visual, auditory and tactile acuity to function with the scope of practice.

Rationale

- Skills within the discipline of the Communication & Media require visual, auditory and tactile acuity to consistently provide safe and effective services.

Example/s

Journalism

- Apply knowledge of different skills required in the telling of stories via audio and visual means.

Corporate, Public and Marketing Communication

- Ability to apply developing skillsets to develop a range of tactics across all types of media, platforms and tools.

Behavioural Stability

Inherent Requirement

- Behaviour that is adaptable to effectively manage changing and/or unpredictable situations sufficiently to maintain academic and professional relationships to acceptable community standards.

Rationale

- Behavioural stability is essential in managing personal emotional responses and behaviour in academic and professional environments, including emergency, complex and/or sensitive situations and those that may involve potential human distress. It is required to work constructively in culturally and socially diverse settings and to deal with challenging issues, timelines and ambiguously defined problems.

Examples

- Being receptive and responding appropriately to constructive feedback.
- Managing own emotions and behaviour effectively when dealing with individuals and/or groups in the academic environment and professional settings.
- Undertake reflective practice, and seeking personal and professional support and/or assistance when needed.
- Adapt behaviour appropriately during times of personal stressors, whether this adaptation involves ways of continuing to engage with the role or withdrawing for a period self-care.
- Engage in tutorial debate on a contentious topic in a courteous and respectful manner.

Additional examples for specified course/s

Journalism

- Demonstrate ability to adapt to quickly changing circumstances and produce high quality work to deadline.

Corporate, Public and Marketing Communication

- Ability to handle sensitive clients and publics to build strong client relationships and outcomes.

Cognitive Skills
<p>Inherent Requirement</p> <ul style="list-style-type: none"> Acquire knowledge, process information, analyse, think critically and synthesise information to apply knowledge of the discipline and sufficiently meet learning outcomes and academic standards relevant to the course, utilising cognitive, numeracy and literacy skills, including focus, memory, and attention to detail.
<p>Rationale</p> <ul style="list-style-type: none"> Cognitive skills are essential in acquisition and application of knowledge in both the academic and professional environment.
<p>Examples</p> <ul style="list-style-type: none"> Undertaking a range of assessment tasks such as exams, written assignments, presentations and practical applications that demonstrate knowledge of the required content. Ability to conceptualise and use appropriate knowledge in response to academic assessment items. <p>Additional examples for specified course/s</p> <p>Journalism</p> <ul style="list-style-type: none"> Find, interrogate and compose stories from raw data sets. Synthesise complex information from a range of sources and perspectives and combine in a balance and accurate way to produce a comprehensive reliable version of events for an audience. <p>Corporate, Public and Marketing Communication</p> <ul style="list-style-type: none"> Ability to synthesise research and information provided by clients to develop complex strategies to meet client needs and implement a variety of tactics to a range of audiences.

ICT Capacity
<p>Inherent Requirement</p> <ul style="list-style-type: none"> Acquire, and employ information and communications technology (ICT) skills in an appropriate and effective manner, utilising a range of systems in both the academic and professional setting.

<p>Rationale</p> <ul style="list-style-type: none"> Competent ICT skills are essential to successfully access, apply and communicate information.
<p>Examples</p> <ul style="list-style-type: none"> Submit assessment items online. Use ICT to access information and to complete assessment tasks as required. Use ICT in professional settings, as required. <p>Additional examples for specified course/s</p> <p>Journalism</p> <ul style="list-style-type: none"> Demonstrate ability to use a range of ICT, such as internet searching, social media and online platforms and

tools to produce written and audio-visual stories.

Corporate, Public and Marketing Communication

- Ability to use a range of software applications and devices for research purposes relevant to their strategy and for the implementation of tactics.

Sustainable Performance

Inherent requirements

- Complete tasks in a timely manner and within a designated period, where required, while maintaining consistency and quality of performance.

Rationale

- Sufficient physical and mental endurance is an essential requirement needed to perform multiple tasks in an assigned period.

Examples

- Remain focussed and provide consistent responses over the course of a professional placement.
- Perform multiple tasks in an assigned period with a level of concentration that ensures a capacity to focus on the activity until it is completed appropriately.
- Attend professional placements in a range of settings and for the required number of hours, within a reasonable period.

Additional examples for specified course/s

Journalism

- Demonstrate ability to work in a newsroom environment, edit the work of others and produce stories of publishable quality.

Corporate, Public and Marketing Communication

- Ability to liaise with a range of different publics and stakeholders for the implementation of multiple tactics on behalf of their organisation.