

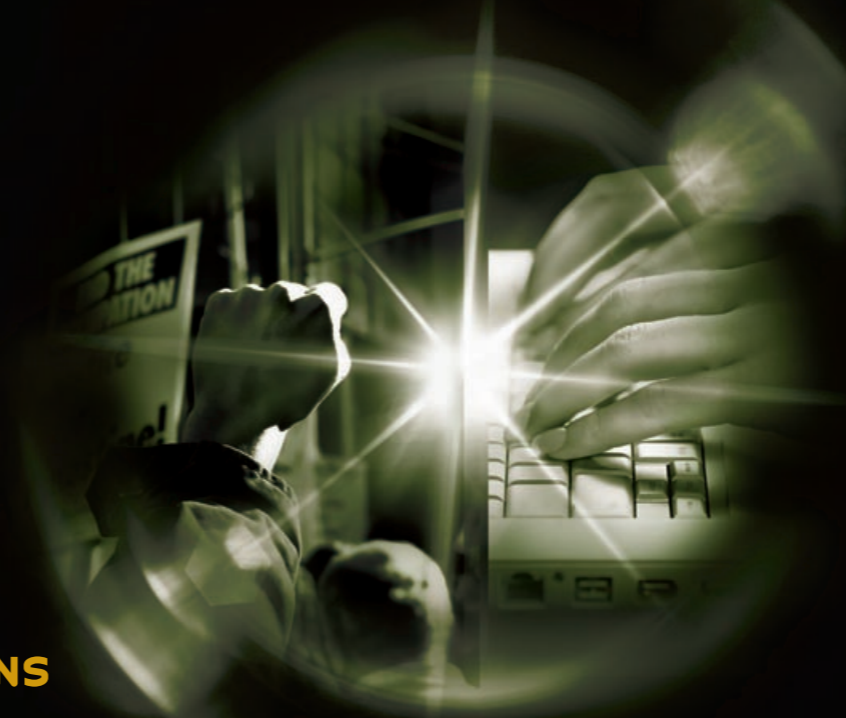


Associate professor David Robie, director of AUT's Pacific Media Centre and former coordinator of the University of the South Pacific regional journalism programme.

"This new course will be a boost for regional Pacific reporting and will also contribute to a higher Pasifika community profile in the New Zealand media. We hope journalists on this programme will push the boundaries of Pacific reporting in a challenging way."



# Pacific Journalism Studies



## New Pasifika Media Course

A new Graduate Diploma in Pacific Journalism is being offered to fulfil needs in our increasingly diverse media environment at AUT University's School of Communication Studies.

The one year course is an addition to other Pacific media pathways:

- Certificate in Communication Studies
- Bachelor of Communication Studies
- Postgraduate qualification:
  - Bachelor of Communication Studies (Honours)
  - Postgraduate Diploma in Journalism
  - Master of Communication Studies
  - PhD

The new Graduate Diploma and Postgraduate studies are supported by the school's Pacific Media Centre.

## The Pacific Media Centre's goals:

- Publication of the Pacific Journalism Review, peer-reviewed journal on media research in New Zealand and Oceania [www.pjreview.info](http://www.pjreview.info)
- Pacific Media Watch D-Space digital repository
- Books and research publications
- Pacific Media Centre website, including Nuis Beat, Postmortem, Global Watch, Special Reports and research resources [www.pmc.aut.ac.nz](http://www.pmc.aut.ac.nz)
- Film, photojournalism, TV and digital media research papers
- "Journalist-in-residence" research fellowships and masters and doctorate scholarships

## AUT COMMUNICATIONS

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## AUT and Pacific Islands Media Association Pasifika Communications Scholarships

These awards are sponsored and organised by AUT's School of Communication Studies and Office of Pasifika Advancement with the Pacific Islands Media Association (PIMA) for New Zealand resident Pacific Islanders seeking media qualifications. The scholarship is offered to assist one undergraduate and one postgraduate full-time student in communication studies each year.

The scholarship covers tuition fees for a maximum of four papers per semester, student services fee and Student Association fee (AUSM). It does not include books, material fees and miscellaneous charges.

Full tenure, criteria and application requirements are listed in the AUT Scholarships Handbook or view online at: [www.aut.ac.nz/student-life/student-services/new-students/scholarships](http://www.aut.ac.nz/student-life/student-services/new-students/scholarships) (current AUT Scholarships) or site-search PIMA.

### JOHN UTANGA – SENIOR REPORTER, TAGATA PASIFIKA, TVNZ

"I'm really excited that AUT is offering a Graduate Diploma in Pacific Journalism. It has the potential to significantly boost the number of trained Pasifika journalists and serve as a pathway to a significant career in the media.



"Also, many Pacific people already working in ethnic media have had little or no media training; this course is one way in which they can get further understanding of their roles and responsibilities as journalists while gaining a valuable qualification."

## Graduate Diploma in Pacific Journalism

Programme Code: AK1309

Level: 7

Points: 120

Duration: One year full time

Venue: City Campus

Starting date: 2 March 2010

### ENTRY REQUIREMENTS

Three year qualification or equivalent practical, professional or educational experience. An interview may be required.

The Graduate Diploma in Pacific Journalism addresses the shortage of Pasifika journalists in Aotearoa/New Zealand. It is suitable for people wishing to enter the media industry from another career or those already in the industry desiring a qualification. It will also appeal to students from the Pacific region. The programme is enriched by Pasifika and Māori and other media elective papers.

This programme encourages and requires students to:

- Develop practical and critical news reporting skills for print, broadcast, narrowcast and digital media from Aotearoa/New Zealand and the Asia-Pacific region.
- Develop an analytical grounding in media law and ethics across varied cultural and news values.
- Develop media storytelling expertise in a crosscultural context.
- Analyse and comment on the role of the Pasifika media industry and the treatment of Pasifika, Māori and diversity issues in the mainstream media.
- Analyse and comment on Pasifika political, social, economic, business, literature and cultural issues and other issues in the Asia-Pacific region.

- Develop a critical awareness of the demands of the local and wider publishing and broadcasting industry in a Pasifika context.
- Complete media attachments and a practical newsroom internship experience, either in a Pasifika or mainstream news media organisation.
- Recognise and encourage bilingual or multilingual interviewing skills.

### WHAT THIS PROGRAMME COVERS

Students take core papers within the Bachelor of Communication Studies in Journalism, which provide the necessary skills to prepare the student for professional journalism work. In addition, they take new Pasifika media papers and are able to choose other electives that reflect particular interests in the Asia-Pacific region. The core papers include a media industry internship.

### CAREER OPPORTUNITIES

Graduates are able to enter a wide range of journalism and media-related careers in both mainstream and Pasifika contexts.

- Journalism
- Reporter for mainstream and Pasifika media
- News gatherer/researcher
- Specialist writer
- Freelance journalist
- Journalist in South Pacific media
- Radio or television journalism

### CORE PAPERS INCLUDE

- Media Law and Ethics
- News reporting
- Māori and Pasifika Media Industry
- Reporting the Pacific Region
- Pacific News Practicum

**AUT** UNIVERSITY **COMMUNICATIONS**

### VAIMOANA TAPALEAO – REPORTER, NEW ZEALAND HERALD

"Choosing to do journalism at AUT was one of the best decisions I've made. The course was awesome with a balance between theoretical work and practical work. I did the Bachelor of Communication Studies, and being Pasifika was a massive bonus because the course dealt with intercultural topics like how to report fairly on Māori and Pasifika issues.



"Now the new Graduate Diploma in Pacific Journalism is a step forward for upcoming Pacific journalists. We need more Pacific and Māori journalists to tell our stories and to take multicultural New Zealand into the newsroom."

### LEILANI MOMOISEA – JOURNALIST, RADIO NEW ZEALAND

Leilani says that the political situation in Fiji is a good example of when Pacific news becomes mainstream news. "Just having that background information would help journalists form their view.



"It would be quite hard to come in cold. In the Pacific in general, you have to take a different approach to reporting. It's probably more difficult because in the Pacific they're not as open to the media. They can easily write you off if you just come in and don't know what you're talking about."

### JOHN PULU – AUT STUDENT AND TNEWS INTERN

"I'm a firm believer that Pacific people deserve to be served by and represented in the media and I have worked hard for this goal since leaving high school. I'm passionate about documenting Pacific Island issues and telling our stories."

