

MEDIA CONVERGENCE

TVET CDACC UNIT CODE: ME/CU/BJ/CR/10/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Apply Media Convergence

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to apply media convergence. It involves determining technologies of media convergence, applying digital journalism, applying media convergence, regulating converged media and determining the impact of media convergence.

Summary of Learning Outcomes

	Elements	Duration (Hrs)
1	Determine technologies of media convergence	18
2	Apply digital journalism	36
3	Apply media convergence	36
4	Regulate converged media	12
5	Determine impact of media convergence	18
	TOTAL	120

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Determine Technologies of media convergence	1.1 Introduction to media convergence 1.2 History of media convergence 1.3 Role of communication technology in Journalism 1.4 Understanding convergence technologies in media	• Observation • Written tests • Assignments • Supervised exercises
2. Apply digital journalism	2.1 Definition of digital journalism 2.2 Types of digital journalism tools	• Observation • Written tests • Assignments • Supervised exercises

	2.3 Purpose of digital journalism 2.4 Resources needed in digital journalism 2.5 Content for digital Journalism 2.6 Producing content for digital journalism	
3. Apply media convergence	3.1 Understanding the media industry 3.2 Effect of media convergence on content production 3.3 Effect of media convergence on content dissemination 3.4 Effect of media convergence on content consumption 3.5 Effects of convergence on the media industry 3.6 Understanding media convergence processes	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Regulate converged media	4.1 Understanding risks in converged media 4.2 Converged media rules and regulations 4.3 Rules and regulations in converged media 4.4 Laws and ethics in converged media 4.5 Importance of regulations in converged media 4.6 Challenges of regulating converged media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Determine impact of media convergence	5.1 Understanding the role of media channels, messages and audience in media converged.	• Observation • Written tests • Oral questioning • Assignments

	5.2 Impact of internet in journalism 5.3 Impact of mobile technology in journalism 5.4 Analysis of case studies in media convergence	Supervised exercises
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Suggested Methods of Instruction

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders