





- 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 & Sports Media

- 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 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

### Inherent requirement

- ◁ 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

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

- ◁ 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.



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 & Sports Media**

- ◁ 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.