

Business Journalism

Introduction

This module harnesses already acquired skills of news reporting and investigative journalism enabling the student to produce detailed and investigative media content in the broad business journalism sphere.

Aims

This module aims to enable the student to produce succinct news stories in a variety of areas from company performance and activity, to economics, the stock market and currencies to personal finance.

Learning Outcomes

On successful completion of this module, the student should be able to:

- Work in a variety of newsrooms and adequately cover business news stories.
- Understanding basic areas in business journalism and how to write about them with intelligence and understanding.
- Be able to explain key financial terms.
- Undertake basic analysis on a variety of companies from the listed to semi-states.
- Be able to read a company result report and know where to look.
- Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.

Indicative Module Content

The Economy and Budgets: The budget, house prices, tax and spending, the environment, innovation, unemployment

Company reporting & corporate governance: Reporting earnings – How companies tell us what they do. The changing communication role of the firm.

Finance and banking: Banking in Ireland, Europe and the USA, Competition and crashes.

Technical terms: Including inflation, bonds, futures, hedging, subprime, derivatives.

Reporting Industrial Relations: How journalists and media organisations deal with industrial relations news and how reporting industrial relations is a form of conflict reporting.

The firm and consumers: This topic investigates the seen and unseen firms and their relationships with customers who are in the 21st century concerned with quality and safety of the products they buy as well as being increasingly aware of environmental and human rights issues.

Writing about economic growth: Gross Domestic and Gross National Product, GDP and GNP respectively, are commonly used measures of economic growth which journalists report on.

Jobs, wages and the economy: We explore the trends in employment focusing on how the print and other media report on job losses and new ventures .