



CUNNINGHAM INSTITUTE OF
HIGHER EDUCATION (CHINHEd)

Certificate in Media & Journalism Proficiency



www.cinhed.com

Certificate in Media & Journalism Proficiency

PROGRAM OVERVIEW

Shape Your Future

The media landscape is shifting, but the need for clear, ethical, and impactful storytelling has never been greater. The Media & Journalism Proficiency Programme at CInHEd is designed to equip learners with the foundational skills necessary to thrive in journalism, media production, and modern communication.

We bridge the gap between classroom theory and newsroom reality. By providing practical, hands-on experience alongside a deep dive into media ethics and reporting, we prepare our students for dynamic careers in broadcasting, print, online media, and high-level content creation. Whether you are aiming to be the voice of a generation or the pen that shapes public opinion, your journey starts here.

DETAILED CURRICULUM & CORE CONTENT

1. Introduction to Media & Journalism

This module serves as the gateway to the industry. You will explore the evolution of media from traditional print to the digital revolution.



- **The Media Ecosystem:** Understanding how newsrooms, PR agencies, and digital platforms interact.
- **Media Literacy:** Developing a critical eye for news sources and audience psychology.
- **The 21st Century Journalist:** Shifting from a single-skill reporter to a "multi-platform" storyteller.

2. Reporting & News Writing

Master the "Who, What, Where, When, and Why." This is the core technical component of the program.

- **Hard News vs. Feature Writing:** Learning the "Inverted Pyramid" for breaking news and narrative styles for long-form stories.
- **Interviewing Techniques:** How to ask the right questions to extract compelling information.
- **Sourcing & Fact-Checking:** Building a reliable network of sources and verifying data in an age of "fake news."

3. Media Ethics & Law

A journalist's greatest asset is their credibility. This module ensures you operate within the legal and moral boundaries of the profession.

- **Press Law:**
Navigating libel, defamation, copyright, and privacy laws.
- **Ethical Dilemmas:**
Balancing the "right to know" with the "right to privacy."
- **Professional Integrity:**
Adhering to the Code of Conduct and maintaining objectivity in a polarized world.

4. Print Journalism

Despite the digital shift, the discipline of print remains the gold standard for journalistic rigor.

- **Layout & Design:**
Basics of typography and page composition for newspapers and magazines.
- **Sub-Editing:** The art of the headline and the discipline of tight, error-free copyediting.
- **Photojournalism Integration:**
Coordinating text with visual elements to enhance story impact.

CAREER PATHWAYS

The versatility of a CInHed certificate opens doors across multiple sectors:

- **Broadcasting:**
TV/Radio News Reporter, Scriptwriter, or Program Researcher.
- **Digital Media:**
Content Creator, Multimedia Journalist, or Social Media Editor.
- **Print Media:**
Staff Writer, Investigative Reporter, or Magazine Columnist.
- **Corporate Communication:**
Public Relations (PR) Specialist or Communications Officer.

BROCHURE ESSENTIALS & REQUIREMENTS

Why Choose CInHed?

- **Practical Mastery:**
We prioritize "doing" over "observing." Students graduate with a professional portfolio of published-style work.
- **Expert Instruction:**
Our modules are delivered by industry veterans who bring real-world newsroom experience to the classroom.
- **Modern Facilities:**
Access to dedicated media suites and editing software

Enrollment Requirements

- **Education:**
A minimum of a High School Certificate or equivalent.
- **Aptitude:**
Strong interest in current affairs, writing, and communication.
- **Application:**
A brief 300-word personal statement on "Why I want to shape the future of media."

The CInHEd Advantage

"At CInHEd, we don't just teach journalism; we cultivate the next generation of truth-seekers. Our graduates don't just report the news—they define the conversation."

The Journey

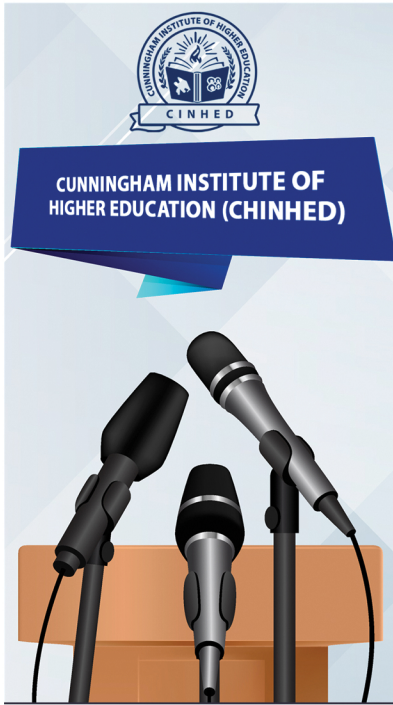
Your Course Roadmap

This timeline illustrates a student progresses from a beginner to a proficient media



PHASE	FOCUS	KEY MILESTONE
MONTH 1: THE FOUNDATION	INTRO TO MEDIA & ETHICS	UNDERSTAND THE LEGAL LANDSCAPE AND THE "DNA" OF A STORY
MONTH 2: THE CRAFT	REPORTING & NEWS WRITING	CONDUCT YOUR FIRST LIVE INTERVIEW AND WRITE A BREAKING NEWS LEAD.
MONTH 3: THE MEDIUM	PRINT & DIGITAL LAYOUT	DESIGN A MAGAZINE SPREAD AND MASTER SUB-EDITING TECHNIQUES.
MONTH 4: THE PORTFOLIO	CAPSTONE PROJECT	PRODUCE A HIGH-QUALITY INVESTIGATIVE PIECE FOR YOUR PROFESSIONAL PORTFOLIO.
GRADUATION	CERTIFICATION	RECEIVE YOUR CINHED PROFICIENCY CERTIFICATE AND CAREER COACHING.





What does this mean for you?

- **International Recognition:** Your qualifications are validated by Canadian educational standards, making you a competitive candidate for media roles globally.
- **Dual Credibility:** You benefit from CInHed's industry-aligned local training and CBE Canada's international academic oversight.
- **Career Mobility:** This dual credential is ideal for students planning to work for international news agencies, NGOs, or those considering further studies or employment.

Dual Certification

A Global Edge

At the Cunningham Institute of Higher Education, we believe your skills should have no borders. Upon successful completion of the Media & Journalism Proficiency Programme, graduates will be awarded two distinct credentials:

1. **Certificate of Proficiency in Media & Journalism** – Issued by CInHed.
2. **International Professional Accreditation** – Issued by our accredited affiliate, the Central Board of Education (CBE) Canada.



Frequently Asked Questions (FAQs)

1. Is this program suitable for someone with no prior experience?

Absolutely. The Media & Journalism Proficiency Programme is designed as a foundational course. We start with the basics of communication and build upward to professional-level reporting and ethics.

2. How "hands-on" is the curriculum?

At CInHEd, we believe in learning by doing. While we cover essential theory (especially in Media Law), the majority of your time will be spent writing, interviewing, and using industry-standard software to create real content.

3. Does CInHEd provide job placement assistance?

While we do not guarantee employment, we provide extensive Career Support. This includes portfolio reviews, mock interviews, and access to our network of media partners for internship opportunities.

4. Can I study while working full-time?

Yes. We offer flexible learning tracks, including evening workshops and blended (online/offline) delivery modes, to accommodate working professionals and busy students.

5. What equipment do I need to start?

A reliable laptop for writing and basic research is essential. For the practical modules, a modern smartphone is usually sufficient, though we provide access to professional recording equipment in our campus labs.

6: Why is dual certification important? A:

Most media jobs today are global. Having a certificate from CBE Canada alongside your CInHEd qualification proves to employers that your journalistic training meets rigorous international benchmarks. It's a "global passport" for your career.

7: Do I have to take extra exams for the Canadian certificate? A:

No. The CInHEd curriculum is pre-mapped and accredited by the Central Board of Education Canada. By meeting the requirements of our program, you automatically qualify for the dual award



Contact Us & Connect

We invite you to visit our campus or reach out to our admissions team to begin your journey.

Campus Headquarters

- Address: East Legon, Accra, Ghana.
- Digital Address: GA-060-0591
- Office Hours: Monday – Friday,
(8:30 AM – 5:00 PM)

Direct Enquiries

- General Inquiry: +233 54 298 3877
- Admissions Email: admissions@cinhed.com
- Official Website: www.cinhed.com

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