

## Overview

This Standard is about working in a professional way as a journalist and managing your contribution so that it has a positive effect on those you are working with. It is about having an enthusiasm for journalism and its possibilities, and its place in a converging media world. It includes an ability to think creatively and a willingness to work as part of a team. It is about keeping your skills and knowledge up-to-date and adapting to changing technologies and working practices to make the most of the opportunities they present.

It requires a good level of technical competence and general IT skills, and familiarity with current industry standards, equipment and software. You will also need to understand the wider media industry, its subsectors, business models, sources of funding, key stakeholders and job roles and the impact of changing technologies and media convergence, such as the use of multimedia content.

This Standard should apply to anyone who works in journalism.

SKSJ1

Maintain professional practice in journalism



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## Performance criteria

*You must be able to:*