

# BACHELOR

## JOURNALISM

### YEAR 3

**IFIC**   
École de  
journalisme  
communication

# BACHELOR

RNCP TITLE NO. 38950

CERTIFYING BODY: ISCPA - IGS

REGISTRATION DATE: 04/26/2024

Post-  
secondary



3-year program



On the **Clermont-Ferrand** campus

Our program, **RNCP No. 38950**, registered with the French national qualifications framework, prepares you for a career in journalism. Over 3 years after the Baccalauréat, this program trains students for journalism careers in all its forms: television, radio, print, and online media. The curriculum is built on a hands-on approach to different media, meeting the expectations of the industry. This state-recognized diploma allows graduates to enter the job market directly or continue their studies at the Master's level.



**FULL-TIME**



**INTERNSHIPS AVAILABLE**

***Accessibility: IFIC's premises are not equipped with an elevator.***

Organizations dedicated to employment, training, and accessibility for people with disabilities in the Allier and Puy-de-Dôme regions

- Cap Emploi Allier / Cusset / Puy-de-Dôme
- MDPH 63
- Ressource Handicap Formation (RHF)
- Démarche H+ Formation

## CONTACTS



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## INFORMATIONS CLÉS

***Application to be submitted 3 months before the start of the program,  
which takes place on September 22, 2025***

### PREREQUISITES

Have completed Level 4 (equivalent to the Baccalauréat) and be able, at minimum, to contextualize facts and understand one's political, economic, social, and cultural environment, while demonstrating strong command of the French language and writing skills. Understanding of English is also required.

### ADMISSION REQUIREMENTS

- **Étude du dossier** : CV, diplômes et bulletins sont examinés avec attention pour évaluer votre profil.
- **Évaluation** : Un test de culture en communication permet d'apprécier vos connaissances et votre sensibilité au domaine.
- **Rencontre avec un membre de la direction du CFA IFIC** : Un entretien d'échange pour mieux comprendre votre motivation et votre projet professionnel.

### DURATION

3 ans

### HOURS

430 heures du lundi au jeudi

### FEES

- 1ère année : 4 150 €
- 2ème année : 4 450 €
- 3ème année : 4 750 €

### ASSESSMENT METHODS

- Oral presentations
- Written work
- Interview with the jury

# PROGRAM OBJECTIVES

Change has accelerated since 2020, with intensified digitalization and remote work, a growing conquest of the new virtual universe (Metaverse, cross-platform interoperability, etc.), the rollout of chats, audio and video calls, and encrypted messages to X platform users, and an overload of conflicting information. Faced with the rise of fake news and the lack of moderation in social media exchanges, journalists play a key role in decoding, verifying, and analyzing information before it reaches readers/internet users.



With the evolution of information consumption habits and the presence of media on social networks, journalism has shifted toward producing more condensed content, particularly multimedia content that can be adapted across various interactive formats suited to all distribution channels.

The rise of podcasts and web documentaries, the expansion of YouTube content, and the intensification of web publishing have encouraged more scripted editorial content with particular attention to its formatting. While the journalist's primary mission is to objectively convey verified, well-crafted information/facts of public interest, they must adapt to the constant evolution of digital media and a new, faster-paced approach to writing and production that is denser in multimedia content.



# PROGRAM CURRICULUM

## CONDUCT AND PROCESS INFORMATION MONITORING TO DEFINE A JOURNALISTIC TOPIC

1

- Build a permanent, structured personal database of information by conducting a daily press review, using appropriate monitoring tools/platforms and feed aggregators (Feedly, Google Alert, Netvibes, etc.), as well as collection automation software, carefully leveraging subscription-based or open sources — including OSINT (Open Source INTelligence) — and technological tools such as generative AI, in order to expand knowledge in one's area(s) of journalistic expertise and to identify and extract, at any time, the information needed to cover a journalistic topic.
- Based on an assignment (from an editor-in-chief, company, local authority, etc.) or personal initiative, actively research targeted information by drawing on ongoing monitoring, collecting and analyzing different testimonies and viewpoints, in order to identify promising themes or topics aligned with the client's editorial line or one's own journalistic project.
- Depending on the topics being covered, interact with a relevant network of informants and experts (institutions, companies, politicians, civil society, citizens, etc.) through regular contact, interviews, event participation, blog reading, and social media monitoring, while maintaining trust and protecting sources, in order to complete and verify information.
- Organize collected documents by selecting them based on relevance and chronology, prioritizing and categorizing them by theme (politics, economy, environment, etc.), to facilitate their use for the chosen topic, type of coverage, and distribution format(s).
- Verify the legitimacy of sources and the reliability of collected information (written material, photos, videos, etc.) by analyzing them through a fact-checking strategy, potentially supported by artificial intelligence, and cross-referencing varied and conflicting viewpoints from informants/experts, in order to deliver reliable journalistic information.
- Based on the general theme under consideration, define a topic and journalistic angle consistent with the editorial line, identifying what will interest target audiences (listeners, internet users, etc.), selecting original highlights and compelling headlines, in order to structure content and give a clear direction to the article/report/investigation.
- In editorial meetings or with an editor-in-chief, argue for the choice of topic and angle by highlighting their potential impact and distinctiveness, their alignment with the media outlet's editorial line, and audience expectations, in order to secure approval.
- Propose journalistic treatment approaches (format, genre, tone, headline, etc.) and editorial choices (style, vocabulary, etc.) suited to the distribution channel and editorial line, in compliance with the Journalists' Professional Code of Ethics, in order to produce distinctive informational content that is understandable to the target audience (reader, internet user, listener, etc.) and accessible to all, including people with disabilities (audio description, text alternatives, etc.).

# PROGRAM CURRICULUM

## PRODUCE EDITORIAL CONTENT FOR PRINT, DIGITAL, AUDIO, AND IMAGE FORMATS

# 2

- Define the broad outline of the production according to the chosen format (investigation, report, interview, profile, etc. carried out "in the field"), taking into account the context (geopolitical, social, type of event covered, etc.), preparing the synopsis/running order and questions to ask, and determining the necessary resources and profiles to interview, in order to successfully carry out the fieldwork and optimize the handling of the production.
- Develop a work plan incorporating deadline constraints and production costs, ensuring the availability of necessary human resources (cameraperson, sound technician, and/or interviewees), technical and logistical resources, securing agreement from contacts and/or any necessary authorizations, and limiting the ecological cost of production (travel, paper printing, etc.), in order to ensure the production and delivery of journalistic content to the editorial team on time and securely.
- Capture images and sound to complement and illustrate initial data on the topic, using all the features of the technical production equipment (camera, microphone, photo equipment, portable recorder, smartphone, etc.) and associated software and mobile applications for image and sound processing, in order to ensure the production of quality content that can be distributed across various formats.
- Conduct interviews by drawing on research into the topic, practicing active listening, and using questioning, rephrasing, and follow-up techniques, in order to enrich and lend credibility to content and/or host a panel of guests/a debate, whether recorded or live.
- Based on all collected and cross-referenced data, create structured, non-discriminatory content using narrative, audiovisual, and/or SEO/SEA writing techniques (compelling headlines and lead paragraphs, the 5 Ws, qualified keywords, narrative tone suited to the chosen format — brief, magazine piece, report, investigation, radio column, etc.), making thoughtful use of generative AI, selecting, calibrating, and mixing images and sound, and highlighting the key message in compliance with French language standards, in order to produce high-value information, support content readability, and generate interest among readers/listeners/internet users.
- Calibrate content according to its publication/distribution format (web page, video, podcast, etc.), determining character count, layout, broadcast duration, and the combination of text, visuals, sound, and video, in order to improve content effectiveness and increase traffic.
- Enrich the journalistic production's content to generate public interest and grow audience, by scripting editorial content using data, iconographic, audio, visual, and web resources as appropriate, taking into account the target readership's information consumption habits (general public, professional audience, etc.) and accessibility requirements (particularly for people with disabilities).
- Incorporate legal constraints and regulatory obligations related to journalistic activity (respecting image rights, privacy, presumption of innocence, etc.), in order to avoid exposing oneself or the media outlet to legal risk across all publications (print, web publication, radio and audiovisual broadcast, distribution on platforms and social media) and to obtain "Ready to Broadcast/Publish" clearance.
- Apply the ethical principles associated with journalistic practice and content production (protecting source confidentiality, refusing plagiarism, unfounded accusations, defamation, and unfair information-gathering methods, etc.), in compliance with the Journalists' Professional Code of Ethics, in order to sustain one's professional activity and maintain public trust, while upholding journalists' duties.

# PROGRAM CURRICULUM

## PROMOTE JOURNALISTIC CONTENT TO BUILD AUDIENCE AND REPUTATION

# 3

- Keep information content active by using social media (Instagram, X, LinkedIn, etc.) and/or professional platforms (Wix, Squarespace, Profilculture, Indeed, etc.) appropriately, engaging with the audience (social media comments, reader mail, etc.), while carefully managing the risks associated with distributing content (fake news, malicious use, etc.), in order to improve content virality and reliability and build a following around one's publications.
- Manage communities or discussion groups on general and specialized social media, blogs, or one's own website, through content curation and the regular publication of articles or posts accessible to all (including people with disabilities), moderating discussions, in order to better meet the expectations and interests of readers/internet users/listeners on general or specific topics, maintain a relationship of trust with readers, colleagues, and media outlets, and build loyalty.
- Implement actions to amplify media coverage by publishing content on media outlets and social networks (Facebook Journalism Project, Datagueule, WordPress Podcast, etc.), on one's blog or website, using various content formats (stories, podcasts, digital audio, etc.), generating interaction flows with visitors, subscribers, and followers (X, LinkedIn, YouTube, etc.), optimizing search visibility by adding qualified links, videos, expert interviews, etc., and identifying and covering topics from an angle likely to interest major press and media outlets, in order to develop personal branding in the public space and secure commissions for articles, reports, investigations, etc.
- Analyze the traffic generated by publications/broadcasts and their impact, comparing the media reach achieved with the desired reach, based on key indicators (number of articles, social media shares, message repetition, etc.), in order to adjust the publication/distribution plan.
- Develop a professional network by participating in targeted events and gatherings that foster professional interaction (Assises du Journalisme, Press Club de France, Prix Bayeux, press luncheons), sending notifications about published articles, reports, etc., to subscribers/followers and editorial teams, in order to grow the audience among new readers and potential commissioning clients.
- Stay informed about innovations relevant to one's work, as well as the regulations governing their use (news production and distribution formats, associated services offered to subscribers, etc.), through interactions with technology providers and the use of journalist service platforms (MediaConnect, Tagadey, etc.), in order to optimize and sustain one's professional activity.

## Our school is certified

**Qualiopi**   
processus certifié

 **RÉPUBLIQUE FRANÇAISE**

La certification qualité a été délivrée au titre des  
catégories d'actions suivantes:

**ACTIONS DE FORMATION**

**ACTIONS DE FORMATION PAR APPRENTISSAGE**

What is Qualiopi?

This recognition guarantees the  
quality of our programs and  
services, meeting the **rigorous  
criteria** of the national RNCP  
framework.

Qualiopi attests to our  
commitment to providing **quality  
support** to our students and  
partners.

This certification reinforces our  
commitment to **excellence** and  
demonstrates our  
**professionalism** in education  
and training.



# WHAT'S NEXT?

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## **BACHELOR** JOURNALISM

Journalist

Radio host

Copy editor

Freelance journalist

## **BACHELOR** COMMUNICATION

Communications officer

Community manager

Event project manager

Event project manager

## **MASTÈRE** COMMUNICATION

Communications director

Communications consultant

Press relations officer

International brand manager

## **MASTÈRE** JOURNALISM

Specialized journalist

Communications director

Editor-in-chief