MDIA5011

Professional Media Practices: Creating, Publishing and Publicising Digital Journalism

Term Two // 2020

School of the Arts and Media // UNSW Arts and Social Sciences

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Course Overview

Assessment

Student work is assessed based on quality at the time of submission only. Subsequent improvements to stories arising from the opportunity to work with the Digital Editor (Newsworthy) may result in publication, however the original mark awarded to all submissions stands. The Digital Editor may advise on story development but is not responsible for marking assignments. In all matters of assessment the decisions of the course convenor are final. All assignments must be submitted as WORD docs (no PDFs). On the first page always provide your student number and enrolment name (first name followed by family name), as well as course & assignment number, seminar group day and time, the story's genre (opinion, profile, etc), and an accurate word count for your submission. Do not include your personal, class or interviewee details or reference lists in this word count. On the final page of your submission provide the names and contact details of all interviewees plus interview place, date, time and whether the interview was conducted in-person, or by telephone, email, webchat/social media or Skype. Unless you have your tutor's permission in writing, all interviews must be conducted in Australia and must be recorded (smart phone audio recordings and webchat transcripts are acceptable). All interviewee quotes must be accurately rendered in English. Interview recordings MUST be retained for assessment purposes until December 31st of each academic year. In this course, the sources of all facts and quotes must be briefly mentioned WITHIN the story (for example, 'University of Melbourne researchers say', or "A 2018 report by the Institute of Accountants said", or "The Attorney General admitted" etc.). Full citation of all statements and facts must be provided either by embedding the source URL in the text where the reference occurs, or in a reference list on the final page of your submission. Information obtained via your interviews need not be cited in reference lists but MUST be accurately reported in direct and/or indirect quotes in the text of your story and/or video and audio multimedia clips. For submissions containing multimedia only a full tex transcript of the story must also be submitted. Submissions that are primarily multimedia must be preceded by a 100-150 word text lead.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Content Creation Task 1	30%	05/08/2020 12:00 PM	1,2,3
Content Creation Task 2	45%	10/07/2020 05:00 PM	1,2,3
In-class assessment tasks	25%	10/08/2020 12:00 PM	3

Assessment Details

Assessment 1: Content Creation Task 1

Start date: Not Applicable

Length: 500-800 words

Details:

PLEASE NOTE - IN 2020 THE ORDER OF ASSIGNMENTS 1 AND 2 WILL BE SWITCHED. This means that Content Creation Task 2 will be the first item of assessment in the course.

A multiplatform journalism presentation of a 500-800 word news story and images or accompanying

video. PLUS a 200-word discussion. Story may be in any recognised journalistic genre - the genre MUST BE NOMINATED on the submission cover sheet and the story must conform to the stated genre.

NOTE: TEXT and MULTIMEDIA are essential elements. Marks are allotted for research and writing quality regardless of media platform used

Submission notes:See general assessment information

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Content Creation Task 2

Start date:

Length: 1500-2000 words

Details:

A longform (feature) 1500-2000 word story, or podcast, or video.

Submission notes:See general assessment information

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: In-class assessment tasks

Start date: Not Applicable

Length: 3000 words

Details:

Weekly Journalism practice tasks, equivalent to 3000 words

Additional details:

Weekly pre-class and/or in-class submissions are compulsory in this course. In Assignment 3, a 10% penalty will be imposed for each and every missing portfolio submission.

In a single word document submit the following:

1. The original unedited text of your THREE BEST in-class and/or homework submissions this term (800-1000 words)

2. A full list of all multimedia recordings or visualisations you have submitted to *Lcuqumprfw* this term

including a brief description including audio/video clip durations (maximum 100 words per item listed)

3. The full text of all other in-class and homework submissions this term. DO NOT RESUBMIT ASSESSMENT ONE OR TWO AS PART OF YOUR PORTFOLIO SUBMISSION

Submission notes:See general assessment information

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 0: 25 May - 29 May	Homework	*Before coming to class read* *Lcuqumprfwhq aspcl r Rmn* *Dgtc P_l icb qrmpgcq* www.newsworthy.org.au Kolodzy, J. (2013). Eight Elements of a News Story and How to Build it. *Np_argagle Amltcpeclac Hmspl_jgqk,* New York: Routledge, pp. 14 -27.
Week 1: 1 June - 5 June	Tut-Lab	Before coming to class read *Lcuqumprfwhq aspcl r Rmn* *Dgtc P_l icb qrmpgcq* www.newsworthy.org.au Kolodzy, J. (2013). Eight Elements of a News Story and How to Build it. *Np_argagle Amltcpeclac Hmspl_jgqk,* New York: Routledge, pp. 14 -27. Bring to Class List the five main issues, trends and political and cultural events and development that interest or concern you. Bring three (3) copies of your list to class in Week 1 for story development. Introduction: Welcome to *Newsworthy* This week we introduce students to UNSW's cutting-edge online publication *Lcuqumprfw* and your role as staff reporters. We review recent publications, our Charter of Editorial Integrity, and take a tour of the Content Management System. Students will get a feel for equipment options, including our Mobile Journalism kits that allow you to turn your phone into a broadcast quality multimedia recording device. Assessment options are explained, and we introduce some worthwhile media sources from Australia and the world.

		In-class Portfolio Submission ني PS1 (100-200 words): Students pair up to write their media bios and upload their headshots to *Lcuqumprfw*
Week 2: 8 June - 12 June	Homework	Read, listen or view: Australian print, radio and television news and current affairs programs and podcasts about issues and events that interest you

		your 1,500 word feature story going to be about? 2. What platform will you prioritise (text, podcast, vodcast, multimedia)? 3. In which news genre will your story be composed (for example,news feature, trend, investigative, issue-based feature, immersion, profile)? 4. What do you hope your story will say or do that hasn't been said or done before by others? What new information or perspectives could your story provide? 5. Who do you hope to interview for your story? Be practical about your choice. Easy to access people are more likely to deliver than high profile figures. Who are you certain you can meet in the coming week?. 6. What are the most interesing or significant locations relevant to your story?. Will you be permitted to photograph or video there? 7. Do you need to quote your interviewees, or are you speaking to them on a background or "off the record" basis. 8. Will you tell the story in 1st person or 3rd person? Explain why.
Week 3: 15 June - 19 June	Tut-Lab	Interviewing strategies In-class Activity: Interviewing workshop In-class Portfolio submission- PS3 (200-300 words): After consulting in-class with your tutors, submit your list of 20 questions to ensure your story has impact
	Homework	Listen to at least two informative podcasts. Choose one of your own favourites, if you have one, otherwise choose both from the following list of Australia's most downloaded. Be prepared to discuss in class what these podcasts can teach us about online journalism. The Eleventh, Generation Betoota, How Do You Sleep At Night, Let's talk about Sects, Full Story, Last Podcast on the Left, Stuff You Should Know, The Daily, Vice Extremes Season 2, Australia in the World. Read: Kasinger, M., Richardson, N. & Tanner, S. (2012). Researching the Story. Feature Writing Telling the Story. Melbourne: OUP, pp. 20 - 38 Bring to class: Make a list of the 20 most important questions you need to ask for your first assessment task to have impact. Bring three print-outs of your list to class.

Week 4: 22 June - 26 June	Homework	Read Kasinger, M., Richardson, N. & Tanner, S. (2012). Developing Writing Techniques. *Dc_rspc Upgrgle Rcjjgle rfc Qrmpw,* Melbourne: OUP, pp. 81- 97. Pre-class submission في PS4 (300 words): Upload a digest of materials you may use in your 1,500 word feature:material could include best quotes from your interviews, video or descriptive passages reported by you from various locations; your re-telling of key events in the lives of your interviewees and others, essential facts and other background material needed to contextualise your feature.Try writing as much as you can of the story based on what you already have, beginning with a compelling lead paragraph. Bring to class: Three (3) copies of your pre-class submission. If you wish you may add a brief explanation of why you think your story deserves attention. What's new, valuable or provocative about it, and what new evidence supports your line of argument, analysis or explanation. How does this story offer opportunities for you to generate multimedia materials, graphs and tables, data visualizations, etc. If progress has been slow, identify important gaps in your story and how you propose to fill them on time.
	Tut-Lab	Writing and editing using Content Management Systems In-class activity: Writing for *Lcuqumprfw* using headlines, stand-firsts, body copy, and adding photos and videos on the CMS.
Week 5: 29 June - 3 July	Homework	READ Bull, A. (2010). 'Sub-editing, Search Engine Optimisation and Proof Reading'. Multimedia Journalism A Practical Guide. New York: Routledge, pp. 371-402.
	Tut-Lab	Editing news in the Online Environment Sub-editing, proofreading and search-engine optimisation (SOE) IN CLASS EXERCISES - Sub-editing exercises in Newsworthy: Take raw copy from a story submitted to Newsworthy (which was later edited and

		published) and improve narrative links and flow. Write your own headline and stand-first; Take a comment piece that was submitted to Newsworthy and cut it in half. Apply these techniques to your own story before submission. IN CLASS PORTFOLIO SUBMISSION- PS5 (300 words): Submit your edit.
Week 6: 6 July - 10 July	Homework	READ Kolodzy, J. (2013). Convergence Journalism. Chapter 7, 'Capturing Context and Tone'. New York: Routledge, pp. 95-116. Geoghegan M. & Klass D. (2007) Podcast Solutions. Chapter 4, 'Planning Your Podcast'. Berlin: Springer Podcast Solutions, pp. 27 - 53. PRE-CLASS PORTFOLIO SUBMISSION PS6 (300 WORDS) Get to work now researching your 500 to 800-word News Story (Content Creation Task 30%) Take advantage of Postgraduate Reading week (NO CLASSES) to prepare your next story. Write a 300 word pitch to the Newsworthy Editor for this story. Outline the topic and genre (hard news,

		mins) for discussion with the *Lcuqumprfw* editor. You can use Power Point to illustrate if you wish. IN CLASS PORTFOLIO SUBMISSION PS7 (300 WORDS): Submit your FINAL Pitch at the end of class
Week 8: 20 July - 24 July	Tut-Lab	Design your Story How we use *Nfmrmqfmn* to create the colour treatments that make the *Lcuqumprfw* brand so apparent. IN CLASS ACTIVITY: Create an image treatment for your story IN-CLASS PORTFOLIO SUBMISSION PS8: Submit your colour treatment
Week 9: 27 July - 31 July	Homework	Before Class Reading Bossio, D. (2017). Journalism and Social Media Audiences, *Hmspl_jgqk _lb Qmag_j Kcbg_8 Np_argrgmlcpq* Mpe_lgq_rgmlq _lb Glqrgrsrgmlq,* Berlin: Springer, pp. 47 - 66. Bring to class: Three copies of a one page draft social media and audience reach plan for your second assignment story
	Tut-Lab	Getting it right and legal This week we fact-check our work this semester with a view to avoiding legal jeopardy, and work hard to make the story's opening a sure fire winner. IN-CLASS PORTFOLIO SUBMISSION PS9 (300 words) Your social media and audience reach plan
Week 10: 3 August - 7 August	Homework	Read Kasinger, M., Richardson, N., & Tanner, S. (2012). Editing and Polishing Your Work. *Dc_rspc Upgrgle Rcjjgle rfc Qrmpw,* Melbourne: OUP, pp. 164 -177.
	Tut-Lab	Signing Off Preparing your portfolio and finalising your final story submission.

Resources

Prescribed Resources

Please refer to Moodle's library link (the green icon) for all library readings.

Students are encouraged to borrow audio recording kits, cameras and mobile journalism kits from the UNSW Technical Resource Centre for interviews, especially if considering a podcast for the publication and publicity assessment. Time will be allotted in class to familiarisation with TRC equipment and how to borrow. You can also use your smart phone to record interviews and take photos. Mobile journalism kits enhance smart phone recording and stability.

Rfc Es_pbg_l AU edition

Rfc Qwblcw Kmplgle Fcp_jb

Rfc Lcu Wmpi Rgkcq

Rfc Qmsrf Afgl_ Kmplgle Nmqr

Rfc Amltcpq_rgml excellent resource for academic quotes and interview sources.

ABC NewsRadio, ABC Radio National (podcasts) and ABC iview (free streaming news and current affairs).

Longform.org – offers a curated sweep of international features and podcasts from prominent to independent titles.

Course Evaluation and Development

Since the Master of Journalism & Communication came into being at UNSW in 2014, students have consistently articulated their strong desire for quality teaching relevant to contemporary journalistic practice as a launch pad for their future media careers. In 2019, UNSW's launched a bold initiative in response to student's needs in the form of a new outward-facing online publication *Lcuqumprfw** which is a part of this course. Since its inception, publications,positive employment outcomes and industry awards have testified to the validity of our vision for a "teaching hospital" approach to journalism practice both in the master's program and undergraduate programs. This means more portfolio publications for our students, including international students, and high profile recognition as the annual *Oqqgc ?u_pbq dmp Qrsbc lr Hmspl_jgqk* sponsored by the Journalism Education & Research Association of Australia. Students in MDIA5011, including international students, will work closely with the Newsworthy

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the