



UNSW
AUSTRALIA

**Faculty of Arts and Social
Sciences**

School of the Arts and Media



**Maoist rebel in the Philippines advertising his wares during what was public relations to his commander and journalism to the reporter.
Photo: Matthew Thompson**

MDIA1002

Media Industry Contexts

**Lecture: Thursday 11am-12.30pm; weeks 1-4, 5-12
Lecture Theatre: Clancy Auditorium (c24 on the map)
Tutorial: 1.5 hours, as arranged; weeks 2-4, 5-13**

Session 1, 2016

UNSW Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Course Authority	Dr Matthew Thompson	m.c.thompson@unsw.edu.au	Thursdays 9.30am- 10.25am. Email in advance to confirm a time and date.	Robert Webster 110	9385 4856
Tutor	Syed Zaidi	abbas.zaidi@unsw.edu.au	By appointment	TBA	9385 4856
Tutor	Diane Nazaroff	dianenazaroff@gmail.com	By appointment	TBA	9385 4856
Tutor	Jane Southward	janesouthward@hotmail.com	By appointment	TBA	9385 4856
Tutor	Roanna Gonsalves	roannag@gmail.com	By appointment	TBA	9385 4856
Tutor	Dr Tricia Daley	t.l.daly@unsw.edu.au	By appointment	TBA	9385 4856
Tutor	Dr James Bucknell	jamesbucknell@unsw.edu.au	By appointment	TBA	9385 4856

Email Policy

If any of the course staff need to contact you they will use your student email account (the one with the format z[student number]@student.unsw.edu.au). If you do not use this account then make sure that you set it to redirect mail to the account that you do use. You can do this at <https://www.it.unsw.edu.au/students/zmail/index.html>

All correspondence re this course should be sent with the subject line **MDIA1002** followed by your **student number**. Email correspondence should be used only for administrative matters and personal issues. Use the Discussion & Questions forum on the Course Home Page for issues to do with assignments and technical problems. Course staff will have limited opportunities to answer emails and when they can it will only be between Monday to Friday and during working hours (9am to 5pm).

Please try to ask questions in your tutorial; that is the place for it, Journalism, advertising and PR are not realms for the meek and shy so pluck up the nerve and ask questions and join discussions.

We're afraid we can't answer emails, or answer questions, that ask for information that is already in this course outline. It is important that you read this outline carefully as it is designed to help you. (We also probably won't answer rude emails, or grammatically indecipherable emails, for obvious reasons). We can't repeat information given in the lectures. This includes questions about course administration. Do not email work to staff for 'a look' at a draft assignment. This is essentially a request for a 'premark'. It is unnecessary and unfair (if we 'premark' one assignment we should premark all) and counter to the principles of self-directed learning in this course. There is no premarking in this course.

Lecture: Thursday 11am-12.30pm; weeks 1-4, 5-12
Lecture Theatre: Clancy Auditorium (c24 on the map)

Tutorial: 1.5 hours, as arranged; weeks 2-4, 5-13.
For enrolment issues contact the School of the Arts and Media Office

School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster
Building Phone: 9385 4856
Email: sam@unsw.edu.au
Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

Attendance will be taken in all tutorials and may be taken in lectures. It is your responsibility to ensure your name is marked off at each class. Most of the tutorials will require you to prepare and submit work in advance to Moodle (i.e. tasks to complete by way of preparation) as well as bringing a copy to class. This work will be integral to the tutorial. Accordingly, if you have failed to prepare and submit the work before the tutorial and present the work at the tutorial, you will be recorded as not attending.

To be eligible to pass this course, you are required to attend at least 80% of all lectures and to attend and submit/present the preparation work for at least 80% of the tutorials. This means you must attend and do the work for at least 10 of the 12 weeks in the course (weeks 1-12 for lectures and weeks 2-13 for tutorials) unless specific and formal permission is granted. If attendance is inadequate, you will be liable to receive a UF (unsatisfactory fail) for the course, even if your assessed work is evaluated at 50% or more.

- A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.
- Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: <https://www.arts.unsw.edu.au/ttclash/index.php>
- Where practical, a student's attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).
- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.
- A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

- A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.
- For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information For SAM Students

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Changing/Misses Tutorials/Lectures Changing Classes

The only way to change classes if your present class is inconvenient is to do so through the system, subject to the availability of alternatives. "I'm working": You should note that neither work nor internships count—under any circumstances—as reasons for missing or changing classes. We are aware that many students work. At the same time, the university's courses are generally designed in the expectation that you will spend around 150 hours on each 6 UOC course over the 16 weeks you are likely to be taking each course. The demands on the course timetable simply become too complex if we take everyone's work into account. We try to accommodate everyone as well as we can. If we can't, it's because we are genuinely at the limit of the system.

Course details

Credit Points: 6

Summary of the Course:

Subject Area: Media

This course provides foundational concepts for Professional Communication and Journalism. The contexts and practices that influence communication in journalistic and professional domains will be considered, and students will develop a critical and theorized understanding of the situated nature of communication. Contexts and practices are interpreted broadly. The course will examine a broad range of practices, from traditional writing to contemporary visual design; and a range of contexts both journalistic and professional. We will identify the understandings of communicative resources that are needed to inform one's own communication practice, including a strong understanding of diverse genres; a complex understanding of 'meanings'; and how they are produced and understood; and the ability to engage critically in the process of communication.

Student learning outcomes:

At the conclusion of this course the student will be able to:

1. apply a variety of tools to enhance their production, analysis and evaluation of key communication and journalism texts;
2. place communication, public relations and journalism practices within relevant historical, social and ethical frameworks;
3. demonstrate appropriate development of the skills of scholarly enquiry.

Teaching Strategies & Rationale

This course covers a range of contexts and practices in Communication, Journalism and Public Relations in order to provide students with a solid foundation for further study and professional practice. As well as

focusing on practical skills, the course includes theoretical concepts to enable students to engage pro-actively and creatively in a range of professional contexts, equipping them to be potential leaders in their field. This course uses face-to-face classroom teaching, with 1 x 90 minute lecture and 1 x 90 minute tutorial each week, including collaborative and individual work. Students prepare readings, discussion points and exercises in advance of each tutorial. In addition, relevant resources will be made available online.

Assessment

Assessment & Weighting	Length	Due date	Learning Outcomes	Feedback
Tutorial Preparation (10%)	Varies; must submit for at least 10 of the 12 weeks	Ongoing	1 to 3	Generalized feedback in class.
Media Writing Task 1 (20%)	300 words	8 April	1 to 3	Online feedback
Media Writing Task 2 (20%)	250 to 400 words	29 April	1 to 3	Online feedback
Presentation (10%)	1.5 minutes to 2 minutes	During tutorials in weeks 9, 19, 11. Your tutor will allocate a week to you.	1 to 3	Feedback in class
Media Writing Task 3 (40%)	600-700 words	3 June	1 to 3	Online feedback

Full assessment task descriptions including task objectives and marking criteria are available on the course website on Moodle under the Learning Activities section.

In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.

Submission of Assessment Tasks

Students are expected to put their **names** and **student numbers** on **every page** of their assignments. 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 hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission, with the exception of tutorial

preparation work which students are required to bring to class in hard-copy and show their tutors; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's Moodle site with alternative submission details.

Late Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

<https://student.unsw.edu.au/special-consideration>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

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 source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.
- **Inappropriate paraphrasing:** changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.
- **Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- **Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- **Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the *Student Code* with respect to academic integrity the University may take disciplinary action under the *Student Misconduct Procedure* (see above).

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example:

- Correct referencing practices;
- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course schedule

Note: **See Moodle for each week's lecture readings.** These will be from the textbook plus some supplementary readings.

Tute preparation work must be submitted via Moodle 48 hours before your tutorial, but you must also bring a paper or electronic copy to the tutorial.

Wk	Lecture	Tutorial	Due
1	Welcome, overview	No tutorial	
2	Nature of news; newsworthiness	Readings for preceding week's lecture	Tute Prep 1
3	The news report, writing the 'objective' hard news report	Readings for preceding week's lecture	Tute Prep 2
4	Public relations: history, theory, practice	Readings for preceding week's lecture	Tute Prep 3
	BREAK		
5	PR continued	Readings for preceding week's lecture	Tute Prep 4 Assessed Media Writing Task 1 due Friday 8 April by midnight
6	Advertising	Readings for preceding week's lecture	Tute Prep 5
7	Media ethics and media futures	Readings for preceding week's lecture	Tute Prep 6
8	Soft news, human interest as well as developing a nose for news	Readings for preceding week's lecture	Tute Prep 7 Assessed Media Writing Task 2 due Friday 29 April by midnight
9	Photojournalism	Readings for preceding week's lecture	Tute Prep 8 Presentation
10	Grammar, punctuation and editing	Readings for preceding week's lecture	Tute Prep 9 Presentation
11	Inside PR	Readings for preceding week's lecture	Tute Prep 10 Presentation
12	Careers and futures	Readings for preceding week's lecture	Tute Prep 11
13	No lecture	Readings for preceding week's lecture	Tute Prep 12 Assessed Media Writing Task 3 due Friday 3 June by midnight

Required Resources

Book – Bainbridge, J.; Goc, N.; Tynan, L. *Media and Journalism: New Approaches to Theory and Practice, Third Edition*. Melbourne (2015). Make sure you get the Third Edition from 2015.

Website - Moodle course page for MDIA1002. Readings in addition to the textbook will be uploaded to the Moodle site.

Moodle will also be the main repository for course information, further assessment details, and updates.

Course evaluation and development

Each year student evaluative feedback on the course is gathered using, among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback.