



UNSW
SYDNEY

School of the Arts and Media

Faculty of Arts and Social Sciences



MDIA1002

Media Industry Contexts

Session 1, 2017

Course Outline

Staff Contact Details

Conveners

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Tutors

Name	Email	Availability	Location	Phone
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School Contact Information

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Attendance Requirements

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.

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

All SAM students must make a valid attempt at all assessments in order to pass the course.

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/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course covers a range of professional communication practices in Journalism, Public Relations and Advertising to provide you with a solid foundation for further study and professional engagement. You will develop a critical and theorized understanding of the situated nature of communication, particularly the impact of ongoing industry change on media forms. You will be equipped to develop pro-active and creative strategies in terms of text production and analysis, focussing on professional written genres and how they are adapted to suit different purposes and platforms.

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

1. identify the impact of structural changes in communication industries on communicative practices and forms
2. produce, adapt and publish communicative texts appropriate to targeted contexts and platforms
3. identify and apply basic principles of professional communicative standards

Teaching Strategies

This course covers a range of professional communication practices in Journalism, Public Relations and Advertising to provide students with a solid foundation for further study and professional engagement. The course provides a theoretical framework for understanding current contexts of change in relation to news cycles, attention and business models, and the impact of all these on the media forms that are produced. Students will be equipped to be pro-active and creative in terms of text production and analysis.

Assessment

The assessment items include a short multiple choice quizz, more or less weekly tutorial preparation tasks to submit online, and two professional writing tasks. You will find the length of the writing tasks to be very short, especially in comparison to essay-oriented subjects. However one of the major challenges of professional communication is to get your message across in a very short space, while still being interesting and persuasive. Don't be fooled by the length!

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Multiple choice quiz	20%	30 minutes	This will run in Week 5 of semester.	This will be an online quizz.
Online tutorial preparation tasks	20%	10 short writing and other tasks in preparation for tutorials.	To be submitted by midnight prior to the day of your tutorial (earlier is better!)	You must complete 6/10 tasks in order to pass this component.
Professional writing task 1	30%	750 words	Thursday, 13.4.17, midnight or earlier.	Online
Professional writing task 2	30%	750 words	Friday, 2.6.17, midnight or earlier.	Online

Assessment Details

Assessment 1: Multiple choice quiz

Details: 30 minute quiz. Collective feedback on strengths and weaknesses provided along with individual mark.

Additional details:

Full details will be provided on the Moodle course site.

Learning outcomes:

- identify the impact of structural changes in communication industries on communicative practices and forms
- identify and apply basic principles of professional communicative standards

Assessment 2: Online tutorial preparation tasks

Details: 10 short professional writing and editing tasks, equally weighted. Students must complete 6/10 to pass. Weekly collective feedback provided along with individual mark.

Additional details:

Full details will be provided on course Moodle site.

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

Learning outcomes:

- identify the impact of structural changes in communication industries on communicative practices and forms
- produce, adapt and publish communicative texts appropriate to targeted contexts and platforms
- identify and apply basic principles of professional communicative standards

Assessment 3: Professional writing task 1

Details: 750 words. Written feedback and grade provided.

Additional details:

This will be a writing task based on materials provided to you. Full details on the course Moodle site.

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

Learning outcomes:

- identify the impact of structural changes in communication industries on communicative practices and forms
- produce, adapt and publish communicative texts appropriate to targeted contexts and platforms
- identify and apply basic principles of professional communicative standards

Assessment 4: Professional writing task 2

Details: 750 words. This is the final assessment task. Written feedback and grade provided.

Additional details:

This will be a writing task based on your own research and ideas. Full details will be provided on the course Moodle site.

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

Learning outcomes:

- identify the impact of structural changes in communication industries on communicative practices and forms
- produce, adapt and publish communicative texts appropriate to targeted contexts and platforms
- identify and apply basic principles of professional communicative standards

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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 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; 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 Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website:
<https://student.unsw.edu.au/special-consideration>

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.

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

Timetable

Date	Type	Content
Week 1: 27 February - 5 March	Tutorial	There are no tutorials this week. Tutorials begin in week 2.
	Lecture	<p>Lecture 1: In the middle of the maelstrom: communication industries and you.</p> <p>Reading: Textbook: Chapter 3, 'The Rise of the Fifth Estate'.</p> <p>You should also read the other chapters of section 1 in the textbook as soon as you get a chance (1: The Public Sphere; 2: The First Mass Medium; 4: The New Media Environment). These all provide important background to the overall context.</p>
	Web	<p>Tutorial Preparation Task 1: Media Use Survey</p> <p>This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. For some of you, that's midnight Sunday! Full details on Moodle.</p>
Week 2: 6 - 12 March	Tutorial	<p>Tutorial 1: Introductions, organisation, and discussing assessment tasks.</p> <p>Sharing results of the media use survey: who's using what? where? when?</p>
	Lecture	<p>Lecture 2: News values and the media. What gets attention? Why? How does this drive these industries?</p> <p>Reading: Textbook: Chapter 12 (yes, straight to Chapter 12!), 'News values and news culture in a changing world'.</p> <p>And we hope to have several ex-students as guests today,</p>

Date	Type	Content
		speaking on how they got started and what they are doing across a range of communication industries. Networking is essential in these industries; this is your chance to get started!
	Web	Tutorial Preparation Task 2: News values. This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.
Week 3: 13 - 19 March	Tutorial	Tutorial 2: Follow-up to news values task. Preparing for the first assessments: Multiple Choice Quizz and Writing Task 1.
	Lecture	Lecture 3: Advertising: what makes it work? how does it relate to the communication industries? Guest Lecturer: Dr Nick Richardson Reading: (Online) Nicola Woods, 2006, <i>Describing Discourse: a practical guide to discourse analysis</i> London, Hodder Arnold. [Chapter 1 only: 'Advertising'; pp1-45]
	Web	Tutorial Preparation Task 3: Advertising. This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.
Week 4: 20 - 26 March	Tutorial	Tutorial 3: Follow up to advertising task. Further discussion of MCQ coming up next week.
	Lecture	Lecture 4: Writing hard news: leads and structure. Reading: (Online) White, Peter.

Date	Type	Content
		2012. 'Woman Bites Cop: the life and times of the hard news report' Unpublished Course Notes, UNSW. [This is broken up into 2 parts online; please read both]
	Web	Tutorial Preparation Task 4: Hard News Writing. This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.
Week 5: 27 March - 2 April	Tutorial	Tutorial 4: Follow up to Hard News Writing. Further discussion of Writing Task 1.
	Lecture	Lecture 5: 'New' news: challenges to the hard news model. Reading: tbc
	Web	Multiple Choice Quizz this week. Details and instructions online. No Tutorial Preparation Task this week
Week 6: 3 - 9 April	Tutorial	Tutorial 5: New writing styles (no prep required for this). Further discussion of Writing Task 1
	Lecture	Lecture 6: Visuals, news values, and story telling: the role of photos, images, layout. Reading: (Online): Caple, Helen. 2013. <i>Photojournalism: A social semiotic approach</i> Palgrave MacMillan, UK. [Chapter 2 only: 'News values and the multisemiotic news story']
	Web	Tutorial Preparation Task 5: Portraits with news values. This needs to be submitted by midnight (or earlier) prior to the day of your tutorial.

Date	Type	Content
		Full details on Moodle.
Week 7: 10 - 16 April	Tutorial	Tutorial 6: Follow up to portraits task. Final discussion of Writing Task 1.
	Lecture	No Lecture this week (Friday is Good Friday; Easter recess next week)
	Web	Professional Writing Task 1 due Thursday, 13.4.17, midnight or earlier. Details and instructions online.
Week 8: 24 - 30 April	Tutorial	Tutorial 7: feedback on Writing Task 1 (either this week or next) Preparing for the Writing Task 2.
	Lecture	Lecture 7: PR & Traditional models of media engagement. Reading: Textbook: Chapter 8, 'Public Relations: Spin cycle' See also (optional; online): Mahoney, James. 2013. <i>Public Relations Writing 2nd Edition</i> Melbourne: OUP. [Chapter 6: 'Writing and placing a media release']
	Web	Tutorial Preparation Task 6: Traditional Media Releases. This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.
Week 9: 1 - 7 May	Tutorial	Tutorial 8: feedback on Writing Task 1 (if not in preceding week) Follow up to Media Release Task. Discussion of Writing Task 2.
	Lecture	Lecture 8: New models for PR Reading: (Online): Chia, J. and Synnott, G. 2012 <i>An Introduction to Public Relations and</i>

Date	Type	Content
		<i>Management</i> , Melbourne: OUP [Chapter 13: 'Engaging with Media']
	Web	Tutorial Preparation Task 7: Media Releases v2.0 This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.
Week 10: 8 - 14 May	Tutorial	Tutorial 9: Follow up to Media Release Task v2.0 Discussion of Writing Task 2.
	Lecture	Lecture 9: Media standards: aka you are your own sub-editor! Reading: Textbook : Chapter 14, 'The Elements of Writing', and revisit Chapter 15, 'Sub-editing, news language and convention'. See further resources recommended online.
	Web	Tutorial Task 8: Editing This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.
Week 11: 15 - 21 May	Tutorial	Tutorial 10: Follow up to Editing task. Discussion of Writing Task 2.
	Lecture	Lecture 10: Media Standards: Ethics and you. Reading: Textbook : Chapter 17, 'Ethics in communication' (and see also Chapter 18, 'Media Practice, Industry Change and the Law'. Recommended (access via the library): Chia, J. and Synnott, G. 2012 <i>An Introduction to Public Relations and Management</i> , Melbourne: OUP

Date	Type	Content
		[Chapter 4, 'Ethics']
	Web	<p>Tutorial Preparation Task 9: Ethics issues.</p> <p>This needs to be submitted by midnight (or earlier) prior to the day of your tutorial. Full details on Moodle.</p>
Week 12: 22 - 28 May	Tutorial	<p>Tutorial 11: Follow up to ethics task.</p> <p>Discussion of Writing Task 2.</p>
	Lecture	<p>Lecture 11</p> <p>Careers: what, already? Where you might be going, how to make sure you are prepared.</p> <p>We will have some industry guests for this lecture.</p> <p>No set reading for this lecture, but some optional extras will be online.</p>
	Web	<p>Tutorial Preparation Task 10: Careers task: identifying industries and people.</p> <p>This needs to be submitted by midnight (or earlier) prior to the day of your tutorial.</p> <p>Full details on Moodle.</p>
Week 13: 29 May - 4 June	Tutorial	<p>Tutorial 12: Follow up to Careers task.</p> <p>All tutorials continue this week as per usual.</p> <p>Final preparation for Writing Task 2.</p>
	Lecture	<p>There is no lecture this week.</p> <p>Hurrah!</p>
	Web	<p>Professional Writing Task 2 due</p> <p>Friday, 2.6.17, midnight or earlier.</p>

Resources

Prescribed Resources

The textbook for MDIA1002 is Bainbridge, J.; Goc, N.; and Tynan, L. 2012 *Media and Journalism: New Approaches to Theory and Practice* Melbourne 3rd Edition Oxford University Press.

You can purchase this in either *print* or *digital* form; the choice is up to you. Make sure you do purchase the 3rd edition, as there are significant differences with earlier editions.

For those of you in PR&Advertising who are **horrified that the first text book is about journalism....** don't be! In this course we will be covering key skills which are foundational to *all* communication industries, especially core concepts such as 'news values' and basic genres of journalism and PR. You will find this book to be a useful resource that you return to throughout your studies.

Recommended Resources

Additional readings and recommended texts will be posted on the Course Moodle site.

You should have access to a few good dictionaries (yes, a few!), a thesaurus or two, and two-three punctuation/style guides. Some recommendations for these will be put online. They can be in print or digital form, whatever works best for you.

Course Evaluation and Development

We actively evaluate this course and respond to student feedback wherever possible. There is a formal university survey ('CATEI') at the end of the semester. However we welcome your feedback at any time; in person, by email, by letter. In the past, student feedback has been consistently positive, especially in relation to guest speakers and the textbook.

This year, we are trying to improve your learning experience further by blending the components of face-to-face and online learning, and carefully integrating both of these for a more seamless experience. The online environment also enables us to provide effective models and annotations of the kinds of professional texts you need to begin to produce, for anyone to access at any time. We have transformed ½ hr of passive lecture learning to more than ½ hour of productive student engagement online, so you are producing something directly related to your learning outcomes. We especially welcome your feedback in relation to these aspects of the course.

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