



Faculty of Arts & Social Sciences

School of the Arts and Media

MDIA1002

MEDIA INDUSTRY CONTEXTS

Lecture: Thursday 12-1.30pm

Lecture Theatre: Clancy Auditorium (C24 on the map)

Tutorial: 1.5 hrs, as arranged



Session 1, 2015

1. **Welcome!**

There is a lot of ‘bumph’ to get through before the actual course content details. Please bear with us; it may all seem like mumbo-jumbo for now but all of it *is* important. MDIA1002 is a large course (500+) so we need you all to be on the same page! That means reading this course outline now, at the beginning of the course, and coming back to check it regularly, whenever you have any basic questions about how the course is run. You will find the basic information you need here, but if you make a printed copy, be sure to also check online regularly for any updates or changes. Check the course “Moodle” page regularly for clarifications and changes.

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3. Staff Contact Details

Course Convenor and Lecturer

Dr Peter R. R. White

mdia1002@unswbmedia.org (for matters relating to the course); prr.white@unsw.edu.au

(other/personal matters)

Office: Webster 311F

Consultations Hours: Wed 12.05-1.00. I will usually be in my room at this time, but email in advance to confirm a specific time (and date).

Tutors (Casual)

Dr Abbas Zaide: hellozaidi@gmail.com

Dr Ping Tian: p.tian@unsw.edu.au

Ms Kerrie Davies: davies.mediak@gmail.com

Ms Zainab Jasim: zainab.jasim@sydney.edu.au

Dr Alexane Don: a.don@unsw.edu.au

Ms Jane Southward: janessouthward@hotmail.com
Mr Mohammad Makki: momaki1986@gmail.com
Ms Diane Nazaroff: dianenazaroff@gmail.com
Ms Kristin Moore: kristin@mwpics.com.au

Casual tutors are funded by the university only to offer minimal student support outside of tutorial times. They will have a maximum of one hour a week to respond to enquiries via email or, at their discretion (i.e. in their own, unpaid-for time), to meet briefly with you by appointment.

Email communication

When contacting the convenor or your tutor, please include the **subject line MDIA1002** and in the body please include **your full name, student id number and tutorial identifier (M09A, W09B etc)**. (And not: 'Hey! Mel here. I'm in your Monday tute!') We all have many tutes across multiple courses and receive emails in the hundreds, so if you don't provide the correct info, we probably won't read it. **Please try and ask questions in your tutorial: that is the place for it!** Don't be afraid that your question might be silly or trivial: believe us, if you have that question, so do at least a dozen others, and usually people are relieved that someone voiced it!!

Also, all communication from us will be to your zmail account. This email address is the one with the format `z[student number]@student.unsw.edu.au` If you choose not to use this account, then you must set it to redirect mail to the account that you do use. You can do this at http://www.it.unsw.edu.au/students/zmail/redirect_external.html.

4. School of the Arts and Media Contact Information

Room 312, Level 3, Robert Webster Building
Phone: 9385 4856
Email: sam@unsw.edu.au

5. Attendance Requirements

Attendance will be taken in all tutorials and may be taken in some lectures. If you are more than 15 minutes late, you are deemed not to have attended. 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). This work will be integral to the tutorial (i.e. will be what you discuss, rework or develop further in the tutorial). **Accordingly, if you have failed to prepare and submit the work by the tutorial you will be recorded as not attending the tutorial (if you haven't prepared then you can't participate).** (We have instituted this regime in response to student evaluations of the course from previous years – specifically students complaining that, when their classmates hadn't completed the set preparation tasks, discussion in the tutorials was severely curtailed ('really boring if there's only a few students who can contribute') and that it was often impossible to effectively undertake the in-tutorial activities', since they involved working on material produced by way of tutorial preparation.)

To pass this course, you are required to attend at least 80% of all lectures and to attend and submit the preparation work for at least 80% of the tutorials. This means you must attend and do the preparation for at least 10 of the 12 weeks in the course (Weeks 1-12 for Lectures; 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. Absences of 1-2 weeks (in total, i.e. up to 20%) do not need to be explained; you are simply marked absent. (This applies even when there is a medical certificate. A medical certificate does not 'make up' for an absence; it just explains it).

More formally:

- A student is expected to attend all class contact hours.
- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- **A student who arrives more than 15 minutes late may be penalised for non-attendance.**
- **A student who fails to submit the tutorial preparation work for a tutorial will be recorded as not attending that tutorial.**
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from a Course Authority (their tutor). The application should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence. Please note, as explained above also, this does not 'make up' for the absence, it just explains it.
- A Course Authority (the Convenor only) *may* excuse a student from classes for up to one month, under special circumstances. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- 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.
- For more information about the FASS attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

6. Essential Information For FASS/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>

Many of you will have significant outside commitments, such as paid or voluntary work, caring responsibilities, or internships. As important as all of these are, none of them excuses your attendance at classes, and you need to be organising your commitments accordingly. As already indicated, each week, in addition to class attendance and assessments, you will need to prepare work in advance for tutorials. This will include set readings and exercises involving media text analysis and writing. You must come to tutorials with this material prepared and ready to present to the tutorial (otherwise you will be recorded as not attending). Since each course undertaken in your degree program is one quarter of full-time study, you can expect to require around six hours a week for tutorial and assignment preparation, *in addition to* the three hours a week for the lecture and tutorial i.e. a total of **nine hours a week** for the course. You need to schedule in this time for your course!

Regarding internships, there are two formal pathways for this, via HUMS2000 in second year (open to all Arts students) or MDIA3007, a third year elective for B.Media (Jnlsm and PR students). Many

students will pursue their own additional internship opportunities; however, be aware that it is not legal for a company to use you for unpaid work, unless it is a not-for-profit, or unless you are doing work that is not normally done in a paid capacity in that workplace. Also be aware that you **MUST** be insured. If you are not insured, you are not covered for any accidents, etc. If the internship is related to your course, the University can indemnify you. Please contact the School's INTERNSHIP MANAGER for further information. Email Katrina in the School of the Arts and Media: sam@unsw.edu.au or Prof. R. Harindranath (r.hari@unsw.edu.au).

7. Course details

Credit Points: 6 units of credit

Summary of the Course

This course provides foundational concepts for Communication, Journalism, Public Relations and Advertising. We will consider the contexts and practices that influence communication in journalistic, public relations and professional domains, and students will develop both practical skills and a critical and theorised understanding of how communication is shaped by the situations in which it operates and by the objectives it serves. Contexts and practices are interpreted broadly, from basic writing skills to underlying ethical frameworks; from historical understandings of news values to the new potentials of social media.

Aims of the Course

1. This course will introduce students to key concepts in journalism, public relations, and advertising, using frameworks which explore the structure, style and values of a range of communication texts.
2. This course will develop students' abilities to produce, analyse, and evaluate a range of professional, journalistic and public relations texts.

Student learning outcomes

At the end of this course, successful students 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

Graduate Attributes

This course provides a foundation for all graduate attributes; however, the following are particularly in focus and will be assessed within the prescribed assessment tasks:

1. the skills of communicating effectively by means of a range of text types, and the ability to tailor this communication to suit different audiences and methods of delivery
2. the ability to independently learn media skills and to critically reflect on their value and purpose as modes of practice
3. an appreciation of the cultural diversity of media audiences and media forms
4. the skills required to create, discuss and evaluate creative work in collaboration with others
5. a capacity to contribute to, and work within, the international community
6. a respect for ethical practice and social responsibility

8. Rationale for the inclusion of content and teaching approach

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 focussing 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. It is our belief that practical skills, while important, are not sufficient on their own to enable long-term, pro-active professional engagement.

9. Teaching strategies

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.

10. Assessment

Summary				
In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.				
Assessment task	Description	Learning outcomes assessed	Graduate attributes assessed	Due date
Tutorial Preparation Tasks: 20%	12 tasks, to be completed in advance of tutorial. 9/12 must be completed in order to pass this component.	1, 2, 3	1-6	Ongoing
News Writing: 15%	You will be given background materials and need to prepare a short news story.	1, 2, 3	1, 2, 3, 5	Friday 3 April, midnight (earlier is fine!)
PR production task 20%	You will be given background materials and need to prepare a one-page media release, appropriately designed (with logo)	1, 2, 3	1-6	Friday May 1, midnight (earlier is fine!).
Presentation: 10%	You will give a short presentation to the class on a media professional.	1, 2, 3	1-6	Weeks 9, 10, 11. Your tutor will allocate you your week.
Character Profile. 35%	Your major writing task requiring a profile of a newsworthy person, accompanied by a photo and critical reflection.	1, 2, 3	1-6	Friday June 5 midnight (earlier is fine!).
Details				
Tutorial Preparation Tasks: 20%	In all of the 12 weeks, there is a tutorial task for you to prepare and submit (online, to Moodle) <i>in advance</i> of your tutorial. Full details of each task will be provided on Moodle.			

<p>Due: Friday 5pm (or earlier) for Monday tutorials;</p> <p>Saturday midnight (or earlier) for Tuesday tutorials;</p> <p>Sunday midnight (or earlier) for Wednesday tutorials;</p> <p>Submit online as instructed.</p>	<p>You must submit, as a minimum, the tasks for 9 out of the 12 weeks in which the tasks are set. This must be submitted according to instructions and must indicate a genuine, serious effort. If you fail to submit the minimum 9 tasks, you will receive zero for this entire component. (Also note, that if you haven't done the preparation for a tutorial, you will be recorded as not attending the tutorial.)</p> <p>Please note that no extensions are granted for late submission of these tasks. If you miss it, you miss it. As these are more or less weekly and as you have the opportunity to 'miss' two of them, this should allow for any minor unforeseen circumstances.</p> <p>All tasks will receive generalized feedback to the class which highlights strengths and weaknesses of the whole group.</p> <p>Each task which has been submitted on time and completed to a satisfactory standard will receive a mark of 2.2 (up to a possible total of 20). If the task is not on time or does not show a serious effort, it will receive zero and count as a non-submission.</p>
<p>News Writing: 20%</p> <p>Friday 3 April, midnight (earlier is fine!)</p> <p>Submit online, as instructed.</p>	<p>You will prepare a short news item of between six and eight sentences (maximum of 240 words)</p> <p>You will need to construct an effective lead (but <i>not</i> a headline), and structure the story appropriately.</p> <p>Your writing will need to be succinct and clear, and objective. It should be free of errors of spelling, punctuation and grammar. (NB: One mark will be deducted for each such error.) Full explanatory details will be on the Moodle website, and you need to follow the instructions there.</p> <p>Marking Criteria:</p> <ul style="list-style-type: none"> - has a strong and effective lead - is structured appropriately - is well written - has a high standard of spelling, punctuation, and grammar (one mark deducted for each error) - is submitted according to instructions
<p>PR writing task, due Friday May 1, midnight (earlier is fine)</p>	<p>You will prepare a media release which will occupy no more than a single page (subject matter, audience and other details to be provided on Moodle). You must also consider issues of design and layout (i.e. it must look professional and be suitable for actual distribution to news and other outlets) Include an appropriate logo.</p> <p>Marking Criteria:</p> <ul style="list-style-type: none"> - identifies and foregrounds a compelling angle (i.e. a compelling 'selling point' for the event/product/person etc you are seeking to publicise) - is structured appropriately - is well written - is well designed and laid out. - includes an appropriate logo - has a high standard of spelling, punctuation, and grammar (one mark deducted for each error) (NB: One mark will be deducted for each such error.) - is submitted according to instructions
<p>Presentation: 10%</p> <p>Due: Weeks 9-11. Your tutor will allocate you a week.</p> <p>Present in class. No online</p>	<p>You need to identify and research either a key PR individual, a key PR company (large or small), or a key individual journalist (but not a journalism organization), currently working in (or based in) Australia.</p> <p>Tell us, in one-two minutes (minimum and maximum), why this</p>

<p>submission.</p>	<p>person/organization is of interest. What do they do and what makes them stand out in their field or be an important part of it? Persuade us that this person/organization is worth knowing about in the industry.</p> <p>This will be a verbal presentation only i.e. no powerpoints or other presentation aids, just your voice! (You can use notes <i>but don't read them word-for-word!</i>). See Moodle for further details and pointers.</p> <p>Marking Criteria:</p> <ul style="list-style-type: none"> - conveys interesting and relevant information about the person/organization - presents effectively, including engaging the audience - presents to time
<p>Character Profile. 35%</p> <p>Due: Friday June 5, midnight (earlier is fine!).</p> <p>Submit online, as instructed.</p>	<p>You will present a character profile of a newsworthy person of 600-700 words (absolute minimum and maximum), based on an interview you have undertaken personally (via email is not acceptable), and using additional original research as required.</p> <p>The profile needs to be accompanied by an original photograph, taken by you, for the purpose of this profile.</p> <p>The profile and photograph should be accompanied by an additional, brief explanation of the key features of the piece, 350-450 words, absolute minimum and maximum. Full explanatory details will be on the Moodle website, and you need to follow the instructions there.</p> <p>Marking Criteria:</p> <ul style="list-style-type: none"> - is an effective and interesting profile - is able to engage and sustain reader's interest - makes effective use of direct and indirect quotes - uses appropriately journalistic style - is free of inappropriate authorial opinion and evaluations - has an effective and original photograph - develops an appropriate commentary - has a high standard of writing and presentation (expression, grammar, spelling, punctuation) (NB: One mark will be deducted for each such error.) - is submitted according to instructions
<p>Press Release</p>	

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 FASS 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 to the Course Authority (the convenor, Dr White) before the due date. The application form is available on the school [SAM] website, under resources/forms (<https://sam.arts.unsw.edu.au/students/resources/forms/>)
- The Course Authority should respond to the request within two working days.
- 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.
- The Course Authority advises their decision through the online extension tool.
- 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.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- 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. **For MDIA1002, there are no extensions for the weekly tutorial preparation tasks.**
- For more information, see the FASS 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://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

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.

11. 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.

• **Duplication:** 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 \(http://www.lc.unsw.edu.au/plagiarism\)](http://www.lc.unsw.edu.au/plagiarism), in the myUNSW student A-Z: Guide <https://my.unsw.edu.au/student/atoz/Plagiarism.html> and in Appendix A of the [Student Misconduct Procedure \(pdf- https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf\)](https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf).

The Learning Centre also provides substantial education 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.

It is also recommended that you include a statement about Turnitin. Eg UNSW makes use of the similarity detection tool Turnitin. For this course you are required to submit an electronic version of your written assignments so they may be reviewed using this procedure.

12. Course schedule

Week and Lec Date	Lecture and Reading	Tutorial and Assessment summary. Full details on Moodle.
Wk 1 2 Mar No tutorials this week	Welcome, Overview of degrees and course. Text: – Introduction ppxviii-xxvii; Chp 1; Chp 4. Further: Simons 'Journalism as an act of engaged citizenship'	No tutorial in Week 1. Tutorials start in Week 2 and the content covers the <i>preceding week's</i> lecture, and the reading for the <i>preceding week</i> . See 'Tutorial Template' below for general description. However, you <i>must</i> get started on your 'media use survey', as instructed on Moodle, which needs to be ready for your tutorial next week (for some of you, that will be Monday!).

Wk 2 9 Mar	The Nature of News, and Newsworthiness Text: Chp 3, Chp 12 Further: Watson 'The News: Gates, Agendas and Values'; Text, Chp 2	Reading: as for preceding week's lecture. Tute Prep 1: Media use survey. Use the survey online, as instructed on Moodle. All tute preps need to be completed at least 48 hours <i>before</i> your tute.
Wk 3 16 Mar	The News Report: writing the 'objective' hard news report Text: Chp 14 Further: White, 'An approach to hard news writing'; Brooks et al. 'The Inverted Pyramid'; White 'The hard news follow through'	Reading: as for preceding week's lecture. Tute Prep 2: News Value and News Selection. Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial.
Wk 4 23 Mar Guest: Victor Cabello	Public Relations: History, Theory, Practice Text: Chp 8 Further: Chia 'The Rationale for Practice'	Reading: as for preceding week's lecture. Tute Prep 3: News writing exercise. Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial.
Wk 5 30 Mar Guest: Victor Cabello	Public Relations: History, Theory, Practice (cont). Further: Guth and Marsh 'What is Public Relations?'	Reading: as for preceding week's lecture. Tute Prep 4: PR writing exercise (1) Assessed News Writing Task Due: Friday April 3 - midnight (earlier is fine!).
Easter Break		
Wk 6 13 Apr Guest: Mr Nick Richardson.	Advertising Further: Wells et al, Chp 4 'How Advertising Works'; see also Wells et al, Chp 1, Chp2	Reading: as for preceding week's lecture. Tute Prep 5: PR writing exercise (2)
Wk 7 20 Apr	Media Ethics & Media Futures Text: Chp 16, Chp 18.	Reading: as for preceding week's lecture. Tute Prep 6: Ads analysis Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial.
Wk 8 27 Apr	Soft News and Human Interest & A nose for news (conceiving and developing story ideas) Text: Chp 15, Tools 1 (Interviews), Further: McKnight, 'Marking the territory'	Reading: as for preceding week's lecture. Tute Prep 7: Ethics exercise Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial. Assessed PR writing task, due Friday May 1, midnight (earlier is fine)

Wk 9 4 May Guest: Dr Helen Caple	Photojournalism Further: Bednarek and Caple 'News Values'; Horton 'The Look'; Kobre 'Portraits'.	Reading: as for preceding week's lecture. Tute Prep 8: Soft news/profile writing exercise Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial. Media Personality Presentations
Wk 10 11 May	Primping, preening and perfecting. (aka Grammar, Punctuation and Editing). Text: Chp 4, Chp 14.	Reading: as for preceding week's lecture Tute Prep 9: Preparing portraits Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial. Media Personality Presentations
Wk 11 18 May Guest: TBA	PR industry representative (TBA) <i>What we do in PR – an insider's view</i>	Reading: as for preceding week's lecture. Tute Prep 10: Punctuation and editing. Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial. Media Personality Presentations
Wk 12 25 May Guest: TBA	Careers and futures.(Careers Office; - how to make most of university time. what the career office offers; 85 percent job not offered Text: Chp 18.	Reading: nothing specified this week – use the time to catch up on readings you may have missed. Tute Prep 11: Subediting exercise. Find on Moodle and submit online. Bring a copy (hard or electronic) to your tutorial.
Wk 13 1 June	No lecture this week. Tutes as usual.	Tute Prep 12: TBA.

Character Sketch Writing Task Due: Friday 5 June, midnight (earlier is fine!).

Tutorial Template

Tutorial content is a week behind the lecture content, i.e. each tutorial relates to the preceding week's lecture. Each week, tutorials will range over a number of activities. Please check the schedule regularly and be prepared. You will often be submitting material online and will need to do this in advance of your tutorial – see specific instructions for each activity.

Questions: Tutorials are the key place to ask questions – about the content of the lecture, the reading, practical matters, the assessment.... There is no such thing as a dumb question: if you have that question, rest assured so too will someone else, so speak up!

Tutorial Preparation Activities: In most weeks you will need to prepare an activity in advance of the tutorial and submit it online. You must complete a minimum 9 out of 12 tasks. These are designed to give you practice in writing or analysis, and will be checked by your tutor to determine whether they fulfil the activity, have met the requirements, and are a reasonable effort. They are not graded or given detailed individual feedback, but feedback is given to the class as a whole. See further description below.

Macro focus: What's making news this week? What's current? To whom? Why? What are the

different perspectives on that story? How is this story unfolding? This will be a weekly discussion point – and the subject of regular quizzes. All media and communication professionals must have a good grasp of current affairs - what's happening, and how it works, the values which frame it, and its highs and lows. In some weeks, 2-3 students will be nominated to prepare 2-3 quiz questions for the next tutorial. You can do these individually or as a group. No grade whatsoever for this, but trust us, it will help you!

Micro focus: Each week we will also spend a little bit of time going over some of the p's and q's of good writing. Good basic writing skills are essential and you will be graded on this, so it's pretty important to get it right! You should have easy access (in print, or online) to a quality dictionary, a thesaurus, and a minimum of two reliable reference books for writing: style guide, punctuation guide, grammar guide etc. These are numerous and widely available; spend time browsing through a few to see which suit you best (they are all a little different), and start making friends with them. Your tutor will lead this, as time permits.

13. Required resources for students

Textbook Bainbridge, J.; Goc, N.; and Tynan, L. 2012 *Media and Journalism: New Approaches to Theory and Practice* Melbourne 2nd Edition Oxford University Press nb: It is important you get a copy of the second edition, as there are significant differences in content and sequencing between the first and second editions. Where chapters are set for a particular lecture, you should be reading them *before* the lecture, and revising *after*.

'**Online**' Readings in addition to the textbook will be uploaded to the course Moodle site, as noted in the course schedule. Where more than one is set, you should read at least one before the lecture, and the others after.

Moodle The main repository for course information, weekly activities, further assessment details, and updates will be the course Moodle site. Access via the portal on 'myunsw' (<https://my.unsw.edu.au/portal>) or go to moodle.telt.unsw.edu.au (<http://moodle.telt.unsw.edu.au>), and look for mdia1002 there. You must get on to this immediately and make sure you are familiar with finding your way around it. Any changes to the course outline will be noted on Moodle and all information on Moodle *supercedes* the course outline.

Recommended websites

ALL undergraduate students in their first semester need to complete the library's ELISE study skills training module before the end of Week 5. See the 'Elise' tab on the library homepage: <http://elise.library.unsw.edu.au/home/welcome.html>

And of course, the library website will be a key resource for you! <http://www.library.unsw.edu.au/>

Other

The textbook also contains many useful references to additional readings. Also, to explore any topic further, you can start with the references in relevant readings from the online resources in the Moodle website. You should be reading well beyond the textbook.

Your media consumption

In addition to course-based reading, you need to remain current with the news of the day/week, which means staying in touch with unfolding news, from quality sources, and spending time

reading/watching/listening to deeper news analysis, such as investigative features, current affairs programs, and media analysis. You should be drawing from a variety of sources – variety is the key here. You should be reading newspapers IN PRINT as well as online; the national dailies as well as your local paper. Watch public and commercial news broadcasts; listen to news and discussion on radio (esp' ABC 702 (Local), 630 (News Radio), 576 (Radio National)); follow the headlines on twitter. Keep an eye on tv programmes that discuss the news, current affairs and media: eg Q&A, Media Watch, Gruen Transfer, Four Corners, Insight ... Check new online sources eg Crikey, The Conversation, the Monthly, the Guardian Online. Your daily media diet needs to be regular and include plenty of roughage (ie challenging, in-depth material) as well as a little sugar (the fun bits).

Connecting

UNSW has an active student Media Society: get in touch and get involved! Follow them on Twitter: @UNSWMediaSoc; Facebook: UNSW Media Society. The School (SAM: School of the Arts and Media) has a regular internships newsletter which you should also keep up to date with (Facebook: SAM Media Internships Newsletter). And I'll try the occasional tweet @LJRavelli #mdia1002

14. Course evaluation and development

We actively evaluate this course and respond to student feedback wherever possible. Formal university evaluation ('CATEI' Surveys) will be undertaken at the end of the semester. Feedback from students is welcome at any time; in person, by email, by letter. Feedback from the course in previous years indicated a very high degree of satisfaction with the course overall, especially the guest lectures and textbook. The only consistently negative comments were in relation to (1) the absence of recorded lectures last year, which have now been enabled; and (2) the emphasis on journalism at the (perceived) expense of PR and Advertising. The latter is something we are not changing at the moment: it is our view that the skills of journalism are basic to all communication professions. Thus while a number of topics may be labelled 'journalism', they should be seen as being relevant to all future careers.

In earlier years there were also complaints by some students that too many of their classmates had come to tutorials without having completed the set tutorial preparation tasks. They complained that this meant that discussion in the tutorials was seriously limited (just a few students having something to say) and that it was, in fact, not possible to undertake some of the in-tutorial activities, since these relied on everyone having completed the preparation tasks. In response to these concerns we have subsequently instituted the arrangement (outlined above) by which (a) completing a minimum of 9 tutorial preparations is required as one of the assessment tasks and (b) students who have not completed the tutorial preparation will be recorded as not attending the tutorial.

That's it for now! Good luck and keep checking the outline regularly, as well as the updates and further instructions online.