



UNSW
SYDNEY

School of the Arts and Media

Faculty of Arts and Social Sciences



MDIA2003

Advanced Media Writing

Session 1, 2017

Course Outline

Staff Contact Details

Conveners

Name	Email	Availability	Location	Phone
Peter White	mdia2003@unswbmedia.org	Wednesdays 3.30-5.00 pm (please email to arrange an appointment)	Webster level 3, RM 311F	X52364

Tutors

Name	Email	Availability	Location	Phone
Diane Nazaroff	dianenazaroff@gmail.com	N/A	N/A	N/A

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

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 is concerned with the skills required to produce and critically analyse the longer, more in-depth forms of journalism known by such labels as “feature” and “documentary”. The course will focus on these longer forms as they operate in newspapers, magazines, radio and online, and how they vary according to subject matter – i.e. according to whether they are concerned with current affairs and social issues, or with arts and entertainment or lifestyle and leisure topics. The course will also provide students with an understanding of what is typically involved in the preparation of features and documentaries – e.g. how they are conceived, how they may require the cultivation of appropriate “contacts”, and the types of research and interviewing usually employed. In the process of developing these practical skills, students will also explore concepts and theoretical frameworks for critically analyzing how these texts work communicatively.

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

1. produce in-depth journalistic texts across a range of different media contexts
2. support writing process through relevant research, ethical engagement and quality processes
3. demonstrate ability to successfully write across a range of genres and styles
4. relate writing to related process of text production, including placement within multimedia contexts

Teaching Strategies

The lecture time will be devoted to outlining and discussing the various stages of the news reporting and feature writing process and to a detailed exploration of the different types of feature article and their stylistic and text compositional properties. The tutorials will be devoted to exercises and discussion designed to develop the students’ practical skills in conceiving, researching and writing news and more extended feature articles, and in critically evaluating and deconstructing their own and other’s work.

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. For the most part, materials required for tutorial preparation and for assessment tasks will be made available via the course’s Moodle website.

Assessment

See course website for detailed information about the assignment tasks

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Production Project 1 - Personality Profile	25%	various elements = 3000 words	Midnight April 16	null
Production Project 2 - Issues/trend feature	50%	multiple elements; equivalent to 3500 words	5pm June 5	null
Tutorial Preparation Submissions	25%	multiple elements; equivalent to 3000 words	continuous throughout the semester	null

Assessment Details

Assessment 1: Production Project 1 - Personality Profile

Details: Collaborative production (2-3 students), of a “profile” feature article (including background research, recording interviews and the final writing-up). Word-length equivalent to more than 3000 words. Students will receive written comments, a grade, and feedback in class.

Additional details:

For this assignment you will be asked to create content suitable for today's digital publishing environments - i.e. you will be required to incorporate visual (still images or video) and audio elements, along with the verbal content. You will be required to incorporate these multiple elements in a appropriate webpage based format.

See course website for detailed instructions.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- produce in-depth journalistic texts across a range of different media contexts
- support writing process through relevant research, ethical engagement and quality processes
- demonstrate ability to successfully write across a range of genres and styles
- relate writing to related process of text production, including placement within multimedia contexts

Assessment 2: Production Project 2 - Issues/trend feature

Details: Collaboratively researched (2-3 students), individually written issues or trend feature. Word-length equivalent to more than 3000 words. This is the final assessment task. Students will receive written comments and a grade.

Additional details:

For this assignment you will be asked to create content suitable for today's digital publishing environments - i.e. you will be required to incorporate visual (still images or video) and audio elements, along with the verbal content. You will be required to incorporate these multiple elements in an appropriate webpage based format.

See course website for details.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- support writing process through relevant research, ethical engagement and quality processes
- demonstrate ability to successfully write across a range of genres and styles
- relate writing to related process of text production, including placement within multimedia contexts

Assessment 3: Tutorial Preparation Submissions

Details: Tasks, to be completed in advance of tutorial. Students must complete a minimum of EIGHT of these tutorial preparations (otherwise a mark of zero will be given for this component). Some tasks will be designated as compulsory. Students will receive written comments, a grade, and feedback in class.

Additional details:

See course website for details.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- produce in-depth journalistic texts across a range of different media contexts
- support writing process through relevant research, ethical engagement and quality processes
- demonstrate ability to successfully write across a range of genres and styles
- relate writing to related process of text production, including placement within multimedia contexts

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		<p>Lecture:</p> <p>Media Content Creation: approaches to in-depth digital journalism</p> <p>(No tutorial)</p>
Week 2: 6 - 12 March		<p>Lecture</p> <p>Developing publishable/sellable story Ideas with freelancing potential</p> <p>(See website for details of tutorial)</p>
Week 3: 13 - 19 March		<p>Lecture</p> <p>Approaches to in-depth interviewing</p> <p>(See website for details of tutorial)</p>
Week 4: 20 - 26 March		<p>Lecture</p> <p>Freelancing and your portfolio</p> <p>(See website for details of tutorial)</p>
Week 5: 27 March - 2 April		<p>Lecture</p> <p>Interview workshop</p> <p>(See website for details of tutorial.)</p>
Week 6: 3 - 9 April		<p>Lecture</p> <p>Getting to Grips with Profiles</p> <p>(See website for details of tutorial.)</p>
Week 7: 10 - 16 April		<p>Lecture: Editing and Vox Pop</p> <p>This lecture will be on as normal,</p>

Date	Type	Content
		<p>and it will be focussed on editing features and the Vox Pop.</p> <p>(See website for details of tutorial.)</p>
Week 8: 24 - 30 April		<p>Lecture</p> <p>The issues/trend feature – ideas, angles, styles and structures</p> <p>(See website for details of tutorial.)</p>
Week 9: 1 - 7 May		<p>Lecture</p> <p>Legal and ethical issues in in-depth journalism</p> <p>(See website for details of tutorial.)</p>
Week 10: 8 - 14 May		<p>Lecture</p> <p>Legal and ethical issues for the feature writer: Part 2</p> <p>(See website for details of tutorial.)</p>
Week 11: 15 - 21 May		<p>Lecture</p> <p>Commercial Current Affairs and Investigative Journalism - lecturer to be advised.</p> <p>(See website for details of tutorial.)</p>
Week 12: 22 - 28 May		<p>Lecture</p> <p>To be Announced</p> <p>(See website for details of tutorial.)</p>
Week 13: 29 May - 4 June		<p>No lecgture this week</p> <p>(See website for details of tutorial.)</p>

Resources

Prescribed Resources

- Book - Tanner, S; Kasinger M; Richardson N 2012 *Feature Writing: Telling the Story* Melbourne: Oxford University Press
- Please do not use the 2009 version.
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Recommended Resources

In addition to the textbook, students are expected to read a wide variety of features and other forms of in-depth journalism (print, audio, video etc).

Recommended resources are of the following type (you should read as widely as possible, and well beyond this list):

- Longform.org, medium.com, theconversation.com etc. etc.
- *The Saturday Paper*
- *Good Weekend* and *News Review*, *Spectrum* and *Traveler* sections in the *Sydney Morning Herald* weekend edition
- *The Weekend Australian* magazine;? *Inquirer* and *Review* in *The Weekend Australian*
- *Life and Leisure*, *Perspective* in the *Australian Financial Review* weekend edition
- *The Monthly*, *Time*, *The Atlantic Monthly*, etc., etc.
- *Marie Claire*, *Elle*, *GQ* (and similar women's and men's monthly magazines); *Rolling Stone* (and other arts-and-entertainment mags and websites)
- *Four Corners*; *Sixty Minutes*; *Sunday* (and other in-depth broadcast journalism)
- Any of the excellent radio documentary programs available as podcasts on ABC Radio National (<http://www.abc.net.au/radionational/podcasts/program/>) - e.g. *Background Briefing*, *Future Tense*, *The Health Report*, *The Science Show*, *Rear Vision*
- *And so on*

Course Evaluation and Development

We actively evaluate this course and respond to student feedback wherever possible. Formal university evaluation surveys will be undertaken at the end of the semester. Feedback from students is welcome at any time - in person, by email, by letter.