

School of the Arts and Media

MDIA2003

Advanced Media Writing

Lecture: Tuesday 5.00-6.30pm

Lecture Theatre: ChemSc M18

Tutorial: 1.5 hrs, as arranged



Session 1, 2015

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2. Staff Contact Details

Course Convenor and Lecturer

Dr Peter R. R. White

mdia2003@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)

Sacha Molitoritz (sachamolitorisz@gmail.com):

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 MDIA2003** 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.

3. School of the Arts and Media Contact Information

Room 312, Level 3, Robert Webster Building

Phone: 9385 4856

Email: sam@unsw.edu.au

4. 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).

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.**
- 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/>

This is a practice-oriented course which will require a substantial amount of work by you outside of

the lectures and tutorials. This relatively continuous workload will give you something of an idea of what it is like to work in many media industry contexts, where you will be required to be constantly coming up with new material for publication or broadcast, often with very frequent deadlines. Some of this work will be undertaken by you on an individual basis, working on your own in one of the multimedia labs, or with software installed on your own computer. You will need to pay close attention to the schedule provided on the course's Moodle site (and in summary below) and especially to the deadlines for each task. You can expect, on average, to have at least one piece of work to complete and submit each week - with deadlines varying. A number of the production tasks you undertake will involve you working collaboratively as a member of a "production team" – a group of three or four who will work together to produce a range of different media "products" (feature packages suitable for print publication or audio broadcast).

Given the above, you should plan your life to allow for around six to seven hours per week to be devoted to this tutorial and assignment preparation outside of class – for developing story ideas, researching and recording interviews, producing drafts of articles, learning and using audio editing software to produce radio-style packages, and so on. You will be preparing material which will then be worked on further in the tutorials, typically in collaborative work by the "production teams" mentioned above. If you fail to prepare and upload in advance the work for use in the tutorial, you will not be counted as "attending" the tutorial since you won't be in a position to participate. It won't be enough to simply turn up for the tutorial.

The University specifies that 6-unit courses should involve students in nine to 10 hours of work a week over a period of 16 weeks – for a total of around 150 hours per course. That means that during the 13 teaching weeks you should schedule for three hours of lectures and tutorials per week, and a further six to seven hours per week for reading, production activities and tutorial and assignment preparation. In the additional three non-teaching weeks, you should schedule nine hours for your own study and assignment preparation. Please note that the mid-semester break is not a "holiday", but rather a week set aside for your own personal study and assignment preparation.

The work submitted in advance for tutorials or for assessment will be uploaded electronically either to

(a) the course WordPress site at <http://www.mdia2003.org/2015/> (when it is intended that the work be accessible to other students and potentially the public at large, should they happen upon the website),

OR

(b) to the course Moodle site at, accessible to you via your MyUNSW portal (for material which will only be accessible to your tutor – i.e. exercises not meant to be viewed by other students or the public).

Full instructions will be supplied each week on the Moodle site as to what you need to do by way of preparation, where it should be uploaded, and the deadline for submission. Be sure to check these instructions carefully and double check that your upload or posting has been successful. One of the skills being developed in this course is the ability to manage materials electronically and you will lose marks if your work doesn't end up in the right place. Excuses such as "I'm really sorry but I'm such a klutz with computers" won't be accepted.

5. 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).

6. Course details

Credit Points: 6 units of credit

Note: This document provides only a provisional guide to course content, assessment tasks and the schedule for lecture and tutorial topics - it is subject to change during the semester. For up-to-date course information you must always reference the course's Moodle website.

Summary of the Course

This course is concerned with developing the basic news reporting skills introduced in previous courses and with the skills required to produce and critically analyse longer, more in-depth forms of journalism sometimes grouped together under the label of "feature". The course will focus on these longer, in-depth forms as they operate in newspapers, magazines and online, and how they vary according to intended audience and according to subject matter – i.e. whether they are concerned with current affairs and social issues, 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 these features – e.g. how they are conceived, how they may require the cultivation of appropriate "contacts", and the types of research and interviewing usually employed.

Additionally, the course is designed to develop the types of time-management and work-load management skills which are typically required in many professional media industry settings – i.e. the ability to meet regular deadlines and to produce publishable material on short notice and according to specification. As well students will develop skills in working collaboratively together on media production projects and in using electronic, networked environments to circulate and publish their work.

Aims of the Course

1. develop the students' understanding of the practices of news reporting, with special reference to more in-depth forms of journalism;
2. equip students with the skills to conceive, research and produce journalistic texts across a range of different types of journalism and across different subject areas;
3. equip students with theoretical and conceptual skills required for a critical analysis of the practices associated with news and feature writing;
4. prepare students for upper level research and practice in this field.

Student learning outcomes

At the end of this course, successful students will be able to:

1. produce in-depth journalistic texts across a range of different media contexts;
2. able to 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. able to relate writing to related process of text production, including placement within multimedia contexts¹ - apply a variety of tools to enhance their production, analysis and evaluation of key communication and journalism texts;
5. place journalism practices within relevant historical, social and ethical frameworks.

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 respect for ethical practice and social responsibility

7. Rationale for the inclusion of content and teaching approach

The lecture time will be devoted to outlining and discussing the various stages of the news reporting and the production of in-depth journalism, as well as to a detailed exploration of the different types of article or item which are relevant here, 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 in-depth types of journalism, and in critically evaluating and deconstructing their own and other's work.

8. 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.

9. Assessment (for details see Moodle)

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: 25%	Tasks, to be completed in advance of tutorial. You must complete a minimum of EIGHT of these tutorial preparations (otherwise you will receive zero for this component). Some of the tasks will be designated as COMPULSORY (i.e. these must be submitted by you). See Moodle for details	1, 2, 3,4,5	1-5	Ongoing
Production Project 1: 25%	Collaborative production of a "profile" feature article. (See Moodle for detailed instructions)	1-5	1-5	Midnight May 3 (earlier is fine)
Production Project 2: 50%	Collaboratively researched, individually written issues or trend feature. (See Moodle for detailed instructions.)	1-5	1-5	5 pm June 10 (earlier is fine)
There is no hard copy submission of work for this course. You must upload your work to Moodle and/or the course WordPress site (www.mdia2003.org/2015), as directed. Ensure you have registered for the WordPress site well in advance of your submission date – otherwise you won't have the access rights necessary to post your work there.				

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 article and your article were submitted two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same work 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 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.

10. 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.

11. Course schedule (for full details see the course Moodle site)

Week and Lec Date	Lecture	Tutorials and Assessment Schedule (full details on Moodle)
Wk 1 2 Mar No tutorials this week	Introducing the course; In-depth journalism: profiles and issues/trend features	No tutorial in Week 1.
Wk 2 9 Mar	Successful profiles - sellable story ideas, angles and compelling content	Course introductions; production teams organised; brainstorm profile story ideas
Wk 3 16 Mar	Interviewing for in-depth journalism	1. The Profile article - analysis and criticism (see Moodle for instructions as to what you must submit by way of advance preparation for this tutorial) 2. Discussion of example profile articles

		(details to be advised)
Wk 4 23 Mar	Vox Popping	Vox Popping (see Moodle for detailed instructions)
Wk 5 30 Mar	Freelancing and your portfolio	1. Interview-workshop preparation (see Moodle for detailed instructions as to required preparation – work to be submitted to Moodle as tutorial preparation) 2. Finalise Production Project 1 profile ideas (see Moodle for detailed instructions as to what you should prepare in advance – work to be submitted to Moodle as tutorial preparation)
Easter Break		
Wk 6 13 Apr Guest: Mr Nick Richardson .	Interview workshop (interviewee TBA)	1. Production teams “pitch” their story ideas for Production Project 1 [Interview-workshop write-up (profile) to be submitted to Moodle by midnight Friday April 17 (at the latest)]
Wk 7 20 Apr	1. Interview workshop feedback; 2. Profile article structures	1. Interview workshop profile writing exercise [Production Project 1 primary interviews to be completed this week, at the very latest, with the audio recording, transcript and individually produced drafts of the profile submitted by to Moodle by midnight of Friday April 24.]
Wk 8 27 Apr	The issues/trend feature – ideas, angles, styles and structures	1. Interview workshop profile writing exercise – feedback and discussion 2. Arrangements re new production teams [Production Project 1: final collaboratively written version due midnight Sunday May 3]
Wk 9 4 May	Legal and ethical issues (1)	1. Discussion around example issues/trend features – details to be advised. 2. Preliminary preparations for Production Project 2 story ideas (individual and group proposals to be submitted)
Wk 10 11 May	Legal and ethical issues (2)	Ethics issues tasks and discussion

Wk 11 18 May	Covering arts and entertainment – reporting and reviewing	Issues feature writing exercises
Wk 12 25 May Guest: TBA	Honing your writing style	Production teams pitch their Production Project 2 story ideas
Wk 13 1 June	No lecture this week. Tutes as usual.	Tute Prep 12: TBA.
Final Assignment, Production Project 2, due 5 pm Wednesday June 10 (electronic submission)		

12. Required resources for students

Textbook: Tanner, S, Kasinger, M., Richardson, N., 2012, feature writing (telling the story), Oxford University Press, South Melbourne Australia. [Note ensure that you get the 2012 2nd edition, not the 2009 1st edition]

There is no Study Kit for this course.

Students in this course are expected to access the following on a regular basis (i.e. daily, weekly or monthly as appropriate).

The features pages (including current affairs; arts & entertainment; lifestyle & leisure) of the following newspapers

1. *The Sydney Morning Herald*
2. *The Sun-Herald* (Sundays)
3. *The Australian* and *The Weekend Australian*
4. *The Daily Telegraph* and *The Sunday Telegraph*

They should pay special attention to the features-based supplements of these newspapers e.g.

1. The *SMH's* Metro, Spectrum and Good Weekend magazines
2. *The Weekend Australian Magazine*, *The Weekend Australian Review*

They should also familiarize themselves with the feature writing of the following local and international magazines (Many of the articles published in these magazines are available online; also check the library for print copies.)

1. *Marie Claire*
2. *GQ*
3. *Rolling Stone*
4. *Vanity Fair*
5. *The Atlantic Monthly*
6. *Harper's Magazine*
7. *The New Yorker*
8. *Prospect*
9. *Esquire*
10. *The Monthly*

Students should also familiarize themselves with the feature writing on *The Conversation* (<http://theconversation.edu.au/>), *Crikey* (www.crikey.com.au), *The Hoopla* (<http://thehoopla.com.au/>), *New Matilda* (<http://newmatilda.com/>), *The Drum* (www.abc.net.au/news/thedrum/), *Slate* (www.slate.com) and *Salon* (www.salon.com), and other relevant online only magazines and web sites.

Also recommended are

1. The Columbia Journalism Review (<http://www.cjr.org/>)

Online resources: Moodle and WordPress sites

Each week, the tutorial preparation and activities for that week will be available for download from the course's Moodle website. You can log into this via your MyUNSW portal.

This site will also provide links to the course outline, information about assignments and production tasks, links to additional readings, and so on. You will also upload tutorial preparation work to this site, as well as some of the work for assessment.

Messages about any changes to the lecture or tutorial schedule will also be posted here, so you should ensure you access it on a regular basis. .

There will also be a WordPress site for the course at <http://www.mdia2003.org/2015/>. This is where you will post journalistic work, as directed during the course. In the first week of the semester you must access the site and register as a subscriber. This site is quite separate from your UNSW ID and any other online sites you may have used or be using for other courses. When registering you can supply any username. However, when supplying an email address when registering you must use an ...@student.unsw.edu.au address. This is for the purposes of security and avoiding spam. If you don't supply an ...@student.unsw.edu.au address, you will not be upgraded to "author" status and hence won't be able to post work to the site. Failure to successfully register will not be accepted as reasons for late submission.

Note that this WordPress site is available for access by the general public and this should always be considered when uploading material here. The WordPress site is our "publishing" site, where certain items of your assessable work will be posted for view by other students (and by the public in general) - so anything posted here should be thought of as being in the public domain.

For substantial parts of the course you will work, as indicated above, in "production teams" with three or four members. You may need to exchange large files (e.g. large audio recordings of interviews) with your production team members. Since these files may be too large to exchange via email, it is recommended that you set aside a flash/USB drive specifically for this purpose and/or make use of free file hosting/exchanging sites (for example via dropbox) It is advisable that you familiarize yourself with the workings of these sites in advance of needing to use them. You may also find it useful to set up a Facebook or a Google+ site for your production team.

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.

13. 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.