



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA2008

Broadcast Journalism: From the Wireless to the Web

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Diane Nazaroff	diane.nazaroff@unsw.edu.au	Tuesday 12pm-1pm	TBC	0424479199

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 serious 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 provides you with practical skills in the capture and packaging of sound (voice and ambient sound) and image (moving images) in an online journalistic context. Future journalists will be expected to enter the profession with a 'grab bag' of skills across the written, visual and aural modes, and will also be required to be able to produce 'packaged' stories for publication on a variety of platforms. With a strong skills focus, this course provides you with hands-on experience with equipment for sound capture, image capture and online publishing. It will also expose you to deadline-driven assessments (starting in Week 1 and continuing on a weekly basis), set to emulate the intense and demanding working environment of multi-skilled journalists. Legal, professional and ethical issues in relation to broadcast journalistic practice will also be discussed.

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

1. Demonstrate practical/technical skills in the capture of sound in a journalistic context.
2. Demonstrate practical/technical skills in the capture of images (moving) in a journalistic context.
3. Demonstrate practical/technical skills in the packaging and publishing of sound/image in an online news context.
4. Develop an understanding of the deadline-driven demands of the journalistic context.

Teaching Strategies

This course provides students with practical skills in the capture and packaging of sound (voice and ambient sound) and image (moving images) in an online journalistic context. It will do this through hands on lab sessions (3 hours per week) with sound recording and image capture equipment where students will be expected to complete assessment tasks to deadline within those sessions. The labs will also provide students with equitable access to software for post-production work on their story packages. Special focus will also be given to the ethical implications in producing stories for the online environment and on the professional implications for the multi-skilled journalist in the 21st century newsroom.

The course provides students with a clear understanding of the legal, professional and ethical issues associated with collection and production of audio and visual material for broadcast, including issues relating to privacy, trespass, publication release approval, copyright, plagiarism and fair use. Students' knowledge and understanding of these issues will be tested as one element of the assessment of the various broadcast packages to be produced, with students required to attach to this work statements and documentation demonstrating that all such ethical and legal requirements have been met.

Students will develop narrative-theory and visual-communication-theory based insights into the communicative potential of their own and others' broadcast productions. This element of the course will be assessed via short accounts which students will attach to their broadcast packages and in which they will provide analyses of the communicative workings of these packages.

Assessment

There will be **THREE** pieces of assessment in this course, each focusing on developing different skills in the production of radio and televisual journalistic texts and in building a public profile through webhosting. Students will produce two portfolios in radio and video, consisting of a series of small individual and group tasks (e.g. demonstrating voice quality, interview skills etc.) along with a longer original piece of work, e.g. a feature story that brings these smaller tasks together. Ideally, students will produce a portfolio of skills that can be demonstrated to potential future employers.

FULL instructions on how to complete and structure each of the assessment tasks are posted on Moodle in the **Assessments** section. **You must download their own copy of the instructions.** Please make sure you READ the assessment instructions in full.

Deadlines for assessment tasks are generally **IN CLASS** on a weekly basis. See course schedule below for an overview of the course and assessment structure. Anyone who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW and a new deadline will be set.

In order to store the raw data in preparation for the assessment tasks in this course, you are advised to purchase an External Hard Drive (e.g. 500GB) and a 32GB SanDisk for use in the zoom recorders and video cameras. To avoid distracting both yourself and others, you should also bring a set of headphones to class as you will be working on editing sound and vision during class time.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Radio: Professional Portfolio	40%	Please refer to instructions in Moodle approximately 4 minutes	final submission Friday 19th August 2016	Weekly deadlines in class submission Feature Story: Friday 19 Aug 12noon
Video: Professional Portfolio	40%	Please refer to instructions in Moodle approximately 5 minutes	Final submission 7 October 2016	Weekly deadlines Submission in class Mini ARC story: IN CLASS Week 10 Feature Story: IN CLASS Week 10
Webhosting	20%	2000 words	Friday 21 October 12noon	Turnitin

Assessment Details

Assessment 1: Radio: Professional Portfolio

Details: Approx. 4 minutes. Written and oral feedback on individual elements of the portfolio (30%), based on whether/how the tasks address the assessment criteria. Aspects of the portfolio tasks completed in small groups of 2-3 students (10%). Grade/mark and extended comments included in feedback sheet.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- Demonstrate practical/technical skills in the capture of sound in a journalistic context.
- Develop an understanding of the deadline-driven demands of the journalistic context.

Assessment 2: Video: Professional Portfolio

Details: Approx. 4 minutes. Written and oral feedback on individual elements of the portfolio (30%), based on whether/how the tasks address the assessment criteria. Aspects of the portfolio tasks completed in small groups of 2-3 students (10%). Grade/mark and extended comments included in feedback sheet.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- Demonstrate practical/technical skills in the capture of images (moving) in a journalistic context.
- Develop an understanding of the deadline-driven demands of the journalistic context.

Assessment 3: Webhosting

Details: 2000 words. This is the final assessment task. Written feedback will be given based on how/whether the assessment criteria are addressed. Grade/mark and extended comments included in feedback sheet.

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

Learning outcomes:

- Demonstrate practical/technical skills in the packaging and publishing of sound/image in an online news context.
- Develop an understanding of the deadline-driven demands of the journalistic context.

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: 25 - 29 July	Radio Introduction: Using the Voice	Equipment Proficiency Test, Editing Software
Week 2: 1 - 5 August	Radio: Interviewing the public	Types of interview, the role of ambient sound in radio
Week 3: 8 - 12 August	Radio: Interviewing key talent	
Week 4: 15 - 19 August	Radio: Knowing your audience	Writing for radio; the job of the lead-in
	Radio: Bringing it all together	Feature story combining all of the above
Week 5: 22 - 26 August	Ethics and broadcast journalism	
Week 6: 29 August - 2 September	Video Introduction: Combining words and images	Equipment Proficiency Test, Editing Software
Week 7: 5 - 9 September	Video: Extended speech	Writing for TV; the role of the intro; takings heads and shot type
Week 8: 12 - 16 September	Video: Location shots	The role of location shots in video; the walk-through; shot-types and camera techniques
Week 9: 19 - 23 September	Video: Interviewing and editing	Using talent in your story; what do they bring to your story?
Week 10: 4 - 7 October	Video editing	Final edit of video feature story
Week 11: 10 - 14 October	Webhosting	Popular vs professional
Week 12: 17 - 21 October	Webhosting	Self-branding in the online environment

Resources

Prescribed Resources

BBC College of Journalism

We have online access to the substantial resources provided by the BBC College of Journalism. These include:

Briefings on how to report on various key topic areas such as Politics, Religion, Science, the Economy;

Skills/Tutorial videos on a wide range of key journalistic skills such as writing headlines, interviewing, pitching a story, video skills, audio skills.

Please take the time to watch the relevant tutorials BEFORE you embark on your radio and video projects.

1. Expected Resources for students

There is a prescribed book for this course available from the UNSW bookshop. The e-book version is cheaper than the print version and can also be purchased from the UNSW bookshop or online at: www.oup.com.au

Phillips, G, Lindgren, M and Bishop, R 2013, *Australian Broadcast Journalism*, 3rd edition, Oxford University Press, South Melbourne.

This book will be supplemented by readings sourced from journals and books, most of which will be available through the library catalogue or in our Moodle site. The Library catalogue can be accessed by typing 'mdia2008' into the Library search bar. Some of these resources will be offered as e-readings. In other instances you will need to go to the library and borrow the books. All journal articles will be available through the library e-Journal catalogue ONLY.

Highly Recommended:

You should continue their engagement with the Australian news media and with international news media organisations that offer a range of perspectives on current world events that are shaping the news. News commentary in Australia includes publications like *The Monthly* and *The Quarterly Essay*, which are important sources of longer journalistic essays. ABC *NewsRadio*, ABC *Radio National* and ABC *News24* offer in-depth coverage of world news and current affairs through their radio and TV news programs.

Students may also find it helpful to engage with other approaches to convergent journalism. Therefore, we provide below a list of additional resources that are available both in the UNSW library and in the Uni Bookshop.

Alysen, B 2012, *The Electronic Reporter: Broadcast Journalism in Australia*, UNSW Press, Sydney.

BBC College of Journalism, <http://www.bbc.co.uk/academy/collegeofjournalism>, available through the UNSW Library Database.

Bender, JR, Davenport, LD, Drager, MW and Fedler, F 2009, *Reporting for the Media*, 9th edition, Oxford University Press, New York/Oxford.

Boyd, A, Stewart, P and Alexander, R 2008, *Broadcast Journalism: Techniques of Radio and Television News*, Focus Press,

Bull, A 2010, *Multimedia Journalism: A Practical Guide*, Routledge, New York.

Craig, DA 2011, *Excellence in Online Journalism*, Sage, London.

Dubber, A 2013, *Radio in the Digital Age*, Polity Press, Cambridge.

Elwell, JS 2014, 'The transmediated self: Life between the digital and the analog', *Convergence: The International Journal of Research into New Media Technologies*, vol. 20, no. 2, 233–249.

Kern, J 2008, *Sound Reporting: The NPR Guide to Audio Journalism and Production*, Uni of Chicago Press, Chicago.

Hirst, M 2011, *News 2.0: Can Journalism Survive the Internet?*, Allen & Unwin, Sydney.

Kolodzy, J 2013, *Practicing Convergence Journalism: An Introduction to Cross-Media Storytelling*, Routledge, London/New York.

Meikle, G and Redden, G (eds) 2011, *News Online: Transformations and Continuities*, Palgrave Macmillan, New York.

Montgomery, M 2012, 'The broadcast news interview: questions of discourse', in S Allan, ed, *The Routledge Companion to News and Journalism*, Routledge, London.

Phillips, G, Lindgren, M and Bishop, R 2013, *Australian Broadcast Journalism*, Oxford University Press, South Melbourne.

Ray, V 2003, *The Television Handbook: An Insider's Guide to being a Great Broadcast Journalist*, Macmillan, London.

Starkey, G & Crisell, A 2009, *Radio Journalism*, Sage, London.

Willett, A 2013, *Media Production: A Practical Guide to Radio & TV*, Routledge, London.

Recommended Resources

- Book – Broadcast Journalism: Techniques of Radio and Television News (2008)
- Book – Australian Broadcast Journalism (2013)
- Book – Multimedia Journalism: A Practical Guide (2010)
- Book – The electronic reporter: broadcast journalism in Australia (2012)
- Website – BBC College of Journalism
- Book – Australian Journalism Today (2012)

Course Evaluation and Development

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

Since 2016 will be the second time that this course is offered to undergraduate Comms & Journalism students, we will be especially keen to get student feedback on the nature of this course. We encourage you to keep notes during the semester on aspects of the course that you think have worked particularly well, and on areas that you feel we need to improve/adjust. We ask that you give detailed feedback through the CATEI system at the end of the semester.