



Faculty of Arts
& Social Sciences

School of the Arts and Media

**MDIA2008:
Broadcast Journalism:
From the Wireless to the Web**

Session 2, 2014

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1. Staff Contact Details

Position	Name	Email	Availability; times and location	Phone
Course Co-ordinator	Helen Caple	helen.caple@unsw.edu.au	Mondays 11am-12pm Webster 311Q	02 9385 7735

2. School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: sam@unsw.edu.au

3. Attendance Requirements

- 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 the Course Authority. The application 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 for up to one month. 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/>

4. 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/>

5. Course details

Credit Points:

6 Units of Credit

Seminar Time and Location:

3-hr Seminar (various times) in Webster Multimedia Lab 136

Summary of the Course

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. 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 students with hands-on experience with equipment for sound capture, image capture and online publishing. It will also expose students to deadline-driven tasks, 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.

Aims of the Course

Broadcast Journalism aims to:

1. assist students in developing practical/technical skills in the capture of sound in a journalistic context;
2. assist students in developing practical/technical skills in the capture of images (moving) in a journalistic context;
3. assist students in developing practical/technical skills in the packaging and publishing of sound/image in an online news context;
4. assist students in developing an understanding of working within a deadline-driven context.

Student learning outcomes

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; and
4. Develop an understanding of the deadline-driven demands of the journalistic context.

Graduate Attributes

The students will be encouraged to develop the following Graduate Attributes by undertaking the selected activities and knowledge content. These attributes will be assessed within the prescribed assessment tasks. The Graduate Attributes developed in the course *Broadcast Journalism* include:

1. The capacity for analytical and critical thinking and for creative-problem solving in the contexts of communication and journalism.
2. The ability to independently produce effective communication and journalism texts and to critically reflect on their value and purpose as tools of practice.
3. The skills to appropriately locate, evaluate and use relevant information to develop content for communication and journalism.
4. The capacity to keep abreast of changes in the audiences, platforms, tools and practices of communication and journalism.
5. A respect for ethical practice and social responsibility.
6. The skills of communicating effectively across a range of contexts and platforms in the journalism professions.

6. Rationale for the inclusion of content and teaching approach

This course builds on the skills and knowledge you have developed in your level 1 and 2 courses in Communication & Journalism. This means we expect you to draw on the relevant research literature of past courses to inform your production work in this course. We also expect you to be ready to take on the production of original journalistic stories that incorporate images and sound. This means that you should be well-versed in how to approach and interview key sources for your stories and to conduct all interviews in a professional and ethical manner. You should also have a well-developed sense of what make for a compelling visual and aural story.

7. Teaching strategies

Seminars:

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. It will do this through hands on lab sessions with sound recording and image capture equipment where **you will be expected to complete assessment tasks to deadline within those sessions**. The labs will also provide you with equitable access to software for postproduction work on your story packages. This practical work may be supplemented by online tasks that focus on theoretical approaches to online publishing and how words and images may be packaged online. The online tasks will operate in a variety of platforms that allow students to participate in discussion fora, online quizzes and building professional portfolios. 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 will provide you 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. Your knowledge and understanding of these issues will be tested as one element of the assessment of the various broadcast packages to be produced, with you being required to attach to this work statements and documentation demonstrating that all such ethical and legal requirements have been met.

Attendance and Preparation: Attendance at all sessions is vital for this course as most of the assessed tasks in this course will be carried out within class hours. No additional time or extensions will be offered on in-class tasks. Non-completion of a task will result in a UF for that particular task. Additional online tasks which are designed to help you to prepare for each session will need to be completed **before** the relevant seminar. You will be directed to our Moodle site for completion of these online preparation tasks.

Course Website and Online Learning

The course will be using the UNSW Moodle e-learning environment for all official documentation and communication of course announcements, which is available by following the Moodle link at the TELT Gateway: <http://telt.unsw.edu.au/>. The course outline, online activities and assessment tasks can all be viewed at this site. Announcements (which may include vital information such as changes in assessment deadlines) will be posted on the Moodle website and automatically sent to your UNSW email. You must ensure that this email address is regularly accessed or forwarded to another email account that you do access.

We will be using various tools on Moodle, e.g. the Wiki, as a space for you to complete the online preparation tasks for this course, and to keep notes on your progress over the semester. Our Moodle site is private and only accessible to students enrolled in this course. You will be expected to be up to speed with

using Moodle from the start of the course. We will devote some of the FIRST seminar ONLY to navigating Moodle.

We will also be making use of a dedicated YouTube Channel called MDIA2008 UNSW:

<https://www.youtube.com/channel/UCo5DkpOKSBL011V0k5dMBGw> to host various resources that will help you to complete the relevant preparation exercises and assessment tasks throughout the semester. You will find links to tutorials in our playlist entitled: 'Mini lessons and technical tutorials'. You should use these to help brush up your skills in sound and vision editing software.

8. 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.

In order to pass this course, you must make a serious attempt at ALL assessment tasks.

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
Task 1: Radio: Professional Portfolio	Approx. 4 minutes	40%	1, 4	1, 2, 3, 4, 5, 6	Weekly deadlines IN CLASS Feature Story: Friday 22 Aug 12noon
Task 2: Video: Professional Portfolio	Approx. 4 minutes	40%	2, 4	1, 2, 3, 4, 5, 6	Weekly deadlines IN CLASS Feature Story: IN CLASS Week 10
Task 3: Webhosting	2000 words	20%	3, 4	1, 4, 6	Week 12 Friday 24 October 12noon

Submission of Assessment Tasks

Assessment:	Electronic Copy:	
Task ONE: Radio Portfolio	YES	All assessment tasks to be submitted to Dropbox and Course Folder
Task TWO: Video Portfolio	YES	All assessment tasks to be submitted to Dropbox and Course Folder
Task THREE: Webhosting	YES	Written assignment to be submitted to Turnitin at Moodle; AND Paper copy to SAM assessment boxes: Webster Level 3

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 apply through the Faculty's online extension tool available in LMS before the due time/date for the assessment task.
- 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.

9. 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.

10. Course schedule

Week	Begin:	Seminar Topic:	Assessment:	Textbook and other Readings:
1	28 JULY	Radio Introduction: Using the Voice Equipment Proficiency Test, Editing Software	Voice Test (5%) To be submitted IN CLASS	CHAPTER 1: Radio in Australia CHAPTER 3: Using the voice
2	4 AUG	Radio: Knowing your audience Writing for radio; the job of the lead-in; The role of ambient sound in radio	Writing Links (lead-in) (5%) To be submitted IN CLASS	CHAPTER 4: Writing for radio CHAPTER 6: Audio Production
3	11 AUG	Radio: Interviewing the public Types of interview	Vox Pop (10% Group task) To be submitted IN CLASS	CHAPTER 5: Interviewing
4	18 AUG	Radio: Bringing it all together interviewing key talent; Feature story combining all of the above	Feature story: 22 August 2014, 12noon (20%)	CHAPTER 7: The radio story
5	25 AUG	Ethics and broadcast journalism		CHAPTER 15: Broadcast journalists and the law CHAPTER 16: Broadcast journalists and ethics
6	1 SEPT	Video Introduction: Combining words and images Equipment Proficiency Test, Editing Software		CHAPTER 2: Television in Australia CHAPTER 10: Broadcast News
7	8 SEPT	Video: Extended speech Writing for TV; the role of the intro; takings heads and shot type	Writing Intros/Piece-to-camera (5% - filming in pairs) To be submitted IN CLASS	CHAPTER 12: TV and Current Affairs Bender et al 2009, Chapter 18: Writing for broadcast
8	15 SEPT	Video: Location shots The role of location shots in video; the walk-through; shot-types and camera techniques	On location (5% Pair Task) To be submitted IN CLASS	CHAPTER 12: TV and Current Affairs Willett 2013, Chapter 10: Shot sizes, moves and framing
9	22 SEPT	Video: Interviewing Using talent in your story; what do they bring to your story?	Using talent (5% Group task) 26 September 2014, 12noon	CHAPTER 5: Interviewing Montgomery 2012, Chapter 31: the broadcast news interview
MID-SEMESTER BREAK				
10	6 OCT	Video editing Final edit of video feature story	Feature Story (25%) To be submitted IN CLASS	
11	13 OCT	Webhosting Popular vs professional	Web interfaces: A philosophical discussion (10%) 24 October 2014, 12noon	Hirst 2011, Chapter 6: Journalism in the age of YouTube Elwell 2014, The transmediated self
12	20 OCT	Webhosting Self-branding in the online environment	Web-based Professional Portfolio (10%) 24 October 2014, 12noon	Kolodzy 2013, Chapter 9: The Multimedia Story

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.

11. Expected Resources for students

There is a prescribed (compulsory) 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.

12. 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 2014 will be the first 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.