



**UNSW**  
A U S T R A L I A

**Faculty of Arts and Social  
Sciences**

**School of the Arts and Media**

**MDIA5001**

**Writing for Media**

**Session 1, 2016**

**UNSW Course Outline**

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## Location of the course

You must be enrolled in, and attend, one seminar each week (except for the mid-semester break which is 25 March to 3 April 2016).

Seminar T1	6407	M13A	Mon 13:00 - 15:00	Webster 251
Seminar T1	6404	M16A	Mon 16:00 - 18:00	Webster 302
Seminar T1	6406	W13A	Wed 13:00 - 15:00	Webster 252
Seminar T1	6405	W15A	Wed 15:00 - 17:00	Webster 252
Seminar T1	6402	W18A	Wed 18:00 - 20:00	Webster 252

## Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Course Convener	Dr Christopher Kremmer	c.kremmer@unsw.edu.au	Thursdays during semester 12-1 pm	Webster 231T	93856364
Tutor	Ms. Roanna Gonsalves	roannag@gmail.com	Mondays during semester 3-4 pm	Webster 231W	

## School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: [sam@unsw.edu.au](mailto: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.
- Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: <https://www.arts.unsw.edu.au/ttclash/index.php>
- Where practical, a student's attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).
- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).
- 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 rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.
- 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/>

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:**

In this course students will be introduced to key media writing skills. The course will cover a range of genres and roles in the journalism and communication field. Students will learn the fundamentals of journalistic prose, research, interviews and news story structure. The emphasis will be on writing for print journalism but the skills learnt will form the basis of a portfolio of skills that will be useful across all media and communications contexts. Students will learn how to structure and edit a news story, how to use quotes and how to engage readers. Student will read and analyse a range of news stories and will learn to research, interview for and write print media news stories. This will include both 'hard' and 'colour' news stories. Students will learn about the values and production constraints that guide the selection of news items for a range of print and online media. This course engages with the history of the news genre and with the question: what is news? Students will learn about balance, bias and ethics. This course will also require students to think about the ethical and professional aspects of their work and its social, economic and political role.

### **Student learning outcomes:**

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

1. Research a news topic efficiently and accurately
2. Conduct interviews and understand the ethical issues involved in obtaining sources and using information
3. Write a news story for print media
4. Write a colour news story for print media
5. Demonstrate an understanding of the social, economic and political role of journalism and the context in which news is produced

### **Teaching Strategies & Rationale**

This course will be taught face to face in a lecture theatre environment but there will be a strong emphasis on encouraging student participation in the process of learning. Students will be actively engaged in solving problems posed by the lecturer. Student learning will be enhanced by the use of case studies.

## ASSESSMENT

### Assessment Items to Learning Outcomes

#### Hard news exercise

Research a news topic efficiently and accurately

Understand the ethical issues involved in obtaining and interviewing sources and using information

Research a news story for print media

Demonstrate an understanding of the social, economic and political role of journalism and the context in which news is produced

#### Hard news story

Research a news topic efficiently and accurately

Conduct interviews and understand the ethical issues involved in obtaining sources and using information

Write a news story for print media

Demonstrate an understanding of the social, economic and political role of journalism and the context in which news is produced

#### Soft news story

Research a news topic efficiently and accurately

Conduct interviews and understand the ethical issues involved in obtaining sources and using information

Write a colour news story for print media

Demonstrate an understanding of the social, economic and political role of journalism and the context in which news is produced.

Assessment & Weighting	Length	Due date	Feedback
Hard news exercise (30%)	300 words	Week 4 Tue 22 March at 1200 hrs	Marking criteria, grades and qualitative feedback
Hard news story (30%)	300-500 words	Week 9 Tue 26 April at 1200 hrs	Marking criteria, grades and qualitative feedback
News colour story (40%)	500-800 words	Week 12 Tue 17 May at 1200 hrs	Marking criteria, grades and qualitative feedback

**In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.**

## SUBMISSIONS & EXTENSIONS

### Submission of Assessment Tasks

Students are expected to put their **names** and **student numbers** on **every page** of their assignments. 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](mailto: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 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 SAM 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 (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- 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.
- 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.
- 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.
- A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM 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://student.unsw.edu.au/special-consideration>

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.

## 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.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the *Student Code* with respect to academic integrity the University may take disciplinary action under the *Student Misconduct Procedure* (see above).

The Learning Centre also provides substantial educational 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.

## COURSE SCHEDULE

<i>Topic</i>	<i>Week</i>	<i>Readings</i>
The Uses of Journalism:  An introduction to Writing for Media	<b>Week 1</b>  <b>29 Feb – 6 March</b>	<b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i> , Melbourne: Oxford University Press.  Ch. 1 'The History of Journalism' and Ch. 2 'The Methodology of Journalism' pp. 3-31  Other Readings: Levine, P. (2004). Journalism and democracy: does it matter how well the press covers Iraq?. <i>National Civic Review</i> , 93(3), pp.16-24.
News values and research methods	<b>Week 2</b>  <b>7 - 13 March</b>	<b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i> , Melbourne: Oxford University Press  Ch. 3 'News Values' pp. 41-62 and Ch. 6 'Journalism Research' pp. 106-132  AND Stovall, J. 2005, <i>Journalism: who, what, when, where, why and how</i> . Boston: Pearson, pp. 167-178  Other Readings: Harcup, T., & O'Neill, D. (2001). What is news? Galtung and Ruge revisited. <i>Journalism studies</i> , 2(2), 261-280.
Informed reporting: Working with Sources	<b>Week 3</b>  <b>14 – 20 March</b>	<b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i> , Melbourne: Oxford University Press  Ch. 5 'The Newsroom' pp. 85-105 and Ch. 18 'Courts, Crime, Councils and Sport' pp. 395-415



Writing for Print: Styles and Genres	<b>Week 4</b> <b>21 – 27 March</b>	<p><b>**ASSIGNMENT 1 (30%) SUBMISSIONS CLOSE TUE 22 MARCH AT 1200 HRS **</b></p> <p><b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i>, Melbourne: Oxford University Press</p> <p>Ch. 8 'Writing News for Print'</p> <p>Gissler, S 2000, Tips: Leads. <a href="http://www.columbia.edu/itc/journalism/gissler/tips/Tip-ledes.html">http://www.columbia.edu/itc/journalism/gissler/tips/Tip-ledes.html</a></p> <p>Duncan, J. (1993). "The Structure of a News Story" in <i>The Front Page and Beyond</i>. Australian Centre for Independent Journalism, University of Technology, Sydney.</p> <p>Other Readings: Lehman-Wilzig, S. N., &amp; Seletzky, M. (2010). Hard news, soft news, 'general' news: The necessity and utility of an intermediate classification. <i>Journalism</i>, 11(1), 37-56.</p>
<b>28 March – 3 April Mid-semester Break (No classes)</b>		
Postgraduate reading week	<b>Week 6</b> <b>4-10 April</b>	<p><b>NO CLASSES – IMPORTANT READING &amp; WRITING EXERCISES</b></p> <p><b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i>, Melbourne: Oxford University Press</p> <p>Ch. 4 'Journalism Ethics' pp. 63-84</p> <p>Alysen, B 2006, 'News and PR' in <i>The Electronic Reporter</i>, Sydney: UNSW Press, pp. 37-41.</p> <p>Banagan, Robert. "The Decision, a Case Study: LeBron James, ESPN and Questions About US Sports Journalism Losing Its Way." <i>Media International Australia, Incorporating Culture &amp; Policy</i> 140 (2011): 157.</p>
The art and skills of interviewing	<b>Week 7</b> <b>11-17 April</b>	<p><b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i>, Melbourne: Oxford University Press</p> <p>Ch. 7 'Interviewing' pp. 139-160</p> <p>Wheeler, S 'The dos and don'ts of interviewing' in Keeble, R, <i>Print Journalism: A critical introduction</i>. Routledge, 2005. Pp. 64-71</p> <p>Clayton, J. <i>Interviewing for Journalists</i>, Piatkus 1994. Chs. 10,11, 14</p>
Codes of conduct and media law	<b>Week 8</b> <b>18-24 April</b>	<p><b>Prescribed readings:</b> Australian journalists' Code of Conduct <a href="https://www.meaa.org/meaa-media/code-of-ethics/">https://www.meaa.org/meaa-media/code-of-ethics/</a></p> <p>Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i></p> <p>Ch. 15 'Defamation' pp. 318-346 and Ch. 17 'Other Legal Perils' pp. 368-386</p>
Colour writing: The people and stories behind the news	<b>Week 9</b> <b>25 April – 1 May</b>	<p><b>ANZAC DAY PUBLIC HOLIDAY – NO MONDAY TUTORIAL</b></p> <p><b>**ASSIGNMENT 2 (30%) SUBMISSIONS CLOSE TUE 26 APRIL AT 1200 HRS</b></p> <p><b>Prescribed readings:</b> Lambie, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i>, Melbourne: Oxford University Press</p> <p>Ch. 11. 'Feature Writing pp. 231-247</p> <p>Land, F. M. (1995). 'Awakening the Right Brain in Feature Writing', <i>Journalism &amp; Mass Communication Educator</i>, 50(3), 52-60.</p> <p>Other Readings: Baum, M. A. (2002). Sex, lies, and war: How soft news brings foreign policy to the inattentive public. <i>American Political Science Review</i>, 96(1), 91-110.</p>

Profiles and Editing for Media	<b>Week 10</b> 2 – 8 May	<b>Prescribed readings</b>  McKnight, D 'Journalism Jargon' (available on Moodle)  Lyons, J 'Raging Turnbull', <i>Good Weekend</i> (Sydney Morning Herald). 4 September 2014,  Guilliatt, R 'The Making of Mr Methodical' <i>Good Weekend, Sydney Morning Herald</i> . 17 September 2014
Writing for Impact	<b>WEEK 11</b> 9 – 15 May	<b>Prescribed readings:</b>  McKnight, D 2012, <i>Rupert Murdoch: An Investigation of Political Power</i> , Sydney: Allen & Unwin, pp1-20; 164-187.  Panos London (2010). A journalist's guide to reporting research findings. <i>Panos Network</i> . <a href="http://panos.org.uk/wp-content/files/2011/06/A-journalists-guide-to-reporting-research-findings.pdf">http://panos.org.uk/wp-content/files/2011/06/A-journalists-guide-to-reporting-research-findings.pdf</a>
Writing for Media:  Audio & Video	<b>WEEK 12</b>  16 – 22 May	<b>**ASSIGNMENT 3 (40%) SUBMISSIONS CLOSE TUE 17 MAY AT 1200 HRS **</b>  <b>Prescribed readings:</b> Alysen, B 2006, <i>The Electronic Reporter</i> , Sydney: UNSW Press, pp. 97-143  Lamble, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i> , Melbourne: Oxford University Press:  Ch. 9 'Writing Broadcast News' (Television News Style) pp. 160-167  Bainbridge, J, 'Television: The Zoo' in Bainbridge, J, Goc , N and Tynan, L. <i>Media and Journalism Second Edition</i> . South Melbourne: OUP, Ch. 7 pp. 120-135  Tynan, L. 'Radio: The Tribal Drum' in Bainbridge, J, Goc , N and Tynan, L. <i>Media and Journalism Second Edition</i> . South Melbourne: OUP, pp. 91-100  Other readings: Phillips, G and Lindgren, M 2005, 'The Radio News Reporter,' in <i>Australian Broadcast Journalism</i> , 2nd edition. Melbourne: Oxford University Press, 54-63
Writing for Media:  Online, Multimedia, Social Media	<b>WEEK 13</b> 23 – 29 May	<b>Prescribed readings:</b> Lamble, S 2014, <i>News as it Happens: An Introduction to Journalism 2<sup>nd</sup> edition</i> , Melbourne: Oxford University Press  Ch. 10 'Writing News for the Web' pp.206-223  Mei, J. S. A., Bansal, N., & Pang, A. (2010). New media: a new medium in escalating crises? <i>Corporate Communications: An International Journal</i> , 15(2), 143-155.  Other readings: Bacon, W 2006, 'Journalism as Research? Thinking about Journalism Research in an Australian University Context,' <i>Australian Journalism Review</i> , vol. 28, no. 2, pp147-157.

## Prescribed Resources

Book – Lambie, S. (2014) *News as it Happens: an Introduction to Journalism*. 2<sup>nd</sup> edition. Oxford University Press Australia. 432 pp. ISBN: 9780195520408 ISBN-10: 0195520408 (Available at UNSW Co-op Bookshop, Kensington Campus).

## Recommended Resources

Stephens, M 2006 *A History of News*. Oxford University Press  
Sedorkin, G 2002 *Interviewing: A Guide For Journalists and Writers*, Allen & Unwin Academic  
McKnight, D 2012, *Rupert Murdoch: An Investigation of Political Power*, Allen & Unwin  
Sheridan-Burns, L 2002 *Understanding Journalism*, Sage  
Alysen, B 2006 *The Electronic Reporter*, UNSW Press  
Phillips, G & Lindgren, M 2013 *Australian Broadcast Journalism. Third edition*. Oxford University Press Australia and New Zealand  
Bainbridge, Jason 2011 *Media and Journalism: New Approaches to Theory and Practice*, 2<sup>nd</sup> edition, Oxford University Press Australia and New Zealand

## Course evaluation and development