Faculty of Arts
& Social Sciences

School of the Arts and Media

MDIA2003

Advanced Media Writing

Session 1, 2014

UNSW Course Outline

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.

1. Location of the course

FACULTY	Arts and Social Sciences		
SCHOOL	School of the Arts and Media (SAM)		
COURSE CODE	MDIA2003		
COURSE NAME	Advanced Media Writing		
SESSION	1	YEAR	2014
LECTURE: Wednesdays 9am – 10.30am, Mathews Theatre B			
TUTORIALS: times as arranged, various Webster Multimedia Labs			

2. Table of Contents

3. Staff Contact Details

Course Convener	
Name	Dr Emma A. Jane
Phone	9385 6944
Office	Robert Webster Building, Level 1, Room 115
Email	emma.jane@unsw.edu.au
Contact hours	Thursdays TBA (please email ahead to arrange an appointment)
Tutor/Lecturer	
Name	Dr Nasya Bahfen
Phone	9385 6364
Office location	Robert Webster Building, Level 2, Room 231T
Email address	nasya.bahfen@unsw.edu.au
Contact hours	TBA

4. School of the Arts and Media Contact Information

Room 312, Level 3 Robert Webster Building
Phone: 9385 4856
Email: sam@unsw.edu.au

5. 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).
- 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/

Please note that attendance will be recorded at all lectures and tutorials. If you are more than 15 minutes late to a lecture or a tutorial, you are deemed not to have attended. If you do not complete the required readings and other preparation material for tutorials as required, you will also be penalised for non-attendance. It is your responsibility to ensure your name has been marked off at each lecture and tutorial.

A special note about attendance, workload, and MDIA2003:

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

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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/2014/ (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.

As outlined above, the University requires that you attend 80% of all lectures and tutorials, which means you must attend *at least 10 of the 12 weeks* (both lectures and tutorials) in the course unless specific and formal permission is granted. If you miss more than two lectures or two tutorials and do not have proper certification for the third or any additional absences, then you will be liable to receive a UF (unsatisfactory fail) for the course. If you do miss a lecture or tutorial, even if you don't have a medical reason, you must email your tutor as soon as possible explaining the reason for your absence and attaching a scanned copy of any relevant documentation. You must also CC a copy of this material (your explanation and a scanned copy of accompanying documentation) to the course convener, Dr Jane at emma.jane@unsw.edu.au.

 For further details on these matters see "ESSENTIAL INFORMATION FOR FASS/SAM STUDENTS" (see below). For cases of serious illness or misadventure which may impact on your course, you need to apply for "Special Consideration", as also described in the "ESSENTIAL INFORMATION" resources. This must be within three days of any relevant assessment date.

6. 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/

7. Course details

Credit Points:

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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 the longer, more in-depth forms of journalism frequently grouped together under the label of "feature". The course will focus on these longer 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. 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. 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. This course will develop the student's understanding of the practices of news reporting, with special reference to 'feature' writing.
2. This course will prepare students for upper level research and practice in this field.

Student learning outcomes

At the conclusion of this course the student will be able to:
1. Produce in-depth journalistic texts across a range of different media contexts.
2. Support writing process through relevant research, ethical engagement and quality processes.
3. Demonstrate ability to successfully write across a range of genres and styles.
4. Relate writing to related process of text production, including placement within multimedia contexts.

Graduate Attributes

This course provides a foundation for all graduate attributes; however, the following are particularly in focus:
1. The skills required to create, discuss and evaluate communication and journalism texts in collaboration with others.
2. The capacity to keep abreast of changes in the audiences, platforms, tools and practices of communication and journalism.
3. A respect for ethical practice and social responsibility.
4. The skills of communicating effectively across a range of contexts and platforms in the journalism professions.

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

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

10. Assessment

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
1. Tutorial preparation submissions	Various news and feature writing-related tasks and exercises	20%	1, 2, 3, 4	1, 2, 3, 4	Ongoing, usually one submission per week – deadlines indicated on the Moodle site.
2. Production Project 1	Collaborative production of a "profile" feature article. (See Moodle for detailed instructions)	20%	1, 2, 3, 4	1, 2, 3, 4	Several stages and submission dates; see Moodle for deadlines and submission requirements.
3. Production Project 2	Collaboratively researched, individually written issues or trend feature. (See Moodle for detailed instructions,)	60%	1, 2 ,3, 4	1, 2, 3, 4	See Moodle for deadline and submission requirements

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

Submission of Assessment Tasks

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/2014), 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. Full details of what is involved in the above assessed work will be available online on the Moodle site for the course. Access that site for detailed instructions re the objectives of each task, what will be expected by way of preparation, marking criteria, deadlines, how the work is to be submitted, and so on.

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.

11. Academic honesty and plagiarism

Summary

Please familiarize yourself with the university's new plagiarism policy:
http://www.gs.unsw.edu.au/policy/documents/plagiarismpolicy.pdf
http://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf

The Learning Centre also has resources on plagiarism:
http://www.lc.unsw.edu.au/plagiarism/index.html

For helpful guidance on social media use in the University context see:
https://student.unsw.edu.au/social-media-guidelines

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), 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).

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.

12. Course schedule

The following provides a provisional outline of the schedule of lectures and tutorials. **For full details of week-by-week tutorial preparation, readings, production activities and assignment exercises, you must consult the Moodle course site accessible via your MyUNSW portal.**

Week	Lecture	Tutorial
1 (Mar 3)	Introducing the course; Key feature types – profiles and issues/trend features	No tutorial
2 (Mar 10)	Successful profiles - sellable story ideas, angles and compelling content	Course introductions; production teams organised; brainstorm profile story ideas
3 (Mar 17)	Interviewing for feature articles	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)
4 (Mar 24)	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)
5 (Mar 31)	Interview workshop	1. Production teams "pitch" their story ideas for Production Project 1
6 (Apr 7)	1. Interview workshop feedback; 2. Profile article structures	2. Interview workshop profile writing exercise
7 (Apr 14)	The issues/trend feature – ideas, angles, styles and structures	1. Interview workshop profile writing exercise – feedback and discussion 2. Arrangements re new production teams
Mid-semester study break		

8 (Apr 28)	Investigative journalism	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) **[Production Project 1: final collaboratively written version due 5pm April 28]**
9 (May 5)	Legal and ethical issues for the feature writer	1. Review of Production Project 1 profile articles
10 (May 12)	Features in broadcast form	Ethics issues discussion
11 (May 19)	Honing your writing style	Issues feature writing exercises
12 (May 26)	Guide to the Final Assignment – meeting the marking requirements	Production teams pitch their Production Project 2 story ideas
13 (June 2)	No lecture	Journalistic style exercises
(Week beginning June 9) **Final Assignment, Production Project 2**, due 5 pm Wednesday June 11 (electronic submission)		

13. Expected 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.

UNSW Library website: *http://info.library.unsw.edu.au/web/services/services.html*

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/), *The Global Mail* (www.theglobalmail.org/), *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 weekly review/survey of journalistic output provided by *The Week* magazine (a digest of the best stories published locally and internationally in the previous week)
2. 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/2014/. 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, http://www.mediafire.com/). 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.

14. Course evaluation and development

We will be aiming to actively evaluate this course, responding to student feedback wherever possible. Formal university evaluation ("CATEI" Surveys) will be undertaken, as well as informal evaluations and tutorial focus groups. Feedback from students is welcome at any time; in person, by email, by letter.