MDIA1002

Media & Communication Contexts

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

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Tutors

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School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

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 attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: 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 academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course covers a range of professional communication practices in Journalism, Public Relations and Advertising to provide you with a solid foundation for further study and professional engagement. You will develop a critical and theorized understanding of the situated nature of communication, particularly the impact of ongoing industry change on media forms. You will be equipped to develop pro-active and creative strategies in terms of text production and analysis, focussing on professional written genres and how they are adapted to suit different purposes and platforms.

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

1. identify the impact of structural changes in communication industries on communicative practices and forms
2. produce, adapt and publish communicative texts appropriate to targeted contexts and platforms
3. identify and apply basic principles of professional communicative standards

Teaching Strategies

This course covers a range of professional communication practices in Journalism, Public Relations and Advertising to provide students with a solid foundation for further study and professional engagement. The course provides a theoretical framework for understanding current contexts of change in relation to news cycles, attention and business models, and the impact of all these on the media forms that are produced. Students will be equipped to be pro-active and creative in terms of text production and analysis.

Assessment

The assessment items include a short multiple choice quizz, more or less weekly tutorial preparation tasks to submit online, and two professional writing tasks. You will find the length of the writing tasks to be very short, especially in comparison to essay-oriented subjects. However one of the major challenges of professional communication is to get your message across in a very short space, while still being interesting and persuasive. Don't be fooled by the length!

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Multiple choice quiz	20%	23-27 April	1,3
Online tutorial preparation tasks	20%	Not Applicable	1,2,3
Professional writing task 1	30%	29/03/2018 05:00 PM	1,2,3
Professional writing task 2	30%	01/06/2018 05:00 PM	1,2,3

Assessment Details

Assessment 1: Multiple choice quiz

Start date:

Length: 30 minutes

Details: 30 minute quiz. Collective feedback on strengths and weaknesses provided along with individual mark.

Additional details:

Full details will be provided on the Moodle course site.

Submission notes: This will be an online quizz conducted during your tutorial.

Assessment 2: Online tutorial preparation tasks

Start date: Not Applicable

Length: 10 short writing and other tasks in preparation for tutorials.

Details: 10 short professional writing and editing tasks, equally weighted.Students must complete 6/10 to pass.Weekly collective feedback provided along with individual mark.

Additional details:

Full details will be provided on course Moodle site.

Submission notes: You must complete 6/10 tasks in order to pass this component.

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

Assessment 3: Professional writing task 1

Start date:

Length: 750 words

Details: 750 words.Written feedback and grade provided.

Additional details:

This will be a writing task based on materials provided to you. Full details on the course Moodle site.

Submission notes: Online

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

Assessment 4: Professional writing task 2

Start date:

Length: 750 words

Details: 750 words. This is the final assessment task.Written feedback and grade provided.

Additional details:

This will be a writing task based on your own research and ideas. Full details will be provided on the course Moodle site.

Submission notes: Online

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

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, assessment tasks 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 (14) 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 (21) 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 webstie:
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 (http://www.lc.unsw.edu.au/). 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.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose

- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
(http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Tutorial	There are no tutorials this week. Tutorials begin in week 2.
	Lecture	Lecture 1: **In the middle of the maelstrom: communication industries and you.** Reading: **Textbook:** Chapter 3, 'The Rise of the Fifth Estate'. You should also read the other chapters of section 1 in the textbook as soon as you get a chance (1: The Public Sphere; 2: The First Mass Medium; 4: The New Media Environment). These all provide important background to the overall context.
	Web	Make sure you get going on next week's tutorial prep task, ready for your first tutorial next week.
Week 2: 5 March - 11 March	Tutorial	Tutorial 1: **Introductions, organisation, and discussing assessment tasks.** We'll use this week to get started, and to become familiar with the Active Learning Spaces (our tutorial rooms). Each tutorial will have a different focus (following the preceding week's lecture), but will have a similar structure. The general structure will include: **Questions**: Tutorials are the key place to ask questions – about the content of the lecture, the reading, practical matters, the assessment…. There is no such thing as a dumb question: if you have that question, rest assured so too will someone else, so speak up! **Macro focus**: All media and communication professionals must have a good grasp of current affairs - what's happening, and how it works, the values which frame it, and its highs and lows. What's making news this week? What's current? To whom? Why? What are the different perspectives on that story? How is this story unfolding? This will be a weekly discussion point – and the subject of regular quizzes. Each week, 2-3 students will be nominated to prepare a few current affairs questions for the next tutorial. You can do these

		individually or as a group. No grade whatsoever for this, but trust us, it will help you!
		Micro focus: Each week we will also spend a little bit of time going over some of the p's and q's of good writing. Good writing skills are essential and your assignments will be graded on this, so it's pretty important to get it right! Your tutor will lead this, as time permits.
		Tutorial Preparation Activities (aka 'WEB'): In 10/12 weeks, you have to prepare an activity in advance of the tutorial and submit it online. You must complete a minimum 6 out of 10 tasks. These are designed to give you practice in writing or analysis, and will be checked by your tutor to determine whether they fulfill the activity, have met the requirements, and are a reasonable effort. In the tutorial, we will continue further work which follows up this task.
		The tute prep tasks are not given detailed individual feedback, but feedback is given to the class as a whole. The task must be submitted online by 5pm preceding the day of your tutorial (earlier is even better!) and you must submit a minimum of 6/10 tasks to pass this component (ie less than 6/10 tasks = 0).
		I'll say it again: LESS THAN 6/10 = ZERO
		There are **no extensions** for late submission of these tasks. If you miss it, you miss it. As these are more or less weekly and as you have the opportunity to 'miss' a number of them, this should allow for any minor unforseen circumstances.
		Each task which has been submitted on time and completed to a satisfactory standard will receive 2%. If the task is not on time it will receive zero. If it does not show a serious effort, it will count as a non-submission.
	Lecture	Lecture 2: **News values: drivers of the communication industries**
		What gets attention? Why? How does this drive these industries?
		Reading: **Textbook**: Chapter 12 (yes, straight to Chapter 12!), 'News values and news culture in a changing world'.

	Web	Tutorial Preparation Task 1: Media Use Survey This needs to be submitted by 5pm (or earlier) prior to the day of your tutorial. For some of you, that's Sunday! Full details on Moodle.
Week 3: 12 March - 18 March	Tutorial	Tutorial 2: Follow up to last week's lecture and tute prep task. Preparing for the first assessment: Writing Task 1.
	Lecture	Lecture 3: **Angles and structure: the core of news** Reading: White, Peter. 2012. 'Woman Bites Cop: the life and times of the hard news report' Unpublished Course Notes,UNSW. Following each part of the reading, there are some quick quizz questions to check your understanding of the main points. These are optional but will help you with parts of the MCQ coming up (hint hint!).
	Web	Tutorial preparation task 2. News values. This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 4: 19 March - 25 March	Tutorial	Tutorial 3: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 4: **'New' news: same values? different forms** Reading: tba; see Moodle for updated details
	Web	Tutorial preparation task 3. Rewriting a story. This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 5: 26 March - 1 April	Tutorial	Tutorial 4: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 5: **Advertising: the magic** THIS LECTURE WILL BE **ONLINE** ONLY Given the impending Easter break, this lecture will be delivered in ONLINE FORM ONLY, so you DON'T need to come to Clancy at 5pm on a Thursday. Yay! Guest Lecturer: Dr Nick Richardson. Dr Richardson teaches advertising in the media program and is a highly experienced advertising and communication creative and strategist, as well as an excellent lecturer. You will love it! Reading: Woods, Nicola. (2006) *Describing*

		discourse: a practical guide to discourse analysis. London: Hodder Arnold. [Chapter 1 only: 'Come and get it: the Discourse of Advertising': pp1-45] Optional: Austen, S and Newman, N (2015) 'Attitudes to Sponsored and Brand Content' Digital News Report, Reuters Institute for the study of journalism, Oxford University.
	Web	Tutorial preparation task 4. Sample paragraph of Writing Task 1. This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 6: 9 April - 15 April	Tutorial	Tutorial 5: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture: **Public relations: old ways** Reading: **Textbook**: Chapter 8, 'Public Relations: Spin cycle' Optional: Mahoney, James. 2013. Public Relations Writing, 2nd Edition, Melbourne: OUP [Chapter 6 only: 'Writing and placing a media release']
	Web	NO tutorial prep task for this week.
Week 7: 16 April - 22 April	Tutorial	Tutorial 6: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 7: **PR - some of the new ways** PR is also adapting to new media and communication contexts... but some things stay the same. Reading: Chia, J. and Synnott, G. 2012 *An Introduction toPublic Relations and Management*, Melbourne: OUP [Chapter 13: 'Engaging with Media'] Optional :Mahoney, James. 2013. Public Relations Writing OUP (2nd Edition). [Chapter 7: Writing for Social Media and the Web] And see the textbook, 'Tools 5' pp492-500, "Digital and social media and journalism practice" for related content
	Web	Tutorial preparation task 5. Media Release This needs to be submitted no later than 5pm the day before your tutorial
Week 8: 23 April - 29	Tutorial	Tutorial 7: **Multiple choice quizz** in class this

April		week
	Lecture	Lecture 8: **Telling stories with images** Images have long had an important role to play in all communication media, and today their power and ubiquity are even greater. But interestingly, the same news values that underpin written communication underpin visual communication also. Go figure! Reading: Caple, Helen. 2013. Photojournalism: A social semiotic approach. Palgrave MacMillan, UK. [Chapter 2 only: 'News values and the multisemiotic news story']
	Web	NO Tutorial Preparation Task this week
Week 9: 30 April - 6 May	Tutorial	Tutorial 8: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 9 **Media standards: ethics and you** Guest Lecturer: Dr Emma Jane. Dr Jane is a highly successful journalist, author, and media researcher, with a passionate commitment to ethical standards. Every time you write, post, speak, your personal and professional ethical practices are in play, and ethical questions are not always easy to resolve. Reading: **Textbook**: Chapter 17, 'Ethics in communication' (and see also Chapter 18, 'Media Practice, Industry Change and the Law'). Optional: Chia, J. and Synnott, G. 2012 *An Introduction to Public Relations and Management,* Melbourne: OUP [Chapter 4, 'Ethics'] T Optional: Moss, Tara. 2016 "Speaking out: a 21st Century Handbook for Women and Girls" Harper Collins [Chapter 12: Unsocial social media]. NB: While this book is addressed to women and girls, it's relevant to EVERYONE engaged in contemporary media. I recommend all of it!
	Web	Tutorial preparation task 6. Portraits. This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 10: 7 May - 13 May	Tutorial	Tutorial 9: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 10: **Media standards: dont make grammer error's**

		Guest Lecturer: Dr Emma Jane.
		Sub-editors (ie highly trained individuals who carefully check your work for you) are a thing of the past. You are your own sub-editor, and it matters! Do you know where to put your apostrophe's? Its soooo hard! But Emmas' insights will get your sorted.
		Reading: **Textbook**: Chapter 14, 'The Elements of Writing', and revisit Chapter 15, 'Sub-editing, news language and convention'.
		Optional: Grazi Busa, M. 2014. *The Language of the News: A Student's Guide* Routledge. [Chapter 7 only, "The Tools of the Trade"]
	Web	Tutorial Preparation Task 7. Ethics
		This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 11: 14 May - 20 May	Tutorial	Tutorial 10: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 11**: Careers (What, already??)**
		Guests: Ms Vikki Banks (UNSW Careers), Industry and student guests.
		It's never too early to get started. UNSW Careers will give you some important pointers for looking ahead and making sure you are ready for the big wide world, and our industry guests and former students will give you some insights into their own career pathways.
		No set reading for this lecture, but some optional extras will be online.
	Web	Tutorial preparation task 8. Gathering quotes.
		This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 12: 21 May - 27 May	Tutorial	Tutorial 11: Follow up to last week's lecture and tute prep task.
	Lecture	Lecture 12: **Informal Q&A: the final assignment and everything else**
		This is going to be an informal Q&A so you can ask direct questions about the final assignment, the communication industries, other facets of the course. I'm not that scary, honest! We might even run this workshop-style, but it will depend who's

		there and what you need. This lecture IS optional but it might be your last chance to get some good feedback. It's NOT an opportunity for individual feedback on your drafts but bring them along so you can refer to them.
	Web	Tutorial preparation task 9. Media players This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.
Week 13: 28 May - 3 June	Lecture	**NO LECTURE THIS WEEK. TUTORIALS AS NORMAL** THERE IS NO LECTURE THIS WEEK, BUT TUTORIALS CONTINUE AS NORMAL (and YES, they do count for attendance)
	Tutorial	Tutorials continue as normal this week and yes, they DO count for attendance! Come with your final drafts and questions.
	Web	Tutorial preparation task 10. Careers and roles This needs to be submitted no later than 5pm the day before your tutorial. Full details on Moodle.

Resources

Prescribed Resources

The textbook for MDIA1002 is Bainbridge, J.; Goc, N.; and Tynan, L. 2012

Media and Journalism: New Approaches to Theory and Practice

Melbourne 3rd Edition Oxford University Press.

You can purchase this in either print or digital form; the choice is up to you. Make sure you do purchase the 3rd edition, as there are significant differences with earlier editions.

For those of you in PR&Advertising who are **horrified that the first text book is about journalism**.... don't be! In this course we will be covering key skills which are foundational to *all* communication industries, especially core concepts such as 'news values' and basic genres of journalism and PR. You will find this book to be a useful resource that you return to throughout your studies.

Recommended Resources

Additional readings and recommended texts will be posted on the Course Moodle site.

You should have access to a few good dictionaries (yes, a few!), a thesaurus or two, and two or three punctuation/style guides. Some recommendations for these will be put online. They can be in print or digital form, whatever works best for you.

Course Evaluation and Development

We actively evaluate this course and respond to student feedback wherever possible. There is a formal university survey (`myExperience') at the end of the semester. However we welcome your feedback at any time; in person, by email, by letter. In the past, student feedback has been consistently positive, especially in relation to guest speakers, the textbook, and the balance of assessment in the course.

From 2017, we have been trying to improve your learning experience further by blending the components of face-to-face and online learning, and carefully integrating both of these for a more seamless experience. The online environment also enables us to provide effective models and annotations of the kinds of professional texts you need to begin to produce, for anyone to access at any time. We have transformed ½ hr of passive lecture learning to ½ hour of productive student engagement online, so you are producing something directly related to your learning outcomes. We especially welcome your feedback in relation to these aspects of the course.

Image Credit

The Centenary Reformation Broadsheet. Advertising? PR? Journalism?

SOURCE: https://commons.wikimedia.org/wiki/File:Reformation_centenary_broadsheet.jpg

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