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MDIA1002

Media & Communication Contexts

Term One // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Louise Ravelli	l.ravelli@unsw.edu.au	Tuesdays 1.00 - 3.00 (drop in) or by appointment for other times	Webster, Level 3, Rm 311N	

Tutors

Name	Email	Availability	Location	Phone
Jane Southward	j.southward@unsw.edu.au	Contact via email		
Valentina Bau	v.bau@unsw.edu.au	Contact via email	Webster, 311D	
Theresa Miller	theresa.miller@unsw.edu.au	Contact via email		
John Burfitt	sam@unsw.edu.au	Contact via email		
David Dale	d.dale@unsw.edu.au	Contact via email		

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.

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.

Course Learning Outcomes

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

Assessment extensions are ONLY given via Special Consideration that is submitted via myunsw to the course convenor. Your tutor cannot give extensions.

If you are registered with UNSW disability services, please let your tutor and the Convenor (Louise Ravelli l.ravelli@unsw.edu.au) know.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Professional Writing Task 1	25%	12/03/2020 05:00 PM	2,3
Professional Writing Task 2	35%	13/04/2020 05:00 PM	2,3
Examination	40%	During Exam Period 2/5-16/5. Exact Date tba	1,2,3

Assessment Details

Assessment 1: Professional Writing Task 1

Start date:

Details: 750 words. Feedback provided via LMS

Additional details:

Please see Moodle for further description.

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

Assessment 2: Professional Writing Task 2

Start date:

Details: 750-words. Feedback provided via LMS.

Additional details:

Please see Moodle.

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

Assessment 3: Examination

Start date:

Details: 2-hours.Feedback via LMS

Additional details:

Please see Moodle.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

You are strongly encouraged to attend all lectures.

You are required to attend 80% of tutorials and your attendance will be marked each week.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 17 February - 21 February	Lecture	<p>Hello! Hello! The communication industries and you.</p> <p>Please feel free to ask questions in the lecture. It can be a bit intimidating, but don't worry, if you have a question, you can rest assured someone else is wondering about exactly the same thing. I'll do my best to answer!</p> <p>Required Reading: please do the reading <i>before</i> the lecture.</p> <p>Reading (1): Textbook: Chapter 3, 'The Rise of the Fifth Estate'.</p> <p>Reading (2): Rosen, J 2012 (2006) 'The People Formerly Known as the Audience', in M.Mandiberg (ed),The Social Media Reader, New York, NYU Press, pp.13-17 (Go to Moodle and click on "Leganto" - the green jigsaw icon in the 'Resources' section).</p> <p><i>Tutorial: See 'Web' (below) and Moodle for full instructions regarding all your online activities that need to be completed prior to tutorials. Tutorials begin this week!</i></p> <p>Remember there are often multiple tutorials running at the same time, so check which one you are in. <i>You need to be in the tutorial you are enrolled in, otherwise you will be marked absent.</i></p>
	Web	<p>WEB: Each week, specific activities will be indicated online on Moodle. You should do these in preparation for your tutorial (as some of you have tutorials on Monday, have a go at these <i>before</i> the Monday lecture). They are not compulsory and won't be marked, but they will form the basis of what you then do in class, so the more you put in in terms of effort, the more you will benefit.</p>

	Tutorial	<p>Please see Moodle for details.</p> <p>Tutorials start THIS WEEK. Remember there are often multiple tutorials running at the same time, so check which one you are in. You need to be in the tutorial you are enrolled in, otherwise you will be marked absent. This week's tutorial will be about organising, introductions, looking ahead to the assessment, and getting started on writing.</p> <p>Tutorials are the place to <i>really</i> ask questions, whether it be about the content of the lecture, readings, practical matters, the assessment. Again it can be intimidating at first, but the tutorial should be a place where you get to know each other and become comfortable with asking questions.</p> <p>Each tutorial will have a few specific components:</p> <ul style="list-style-type: none"> • web activity: following up on and developing this • that was the week that was: All media and communication professionals must have a good grasp of current affairs. What is happening? Who/what is making news this week? What values frame it? How is this story unfolding? How does this impact on different communication industries? And so on. This will be a weekly discussion point. • #hybpa? (have you been paying attention?) Each week, 2-3 students will be nominated to prepare a few current affairs questions for the next tutorial. Do these together where possible. 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!
Week 2: 24 February - 28 February	Lecture	<p>Attention! The role of News values</p> <p>Required Reading</p> <p>Reading (1): Textbook: Chapter 12, 'News Values and News Culture in a Changing World'</p> <p>Reading (2): Davis, A 2013 'Celebrity Culture and Symbolic Power', in A Davis (ed) <i>Promotional Cultures</i>, Hoboken, Wiley, pp. 92 - 106. (Go to</p>

		<p>“Leganto” in Moodle)</p> <p>Optional Reading: Leszkiewicz, A 2017 'All 23 things wrong with Pepsi's Kendall Jenner Ad', <i>New Statesman</i>, 5 April (Go to “Leganto” in Moodle)</p>
	Web	Refer to Moodle
	Tutorial	Refer to Moodle.
Week 3: 2 March - 6 March	Lecture	<p>Angles and structure: the core of media storytelling.</p> <p>Required Reading</p> <p>Reading (1): Textbook: Chapter 15, 'Sub-editing, news language and convention'.</p> <p>Reading (2): White, Peter. 2012. 'Woman Bites Cop: the life and times of the hard news report' Unpublished Course Notes, UNSW. (Go to “Leganto” in Moodle)</p> <p>Optional Reading</p> <p>Lacey, M 2019 'Watch Your Lapels, These Great Ledes are Coming For Them' <i>New York Times</i>, January 15. (Go to “Leganto” in Moodle)</p>
	Web	Refer to Moodle.
	Tutorial	Refer to Moodle
Week 4: 9 March - 13 March	Lecture	<p>Hey Presto! Advertising: the magic.</p> <p>This is a guest lecture with 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. Don't miss it!</p> <p>Required Reading</p> <p>Woods, Nicola. (2006) <i>Describing discourse: a practical guide to discourse analysis</i>. London: Hodder Arnold. [Chapter 1 only: 'Come and get it: the Discourse of Advertising': pp1-45] (Go to "Leganto" in Moodle).</p> <p>Optional Reading</p> <p>Austen, S and Newman, N (2015) 'Attitudes to Sponsored and Brand Content' <i>Digital News</i></p>

		Report, Reuters Institute for the study of journalism, Oxford University. (Go to "Leganto" in Moodle). NOTE: WRITING TASK 1 DUE NO LATER THAN THURSDAY, 12 MARCH, 5PM.
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 5: 16 March - 20 March	Lecture	Release the hounds: how to find a story and get going on interviews (aka, prep for Writing Task 2). Required Reading Reading 1: Textbook, 'Tools 1: Print Media and Broadcast Interviews'. And yes, you need interview techniques in PR and Advertising too! Reading 2: tba
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 6: 23 March - 27 March	Lecture	Feeding the chooks: PR Spin and Agendas Required Reading Reading (1): Textbook: Chapter 8, 'Public Relations: Spin Cycle' Reading (2): Mahoney, J 2017 'Writing and Placing a Media Release,' <i>Public Relations Writing</i> , OUP, Melbourne pp. 107 – 145 Optional Reading MacNamara, J 2012 'Journalism and Public Relations Unpacking Myths and Stereotypes', <i>Australian Journalism Review</i> , Vol. 34, No. 1, pp: 33-50. (Go to "Leganto" in Moodle)
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 7: 30 March - 3 April	Lecture	It went viral: social media and professional practice Required Reading Reading (1): Textbook, Chapter 4 'The digital and social media environment' Reading (2): King Whitehill, K & Nikolinakou, A 2018 'Viral video ads: Emotional triggers and social

		media virality', Psychology & Marketing, Vol.35, n.10, pp.715-726
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 8: 6 April - 10 April	Lecture	<p>Who, me? Media ethics, free speech, and generally behaving (and being treated) as a reasonable citizen.</p> <p>Required Reading</p> <p>Reading (1): Textbook, Chapter 17 'Ethics in Communication'</p> <p>Reading (2): One or both of the following (go to "Leganto" in Moodle)</p> <ul style="list-style-type: none"> • MEAA Code of Ethics (Journalism) • AANA Code of Ethics (Advertising and Marketing) <p>Optional reading</p> <p>Textbook: Case Study 5, 'Journalism and Free Speech in the 21st Century'</p> <p>NOTE: WRITING TASK 2 DUE NO LATER THAN MONDAY 13 APRIL, 5PM</p>
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 9: 13 April - 17 April	Lecture	<p>THIS IS THE READING WEEK FOR MDIA1002. (Other courses may be the same or different.)</p> <p>NO LECTURE OR TUTORIALS THIS WEEK FOR MDIA1002.</p> <p>Exam prep time!</p>
	Web	No web activities this week.
	Tutorial	No tutorials this week.
Week 10: 20 April - 24 April	Lecture	<p>What, jobs already? Careers and Networking</p> <p>There is no specific reading this week. We will have a number of former students as guests in the lecture to speak about their career pathways; details will be posted on Moodle.</p>
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 11: 27 April - 28 April	Tutorial	No tutorial catch ups this week as our reading week is week 9, the same week as the public holiday.

Resources

Prescribed Resources

The textbook for MDIA1002 is Bainbridge, J, Goc, N, and Tynan, L, (2015) Media and Journalism: New Approaches to Theory and Practice, OUP, Melbourne. It is the 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. Second hand copies should be available. The library should also have a textbook on high demand. The library does have a digital copy available but there is a strict limit on how much you can download from it.

For those of you in PR&Advertising who are horrified that the first text book is mainly about journalism.... don't be! These industries are intricately connected, and in this course we will be covering key storytelling 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.

Additional required and optional readings will be posted on the course Moodle site. Go to "Leganto" in the Resources section; it has a green jigsaw icon.

Recommended Resources

You should have access to a UK / AU dictionary, a thesaurus or two, and punctuation/style guides. Some recommendations for these will be put online. They can be in print or digital form, whatever works best for you. Make friends with them and know how they work.

You should be reading widely across media, from legacy (e.g. smh.com.au, abc.net.au, theguardian.com/au) to new media forms such as Buzzfeed or Junkee. With legacy media, make sure you read both online and IN PRINT (at least sometimes!) It's a completely different experience.

Mumbrella.com.au is recommended for news about media industries.

We recommend you join Twitter for professional social media use. #mdia1002 and @LJRavelli Keep your other social media for private use.

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 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 passive lecture learning to 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.

Submission of Assessment Tasks

Submission of Assessment Tasks

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.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

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/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

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>

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- 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/>

Image Credit

The Centenary Reformation Broadsheet. Journalism? Advertising? PR?

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