MDIA1002

Media & Communication Contexts

Term One // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Louise Ravelli	l.ravelli@unsw.edu.au	By email. See Moodle for updates.	Webster, Level 3, Rm 311N	

School Contact Information

School of the Arts and Media

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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

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%	14/03/2020 05:00 PM	2, 3
Professional Writing Task 2	35%	06/04/2021 05:00 PM	2, 3
Professional Writing Task 3	40%	29/04/2021 05:00 PM	1, 2, 3

Assessment Details

Assessment 1: Professional Writing Task 1

Details:

750 words.

Feedback via LMS

Additional details:

Please see the Moodle course site for full details of this assessment.

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

Assessment 2: Professional Writing Task 2

Details:

750 words.

Feedback via LMS.

Additional details:

Please see the Moodle course site for full details of this assessment.

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

Assessment 3: Professional Writing Task 3

Details:

1500 words or equivalent.

Students produce a news or PR media package

Feedback via LMS

Additional details:

Please see the Moodle course site for full details of this assessment.

Attendance Requirements

You are expected to engage with all lectures.

You are required to attend 80% of tutorials (whether they are face-to-face or online) and your attendance will be marked each week.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 15 February - 19 February	Lecture	**The communication industries and you: history, genres, and values.** At the time of preparing this course overview, we're assuming that all lectures will be online. The instructions for how to access them will be on the course website - don't worry, it's pretty straightforward. I personally LIKE face-to-face lectures because it gives me a chance to get to know you and a chance for you to ask questions. So I'm not sure at the moment how I will replicate that online, but I'll have a go! The outline you are reading now is the 'bare bones' version of the course - all the detailed info and any updates will be on the Moodle course site. **READING:** Each week there will be **required** and **optional** reading - some from the course textbook (see below) and others will be specific chapters from other books or specific journal articles. The reading will be indicated on the Moodle site and any additional readings will all be available there. Please try to do the reading *before* the lecture: some of it may not make much sense, but it will give you a basis for understanding the lecture, and then you can go back to it after the lecture (yes, re-reading, who knew?!).
	Web	**WEB**: Each week, specific activities will be indicated online on Moodle. These supplement the lecture material and prepare you for the tutorial. 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.

	Tutorial	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. Tutorials are the best place to ask questions, whether it be about the content of the lecture, readings, practical matters, the assessment. It can be intimidating at first, but if you have a question, you can be guaranteed someone else is wondering the same thing, so please ask! The tutorial should be a place where you get to know each other and become comfortable with asking questions. Each tutorial will have a few specific components: • **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: 22 February - 26 February	Lecture	**Genres in focus: the structure of hard news**
	Web	Refer to Moodle
	Tutorial	Refer to Moodle.
Week 3: 1 March - 5 March	Lecture	**Genres in focus: the style of hard news**
	Web	Refer to Moodle.
	Tutorial	Refer to Moodle
Week 4: 8 March - 12 March	Lecture	**Public relations: the dark side?**

		Note: Assignment 1 is due on Sunday, 14 March, no later than 5pm (and earlier is great!).
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 5: 15 March - 19 March	Lecture	**Genres in focus: the PR media release**
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 6: 22 March - 26 March	Lecture	**FLEX WEEK** **THERE ARE NO LECTURES OR TUTORIALS THIS WEEK.** **THIS IS TIME TO WORK ON THE CURRENT AND NEXT ASSIGNMENT, AND TO BE READING AHEAD.**
	Web	No web activities this week.
	Tutorial	No web activities this week.
Week 7: 29 March - 2 April	Lecture	**Hey Presto! Advertising: the magic.** This is a guest lecture with Dr Nick Richarson. 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!
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 8: 5 April - 9 April	Lecture	**Visual storytelling: what makes a compelling image?** Monday is a public holiday and this week's lecture will be pre-recorded for you to access at any time. Note that Assignment 2 is due on Tuesday, 6 April, no later than 5pm (and earlier is great!).
	Web	Refer to Moodle
	Tutorial	Refer to Moodle
Week 9: 12 April - 16 April	Lecture	**Who, me? Media ethics, free speech, and generally behaving (and being treated) as a reasonable citizen.**
	Web	Refer to Moodle.
	Tutorial	Refer to Moodle.
Week 10: 19 April - 23 April	Lecture	**What, jobs already? Careers and Networking** **Note that Assignment 3 is due, Thursday 29 April, no later than 5pm (and you know it already, earlier is better!).**
	Web	Refer to Moodle
	Tutorial	Refer to Moodle

Resources

Prescribed Resources

The textbook for MDIA1002 is McKane, A. (2014). *News Writing, 2nd Edition*. London: Sage.

You can purchase this from the UNSW bookshop in either print or digital form; the choice is up to you. Make sure you do purchase the 2nd edition, as there are significant differences with the first edition. Second hand copies may be available. The library will 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 writing news .... 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.

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 etc) 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; find some authoritative professionals to follow.

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.

2020 was obviously a huge challenge for everyone but with a team of great tutors and resilient students, we all made it through. This year will surely be better but might also be a bit unpredictable - we just have to roll with the punches. If there's anything that is a problem for you, please contact me and let me know.

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/

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The Centenary Reformation Broadsheet. Journalism? Advertising? PR?

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CRICOS

CRICOS Provider Code: 00098G

Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.