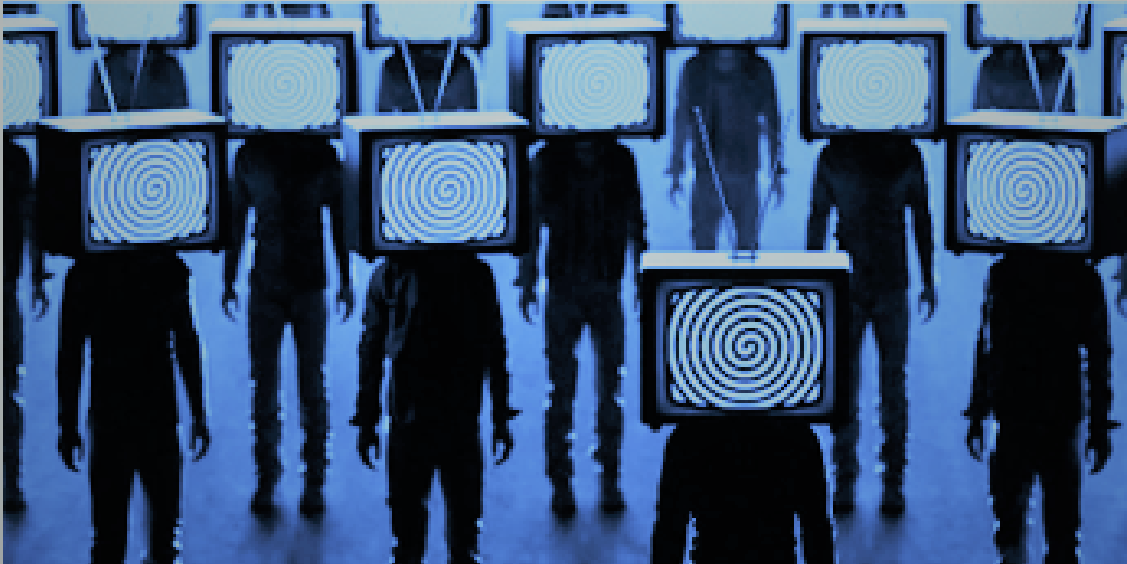Newsworthy

MDIA5011

Professional Media Practices: Creating, Publishing and Publicising Digital Journalism

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Dr Christopher Kremmer	c.kremmer@unsw.edu.au	_____ Tue 12-1pm	Room 231J, Level 2 Webster	+61 2 93856364

Tutors

Name	Email	Availability	Location	Phone
Connie Levett	c.levett@unsw.edu.au	___Tues 1-3 pm during term. Queries concerning story development only. Direct all assessment- related issues to the course convenor	Webster, Level 2, Room 231W	

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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

In this Masters-level course you will hone work-ready skills associated with commissioning, researching, creating, editing, publishing and publicising digital journalism in the real world context of a live online publication. You will develop your ability to meet deadlines as you produce, edit and/or layout publishable multi-media packages (words, images, audio, video) for delivery on the online publication. At the same time you will develop skills associated with social-media engagements around the online publication - e.g. publicising the site's content via Twitter, Facebook and similar platforms; managing reader comments on content; tracking hits on the online publication site via data analytics; managing search engine optimisation (SEO) for published items; and so on. The course will provide you with the opportunity to enhance your own portfolio, to be mentored by a media professional, to participate in a media-practice based community and to establish all-important media industry contacts.

Course Learning Outcomes

1. Plan, research, create, edit and layout and publish multi-media digital journalism content.
2. Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.
3. Publicise digital journalism on social media platforms, use data analytics to track hits on published material, and manage search engine optimisation of a publication site.

Teaching Strategies

The course will be conducted as 2-hour seminars during which students will develop digital journalism projects for potential publication, collaboratively sub-edit/review classmates' content, design webpages for the delivery of content, and, in cases where work has been published, manage and monitor its uptake on social media.

Each seminar will run as a "teaching hospital" in which students implement writing and research strategies learned in earlier core courses in the Master of Journalism and Communication program. Teaching will take the form of (1) a continuous process of sub-editorial-style feedback/guidance by the tutor and the editor of the EFOP (2) the collaborative reviewing by students of each other's work.

This approach is designed to develop towards work-readiness the basic digital journalism skills students have acquired through previous core courses. It will provide them with the opportunity to apply these skills in a "real world" setting, where they will be mentored by an industry professional.

Assessment

Student work is assessed based on quality at the time of submission only. Improvements applied during the editing process for publication in Newsworthy may be published but are NOT assessed. The Digital Editor may advise on story development but is not responsible for marking assignments. In all matters of assessment the decisions of the course convenor are final. All assignments must be submitted as WORD docs (no PDFs). On the first page always provide your student number and enrollment name (first name followed by family name), as well as course & assignment number, seminar group day and time, the story's genre (opinion, profile, etc), and an accurate word count for your submission. Do not include your personal, class or interviewee details or reference lists in this word count.

On the final page of your submission provide the names and contact details of all interviewees plus interview place, date, time and whether the interview was conducted in-person, or by telephone, email, chat/social media or Skype. Unless you have your tutor's permission in writing, all interviews recorded (smart phone audio recordings and chat transcripts are acceptable). All interviewee quotes must be accurately rendered in English. DO NOT USE ONLINE TRANSLATION SERVICES. Interview recordings MUST be retained for assessment purposes until December 31st of each academic year.

In this course, the sources of all facts and quotes must be briefly mentioned WITHIN the story (for example, 'University of Melbourne researchers say', or "A 2018 report by the Institute of Accountants said", or "The Attorney General admitted" etc.). We use the Harvard referencing system. Source URLs may be embedded in the text, but the full citation must also be provided in the reference list. Information obtained via your interviews need not be cited in reference lists but MUST be accurately reported in direct and/or indirect quotes in the text of your story and/or video and audio multimedia clips. For submissions containing multimedia only a full text transcript of the story must also be submitted. Submissions that are primarily multimedia must be preceded by a 100-150 word text lead.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Content Creation Task 1	30%	28/06/2021 12:00 PM	1, 2, 3
Content Creation Task 2	45%	07/08/2020 05:00 PM	1, 2, 3
In-class assessment tasks	25%	10/08/2020 12:00 PM	3

Assessment Details

Assessment 1: Content Creation Task 1

Start date: 01/06/2021 12:00 PM

Length: 500-800 words

Details:

A multiplatform journalism presentation of a 500-word news story and images or accompanying video. Feedback via LMS.

Submission notes: Content Creation Tasks may be submitted in any order. Choose genre in consultation with your tutor

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

Assessment 2: Content Creation Task 2

Start date: 08/06/2021 12:00 PM

Length: 1500-2000 words

Details:

A longform (feature) 1500-2000 word story, or podcast, or video (five to seven minutes or equivalent to 2000 words). Feedback via LMS.

Submission notes: Content Creation Tasks may be submitted in any order. Choose genre in consultation with your tutor

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

Assessment 3: In-class assessment tasks

Start date: Not Applicable

Length: 3000 words

Details:

Weekly Journalism practice tasks, equivalent to 3000 words (300 words x 10). Feedback via LMS.

Additional details:

In Class Activities account for 25% of the marks in this course. At the end of term, collate your submissions in a single word document and submit via the Moodle link. DO NOT RESUBMIT ASSESSMENT ONE OR TWO AS PART OF YOUR PORTFOLIO SUBMISSION PLEASE NOTE: There will be fewer portfolio elements in 2021 than the 10 submission x 300 words estimate mention in the course overview.

Submission notes: See general assessment information

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

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 31 May - 4 June	Homework	***Before coming to class read*** • Newsworthy's current Top Five Ranked stories www.newsworthy.org.au • Spend an hour reading your favourite news sources
	Studio	**Introducing 'Newsworthy'** Welcome to state of the art journalism production. We begin with a tour of UNSW's award-winning student publication. Learn how the Content Management System and weekly Editorial Conferences work. We'll be trialing flexible admission dates, provisional and final version marking, showing you the facilities and our Mobile Journalism kits, and making sure you're familiar with our Charter of Editorial Integrity. No set readings, no weekly lectures. Just finding, researching, writing and directing your stories to and interested audience.
Week 2: 7 June - 11 June	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress. We will help you to take advantage of digital archives and research tools **Interviewing strategies** **In-class Activity**: Interviewing workshop with published authors **In-class Portfolio submission (200-300 words):** After consulting in-class with your tutors, submit your list of 20 questions to ensure your story has impact

Week 3: 15 June - 18 June	Homework	**Listen to** at least two informative podcasts. Choose one of your own favourites, if you have one, otherwise choose both from the following list of Australia's most downloaded. Be prepared to discuss in class what these podcasts can teach us about online journalism. **The Eleventh, Generation Betoota, How Do You Sleep At Night, Let's talk about Sects, Full Story, Last Podcast on the Left, Stuff You Should Know, The Daily, Vice Extremes Season 2, Australia in the World.**
	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress. **Contributing to the Newsworthy Newsletter**
Week 4: 21 June - 25 June	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress.
Week 5: 28 June - 2 July	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress. **Writing and editing using Content Management Systems** In-class activity: Writing for *Newsworthy* using headlines, stand-firsts, body copy, and adding photos and videos on the CMS.
Week 6: 5 July - 9 July	Studio	**NO CLASSES**
Week 7: 12 July - 16 July	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress.

Week 8: 19 July - 23 July	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress. **Design your Story** How we use *Photoshop* to create the colour treatments that make the *Newsworthy* brand so apparent. IN CLASS ACTIVITY: Create an image treatment for your story **IN-CLASS PORTFOLIO SUBMISSION :** Submit your colour treatment
Week 9: 26 July - 30 July	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress. **Editing news in the Online Environment** Sub-editing, proofreading and search-engine optimisation (SOE) **IN CLASS EXERCISES -** Sub-editing exercises in Newsworthy: Take raw copy from a story submitted to Newsworthy (which was later edited and published) and improve narrative links and flow. Write your own headline and stand-first; Take a comment piece that was submitted to Newsworthy and cut it in half. Apply these techniques to your own story before submission. **IN CLASS PORTFOLIO SUBMISSION- (300 words):** Submit your edit.
Week 10: 2 August - 6 August	Studio	**Weekly Editorial Conference** Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress. **Getting it right and legal** This week we fact-check our work this semester

		with a view to avoiding legal jeopardy, and work hard to make the story's opening a sure fire winner. **IN-CLASS PORTFOLIO SUBMISSION (300 words)** Your social media and audience reach plan

Resources

Prescribed Resources

Please refer to Moodle's library link (the green icon) for all library readings.

Students are encouraged to borrow audio recording kits, cameras and mobile journalism kits from the UNSW Technical Resource Centre for interviews, especially if considering a podcast for the publication and publicity assessment. Time will be allotted in class to familiarisation with TRC equipment and how to borrow. You can also use your smart phone to record interviews and take photos. Mobile journalism kits enhance smart phone recording and stability.

Adobe Creative Cloud Editing Software is installed on all Mac Labs. Podcasting is optional for this course.

Recommended Resources

Recommended textbook

The companion textbook for this course is *Online Journalism: The Essential Guide* (Hill and Lashmar 2014). The eBook may be purchased at via UNSW Bookshop online at https://unswbookshop.vitalsource.com/products/-v9781446293232

While it is NOT compulsory to purchase the textbook, having it will provide students with a valuable complement to the weekly readings drawn from other texts, and offers insights and perspectives of direct relevance to the preparation of assessment work.

Recommended Readings:

Kasinger, M., Richardson, N. & Tanner, S. (2012). *Researching the Story. Feature Writing Telling the Story*. Melbourne: OUP, pp.20 - 38

Kolodzy, J. (2013). Eight Elements of a News Story and How to Build it. *Practicing Convergence Journalism.* New York: Routledge, pp. 14 -27.*elling the Story.* Melbourne: OUP, pp. 164 -177.

Kolodzy, J. (2013). 'Sources and Background Information', *Practicing Convergence Journalism.* New York: Routledge, pp. 27-43.

Kasinger, M., Richardson, N. & Tanner, S. (2012). Developing Writing Techniques. *Feature Writing Telling the Story.* Melbourne: OUP, pp. 81- 97.

Kolodzy, J. (2013). Convergence Journalism. Chapter 7, 'Capturing Context and Tone'. New York: Routledge, pp. 95-116.

Geoghegan M. & Klass D. (2007) Podcast Solutions. Chapter 4, 'Planning Your Podcast'. Berlin: Springer Podcast Solutions, pp. 27 - 53.

Williams, K (2011). 'Windows on the World International Journalism and the New Media'. International

Journalism. Thousand Oaks, Cal: Sage. pp. 145 -167 ABC Asia Pacific News

Bull, A. (2010). 'Sub-editing, Search Engine Optimisation and Proof Reading'. Multimedia Journalism A Practical Guide. New York: Routledge, pp. 371-402.

Kasinger, M., Richardson, N., & Tanner, S. (2012). Editing and Polishing Your Work. *Feature Writing Telling the Story.* Melbourne: OUP, pp. 81- 97.

Bossio, D. (2017). Journalism and Social Media Audiences, *Journalism and Social Media: Practitioners, Organisations and Institutions.* Berlin: Springer, pp. 47 - 66.

The following resources are available via UNSW library:

Factiva.com is available via the library for news research.

BBC College of Journalism

Lynda.com editing tutorials for Adobe Audition (optional podcasting).

Tanner, S., Kasinger, M., and Richardson, N.(2009). *Feature Writing Telling the Story.* Melbourne, Australia: OUP.

Tanner, S., and Richardson, N. (2013). *Journalism Research and Investigation in A Digital World.* Melbourne: OUP

Highly Recommended

Students should continue their engagement with the Australian and international news media that offer a range of perspectives on current world events that are shaping the news. Many of the following and more are available via the library or have free or limited free access online:

The Guardian AU edition

The Sydney Morning Herald

The New York Times

The South China Morning Post

The Conversation – excellent resource for academic quotes and interview sources.

ABC NewsRadio, ABC Radio National (podcasts) and ABC iview (free streaming news and current affairs).

Longform.org – offers a curated sweep of international features and podcasts from prominent to independent titles.

Course Evaluation and Development

Since the Master of Journalism & Communication came into being at UNSW in 2014, students have consistently articulated their strong desire for quality teaching relevant to contemporary journalistic practice as a launch pad for their future media careers. In 2019, UNSW's launched a bold initiative in response to student's needs in the form of a new outward-facing online publication *Newsworthy,* which is a part of this course. Since its inception, publications,positive employment outcomes and industry awards have testified to the validity of our vision for a "teaching hospital" approach to journalism practice both in the master's program and undergraduate programs. This means more portfolio publications for our students, including international students, and high profile recognition as the annual O*ssie Awards for Student Journalism* sponsored by the Journalism Education & Research Association of Australia. Students in MDIA5011, including international students, will work closely with the Newsworthy editor,Connie Levett to maximise their chances of scoring high profile publications and recognition of their talents and work.

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

IMAGE CREDIT: Newsworthy

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.