MDIA5002

Broadcast Journalism

Term Three // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Andrew Brooks	a.brooks@unsw.edu.au	By appointment	n/a	n/a

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 introduces you to the medium of radio and television and aims to prepare you for roles as journalists in these broadcast industries.

You will study the research, interview and presentation skills required for broadcast media and will learn how to script stories for both radio and television. You will learn the basics of microphone, camera and editing skills. You will learn how the medium dictates the choice and presentation of news, and how production constraints affect the final product.

You will critically engage with the social, economic and political role of audio and audiovisual media, and with the ethical and professional conventions of the broadcast industry.

Course Learning Outcomes

1. Research, interview, and production of stories for broadcast media
2. Demonstrate a critical awareness of the principles and practices of broadcast journalism
3. Formulate and assess strategies for producing broadcast media

Teaching Strategies

Teaching Strategies:

This course will largely be taught face to face in a lecture theatre environment but there will be some practical sessions including in the audio studio and using video cameras. There will be a strong emphasis on encouraging student participation in the process of learning. Students will be actively engaged in solving problems posed by the lecturer. Student learning will be enhanced by the use of case studies.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Analysis of broadcast journalism	40%	16/10/2020 11:59 PM	2,3
Journalistic media script	60%	23/11/2020 11:59 PM	1,2,3

Assessment Details

Assessment 1: Analysis of broadcast journalism

Start date:

Details:

1500 words

Reflecting on the principles and practices of broadcast journalism, students analyse selected broadcast journalism texts.

Feedback via LMS

Additional details:

You are required to analyse a piece of broadcast journalism of your choosing. In this course we are taking a multi-platform approach to broadcast journalism, considering the ways that broadcasting changes and adapts as the media landscape does. As such, the text you choose to analyse can include: radio, television, podcast, twitter/social media reportage, live streaming, interactive broadcasting. You must focus on a feature story rather than a breaking new report.

Analyse the text with reference to the broadcast medium/platform, the quality of the research, the scripting and presentation of ideas, and how the audience is engaged. The analysis should also consider how this piece of broadcast journalism fits into the wider media landscape, taking into account the context (social, cultural, political, technical) of the work. You should draw on readings from the course and/or materials discussed in the weekly seminars. Your analysis should be critical, scholarly and properly referenced.

Students will be provided with written feedback via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 2: Journalistic media script

Start date:

Length: 2,000 words +/-10%

Details:

Broadcast or narrowcast script of at least 5-minutes' length, plus 500-word exegesis.

Feedback via the LMS

Additional details:

You are to produce a 1,500 journalistic media script for a feature story. The script can be for any form of broadcast journalism, including: radio, television, podcast, twitter/social media reportage. You are required to research, develop, draft, and prepare your feature story script with attention to the stylistic conventions and technical considerations of your chosen broadcast media. The script must be properly referenced. In addition, you are required to submit a 500 word exegesis which reflects on the process of research and articulates how the script was tailored to the chosen broadcast media.

There will be an opportunity to workshop this assessment in class in the lead-up to submission.

Students will be provided with written feedback via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin and students can 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: 14 September - 18 September	Seminar	**Introduction: What is broadcast media?**
Week 2: 21 September - 25 September	Seminar	**Media pasts and futures: broadcast journalism in a changing media landscape**
Week 3: 28 September - 2 October	Seminar	**Research methodologies: ethics and politics of creating content**
Week 4: 5 October - 9 October	Seminar	**Scripting and Editing**
Week 5: 12 October - 16 October	Seminar	**Guest Lecture: Citizen Journalism**
Week 6: 19 October - 23 October	Seminar	**STUDY WEEK: No Seminar**
Week 7: 26 October - 30 October	Seminar	**TV and Radio**
Week 8: 2 November - 6 November	Seminar	**Podcasting**
Week 9: 9 November - 13 November	Seminar	**Mobile Journalism**
Week 10: 16 November - 20 November	Seminar	**Workshop**

Resources

Prescribed Resources

See Moodle

Recommended Resources

See Moodle

Course Evaluation and Development

Student feedback can be given through MyExperience but also through direct suggestions to the course convenor.

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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Acknowledgement of Country

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