



Australia's
Global
University



MDIA5001

Writing for Media

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Dr Matthew Thompson	m.c.thompson@unsw.edu.au	BY PRIOR APPOINTMENT ONLY: 5pm - 6pm Mondays during teaching periods	Rm 231W, Lvl 2, Webster	

School Contact Information

Room 312, level 3 Robert Webster Building

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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

In this course you will be introduced to key media writing skills. The course will cover a range of genres and roles in the journalism and communication field. You will learn the fundamentals of journalistic prose, research, interviews and news story structure.

The emphasis will be on writing for print journalism but the skills learnt will form the basis of a portfolio of skills that will be useful across all media and communications contexts. You will learn how to structure and edit a news story, how to use quotes and how to engage readers. You will read and analyse a range of news stories and will learn to research, interview for and write both 'hard' and 'soft' news stories. You will learn about the values and production constraints that guide the selection of news items.

This course engages with the history of the news genre and with the question: what is news? You will learn about balance, bias and ethics. This course will also require you to think about the ethical and professional aspects of your work and its social, economic and political role.

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

1. Plan and undertake the research needed to write an effective news narrative
2. Obtain sources, conduct interviews and use information in a professional and ethical manner
3. Write, structure and edit a hard news story for a specific medium, format and audience
4. Write, structure and edit a soft news feature story that narrativises events, places and characters

Teaching Strategies

This course will be taught face to face in a seminar room environment with a strong emphasis on encouraging your participation in the process of learning. During the course you will be actively engaged in solving problems posed by the lecturer. Your learning will be enhanced by the use of case studies.

Assessment

Assessment criteria in MDIA5001 focus on the quality of submissions in four main areas: RESEARCH, WRITING, INTERVIEWING and FORMATTING.

RESEARCH criteria reward a grasp of the values that guide and sources that enable research in the genre relevant to the assignment. These may include:

- News values, including facticity and accuracy
- Sufficient number and variety of appropriate sources
- Focus, depth and detail of research relevant to the topic
- Immediacy and relevance to a specific public audience or readership

- Correct attribution of facts, quotes and anecdotes
- Effective use of online, public, institutional and/or private archives and sources to illuminate the relevant topic
- “Follow-up” and preview-story research techniques

WRITING criteria reward clear and concise expression, correct spelling and syntax, correct use of direct and indirect quotations, and a writing style appropriate to a specific publication or media writing genre, such as hard/soft news, feature writing, and/or print, audio-visual, online and multimedia. These may include:

- Engaging and appropriate story openings, or leads
- A narrative structure (inverted pyramid, feature style, etc.) that suits the media form and genre
- Conformity with the course writing style guide
- Good choice of quotations
- Good grammar
- A story or script layout appropriate to a media genre

INTERVIEWING criteria reward effective engagement with relevant human sources. This will include:

- Identifying appropriate interviewees, including individuals and authorised spokespersons
- Getting in-person access to newsmakers. Experts, and where appropriate, members of the public, by securing interviews and attending events
- Pursuing a productive line of questioning. Asking the right person the right questions for a specific story or media genre.

- Effective use of phone, social media and email to obtain interviews, quality data, quotes and stories
- Following best practice ethical guidelines in seeking and conducting interviews

FORMATTING criteria reward assignments that meet the submission guidelines in terms of:

- Word length
- Cover sheets
- Interviewee details
- Supplied stipulated components (images, transcripts, scripts)
- Due dates
- Submission to Turnitin, Moodle, hard copies as directed.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
News research exercise	30%	1200hrs Mon 26 March	1,2
Hard news story (Print/online)	30%	1200hrs Mon 30 April	1,2,3
Soft news story (Multimedia)	40%	1700hrs Friday 1 June	1,2,4

Assessment Details

Assessment 1: News research exercise

Start date: Not Applicable

Details: 500 - 750 words in dot points. Marking criteria, grades and qualitative feedback for all assignments.

Assessment 2: Hard news story (Print/online)

Start date:

Details: 500 words. Marking criteria, grades and qualitative feedback for all assignments.

Assessment 3: Soft news story (Multimedia)

Start date:

Details: 800 words. This is the final assessment in this course. Marking criteria, grades and qualitative feedback for all assignments.

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 website:

<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	Seminar	<p>What's News? History and Research Methods</p> <p>BEFORE CLASS READING: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism</i> 3rd edition, Oxford University Press, Melbourne:</p> <ul style="list-style-type: none"> * 'Introduction' pp xi-xiv * CH. 1 'The History of Journalism' pp. 3-15 * CH. 2 'The Methodology of Journalism' pp. 16 - 29 <p>BRING TO CLASS: <i>The Australian newspaper (Saturday edition)</i> AND a list of three stories that you might like to explore in greater depth this semester</p>
Week 2: 5 March - 11 March	Seminar	<p>New Values: Criteria for sifting and selecting material</p> <p>BEFORE CLASS READING: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism</i> 3rd edition, Oxford University Press, Melbourne:</p> <ul style="list-style-type: none"> * CH. 3 'News Values' pp. 33-47 * CH.7 'Journalism Research' pp. 79-102
Week 3: 12 March - 18 March	Seminar	<p>Generating news: Access and Sources</p> <p>BEFORE CLASS READING: Conley, D. (2002) <i>The Daily Miracle: An Introduction to Journalism</i>. 2nd edition. Oxford University Press. South Melbourne:</p> <ul style="list-style-type: none"> * CH.4 "Small Path, Big Story' pp. 59-73 * CH. 10 'Reporting for Duty' pp.163-172
Week 4: 19 March - 25 March	Seminar	<p>Interviewing for Beginners: Preparing and Conducting the news interview</p> <p>BEFORE CLASS READING: Lambie, S 2016,</p>

		<p><i>News as it Happens: An Introduction to Journalism</i> 3rd edition, Oxford University Press, Melbourne:</p> <p>* Ch. 8 pp. 105-118 'Interviewing' (Chapter 7 in Lambie 2nd edition)</p> <p>AND</p> <p>Clayton, J. (1994) <i>Interviewing for Journalists</i>, Piatkus. London.</p> <p>* 'Forty Questions asked by Beginners' pp. 1-12</p> <p>* CH.1 'Quotes are Journalism's Vitality' pp. 13-21</p> <p>* CH.8 'Getting the Appointment' pp. 78-89.</p>
Week 5: 26 March - 1 April	Seminar	<p>**ASSIGNMENT 1 (30%) SUBMISSIONS CLOSES MONDAY 26 MARCH AT 12 noon**</p> <p>Writing "Hard" News: Content & Structure</p> <p>BEFORE CLASS READING: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism</i> 3rd edition, Oxford University Press, Melbourne:</p> <p>* CH. 9 'Writing News for Print' pp. 119-134</p> <p>AND</p> <p>* Gissler, S 2000, 'Tips: Leads' see http://www.columbia.edu/itc/journalism/gissler/tips/Tip-ledes.html</p> <p>* Duncan, J. (1993). "The Structure of a News Story" in <i>The Front Page and Beyond</i>. Australian Centre for Independent Journalism, University of Technology, Sydney. (see Moodle Week 3 Section)</p>
Break: 2 April - 8 April	Seminar	
Week 6: 9 April - 15 April	Seminar	<p>NO CLASSES –ONLINE SUBMISSION REQUIRED BASED ON READINGS</p> <p>Postgraduate reading week: Ethics, conduct, media law</p> <p>READING WEEK READINGS: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism</i> 3rd edition, Oxford University Press, Melbourne:</p> <p>* CH. 4 'Journalism Ethics' pp. 48-62</p>

		<p>* CH.16 'Defamation' pp. 225-243</p> <p>* CH.17 'Contempt' pp. 244-257</p> <p>* CH.18 'Other Legal Perils' pp. 258-276</p> <p>AND</p> <p>Australian Journalists' Code of Conduct https://www.meaa.org/meaa-media/code-of-ethics/</p>
Week 7: 16 April - 22 April	Seminar	<p>Advanced Interviewing: Getting high value quotes and images</p> <p>BEFORE CLASS READING: Metzler, K (1997) <i>'Creative Interviewing</i>, 3rd Ed. Ally & Bacon; Boston:</p> <p>* CH.3 'The Ten Stages of the Interview'. pp. 15-23</p> <p>* CH.12 'Interviewing for Quotes and Anecdotes' pp. 101-110.</p> <p>AND</p> <p>Clayton, J. (1994) <i>Interviewing for Journalists</i>, Piatkus.London.</p> <p>* CH.13 'Meeting your Interviewee' pp.134-145</p>
Week 8: 23 April - 29 April	Seminar	<p>News Writing: Style and Impact</p> <p>BEFORE CLASS READINGS: White, S. (2000) <i>Reporting in Australia</i>, 2nd Edition. South Yarra, MacMillan Education:</p> <p>* CH. 9 'The Language of News Writing' pp. 153-175</p> <p>* CH, 11. 'The Hard News Follow Through' pp. 203-226.</p> <p>Conley, D. (2002) <i>The Daily Miracle: An Introduction to Journalism</i>. 2nd edition. Oxford University Press. South Melbourne:</p> <p>* CH. 5 'The Lead: Will the Reader Follow?' pp. 74-89</p> <p>* CH. 7 'Upside Down Pyramids' pp. 113-125</p>

		<p>Stovall, G. (2005) <i>Journalism Who, What, Where, When, Why and How</i>. Pearson; Boston:</p> <p>*CH. 10 'Writing News and Features' pp. 167- 180</p>
Week 9: 30 April - 6 May	Seminar	<p>**ASSIGNMENT 2 (30%) SUBMISSIONS CLOSE MONDAY 30 APRIL AT 12 NOON**</p> <p>News Feature Writing and "Soft" News</p> <p>BEFORE CLASS READING: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism 3rd edition</i>, Oxford University Press, Melbourne:</p> <p>* CH. 12 'Feature Writing' pp. 165-175</p> <p>Mencher. M (2003) 'Features, Long Stories and Series' in <i>News Reporting and Writing</i>, 9th edition. McGraw-Hill, New York:</p> <p>* CH. 8 'Features, Long Stories and Series' pp. 190-205.</p>
Week 10: 7 May - 13 May	Seminar	<p>The Profile</p> <p>BEFORE CLASS READING: White, S. (1996) 'Writing Soft News' in <i>Reporting in Australia</i>, 2nd Ed. Macmillan Education Australia; South Yarra:</p> <p>* CH.13 'Writing Soft News' pp. 247-271</p> <p>Metzler, K (1997) <i>Creative Interviewing</i>, 3rd Ed. Ally & Bacon; Boston:</p> <p>* CH.19 'The Personality Interview' pp. 172-181.</p> <p>AND</p> <p>Lyons, J 'Raging Turnbull', <i>Good Weekend</i> (Sydney Morning Herald)</p>
Week 11: 14 May - 20 May	Seminar	<p>Writing for Media: Audio & Video</p> <p>BEFORE CLASS READING: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism 3rd edition</i>, Oxford University Press, Melbourne:</p> <p>* CH. 10 pp. 135-147 'Writing Broadcast News'</p>

		<p>AND</p> <p>Phillips, G and Lindgren, M 2005, 'The Radio News Reporter,' in <i>Australian Broadcast Journalism</i>, 2nd edition. Oxford University Press, Melbourne: 54-63 (see Moodle Week 11 folder)</p>
Week 12: 21 May - 27 May	Seminar	<p>Writing for Media: Online, Multimedia, Social Media</p> <p>BEFORE CLASS READING: Lambie, S 2016, <i>News as it Happens: An Introduction to Journalism</i> 3rd edition, Oxford University Press, Melbourne:</p> <p>* CH. 11 'Writing News for Online and Portable Devices' pp. 148-162</p>
Week 13: 28 May - 3 June	Seminar	<p>**ASSIGNMENT 3 (40%) SUBMISSIONS CLOSE FRI 1 JUNE AT 5 PM **</p> <p>Writing for Media: Editing & Publication Pathways</p> <p>GUEST LECTURER (TBA)</p>

Resources

Prescribed Resources

- TEXTBOOK – Lamble, S. *News as it Happens: an Introduction to Journalism* (2016)

Recommended Resources

- Book – Stephens, M. *A History of News* (1988)
- Book – Sedorkin, G. *Interviewing: A Guide For Journalists and Writers* (2002)
- Book – Phillips, G. & Lundgren, M. *Australian Broadcast Journalism* (2013)
- Book – Bainbridge, J. *Media and Journalism: New Approaches to Theory and Practice* (2011)

Course Evaluation and Development

The student learning experience is important to the Faculty and the staff in this course. Throughout the duration of the course, students are encouraged to provide either formal and/or informal feedback. At the conclusion of the semester a formal student evaluation is provided to enable feedback on the course content and teaching staff.

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