UNSW Course Outline

MDIA2002 Opinion Journalism - 2024

Published on the 23 Sep 2024

General Course Information

Course Code : MDIA2002
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

News and social media are awash with opinion. Everyone, it seems, is having a say on the behaviour of celebrities and politicians, on the merits of the latest album, movie or TikTok sensation, or on the state of the nation, the economy, the planet, or the live music scene. But

where's the 'quality' amidst this 'quantity'? Just how much of this opinion is fair, well-considered and persuasive? In this course you will study journalistic opinion in many forms, such as commentary pieces, arts and entertainment reviewing, and travel journalism. You will develop your own persuasive and journalistic production skills in producing and publishing your own material, while critically examining professional journalistic opinion. You will explore the principled evaluation of journalistic opinion and argumentation, both yours and other peoples. What makes opinion journalism attention-grabbing or dull, fair or dishonest, well-founded or ill-founded? And above, all, what makes it likely or not so likely to win people over?

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate skills in the conception and production of effective, well-founded, and ethical opinion journalism across a range of media types.
CLO2 : Demonstrate skills in the analysis and evaluation of professional journalistic opinion.
CLO3 : Situate the practices of opinion journalism in relevant social, institutional, and ethical frameworks.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate skills in the conception and production of effective, well-founded, and ethical opinion journalism across a range of media types.	• Portfolio of in-class and tutorial preparation tasks • Media Production and Analysis Assignment 3 • Media Production and Analysis Assignment 1 • Media Production and Analysis Assignment 2
CLO2 : Demonstrate skills in the analysis and evaluation of professional journalistic opinion.	• Portfolio of in-class and tutorial preparation tasks • Media Production and Analysis Assignment 3 • Media Production and Analysis Assignment 1 • Media Production and Analysis Assignment 2
CLO3 : Situate the practices of opinion journalism in relevant social, institutional, and ethical frameworks.	• Portfolio of in-class and tutorial preparation tasks • Media Production and Analysis Assignment 3 • Media Production and Analysis Assignment 1 • Media Production and Analysis Assignment 2

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Portfolio of in-class and tutorial preparation tasks Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: Not Applicable
Media Production and Analysis Assignment 3 Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Not Applicable
Media Production and Analysis Assignment 1 Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Not Applicable
Media Production and Analysis Assignment 2 Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Not Applicable

Assessment Details

Portfolio of in-class and tutorial preparation tasks

Assessment Overview

Students produce a portfolio of media production and analysis pieces by way of advance preparation for tutorials and in-class activities..

Feedback via LMS

Course Learning Outcomes

- CLO1 : Demonstrate skills in the conception and production of effective, well-founded, and ethical opinion journalism across a range of media types.
- CLO2 : Demonstrate skills in the analysis and evaluation of professional journalistic opinion.
- CLO3 : Situate the practices of opinion journalism in relevant social, institutional, and ethical frameworks.

Detailed Assessment Description

Tutorial preparation and in-class activities

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Media Production and Analysis Assignment 3

Assessment Overview

Students produce and analyse their own commentary piece, review or other form of journalistic opinion

Equivalent to 1500 words or as advised.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Demonstrate skills in the conception and production of effective, well-founded, and ethical opinion journalism across a range of media types.
- CLO2 : Demonstrate skills in the analysis and evaluation of professional journalistic opinion.
- CLO3 : Situate the practices of opinion journalism in relevant social, institutional, and ethical frameworks.

Detailed Assessment Description

Commentary piece, review or other form of journalistic opinion

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Media Production and Analysis Assignment 1

<u>Assessment Overview</u>

Students produce and analyse their own commentary piece, review or other form of journalistic opinion

Equivalent to 1500 words, or as advised.

Feedback via LMS

<u>Course Learning Outcomes</u>

- CLO1 : Demonstrate skills in the conception and production of effective, well-founded, and ethical opinion journalism across a range of media types.
- CLO2 : Demonstrate skills in the analysis and evaluation of professional journalistic opinion.
- CLO3 : Situate the practices of opinion journalism in relevant social, institutional, and ethical frameworks.

<u>Detailed Assessment Description</u>

Commentary piece, review or other form of journalistic opinion

<u>Assignment submission Turnitin type</u>

Not Applicable

<u>Generative AI Permission Level</u>

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Media Production and Analysis Assignment 2

<u>Assessment Overview</u>

Students produce and analyse their own commentary piece, review or other form of journalistic opinion.

Equivalent of 1500 words or as advised.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Demonstrate skills in the conception and production of effective, well-founded, and ethical opinion journalism across a range of media types.
- CLO2 : Demonstrate skills in the analysis and evaluation of professional journalistic opinion.
- CLO3 : Situate the practices of opinion journalism in relevant social, institutional, and ethical frameworks.

Detailed Assessment Description

Commentary piece, review or other form of journalistic opinion

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

General Assessment Information

Grading Basis

Standard

Requirements to pass course

You must make a genuine attempt with all the assignment tasks to pass the course. Attendance at all tutorials is compulsory.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Module	Introduction to MDIA2002 - Opinion Journalism We'll be previewing the three types of opinion journalism you'll be producing for the assessment tasks - opinion pieces, arts-&-entertainment reviewing, travel journalism. See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 2 : 16 September - 22 September	Module	We'll take a deep dive into what makes for great opinion journalism (and not so great opinion journalism) See Moodle for details of the course lectures, tutorials and assessment tasks.
Week 3 : 23 September - 29 September	Module	1. Developing well-founded critiques of opinion journalism (your own and published pieces) 2. We'll go into more depth on journalistic reviewing, and you'll report on progress on developing a travel piece for the final assignment. See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks
Week 4 : 30 September - 6 October	Module	A deeper dive into the arts-&-entertainment review. See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 5 : 7 October - 13 October	Module	1. Approaches to "reviewing" a review (your own and published reviews). 2. Update on your work so far on the travel piece. See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 6 : 14 October - 20 October	Other	Flexiweek - no lectures or tutorials
Week 7 : 21 October - 27 October	Module	Travel journalism versus travel "puff pieces" - reporting versus PR See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 8 : 28 October - 3 November	Module	A deeper dive into genuinely journalistic travel reporting. See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 9 : 4 November - 10 November	Module	Review - effective "subjective" and persuasive journalism See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 10 : 11 November - 17 November	Module	To be advised See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.

Attendance Requirements

Attendance at all tutorials is compulsory for this course (unless prevented by documented illness or serious misadventure). This includes completion during tutorials of designated in-tutorial activities and advance tutorial preparation activities. Some of these activities will be graded as part of the course assessment.

You must participate in all lectures - either in-person or via online access. In some cases, this "participation" may include submission of online of in-lecture activities, either during the lecture or by the start of your next tutorial.

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective

skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). **Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.**

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

Bachelor of Arts (3409)

4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.

5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.

8. Act ethically, respectfully and responsibly.

Bachelor of Media (3341)

2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism

5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.

7. Collaborate effectively with local and international communities of practitioners across media contexts.

Bachelor of Fine Arts (4830)

4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.

6. Contribute to contemporary creatives fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.

7. Employ professional practice principles to realise independent and collaborative initiatives.

Master of Communication and Journalism (8232)

4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

Master of Public Relations and Advertising (8281)

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

Course Resources

Prescribed Resources

There is no textbook. You are expected access a wide range of journalistic sources for the course - print-style, online and broadcast.

Recommended Resources

There is no textbook. You are expected access a wide range of journalistic sources for the course - print-style, online and broadcast

Course Evaluation and Development

Informal and formal surveys will be undertaken at several points during the course to gain a sense of student engagement with, and uptake of, the course. These will be used to drive adjustments to course content and delivery, as appropriate. The course will also be subject, at its conclusion, to evaluation via the MyExperience process. Student observations, concerns and criticism offered in previous years' MyExperience surveys will also be attended to in ongoing revisions to, and refinements of, the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Peter White				For a consultation please email me at prr.white@unsw.edu.au	No	No
	Jacqui Park					Yes	Yes
	Christopher Warren					No	No

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines

Academic Honesty and Plagarism

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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

Submission of Assessment Tasks

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

Important note: UNSW has a "fit to sit/submit" rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School-specific Information

Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media