



UNSW Course Outline

MDIA5002 Multiplatform and Audiovisual Journalism - 2024

Published on the 23 Sep 2024

General Course Information

Course Code : MDIA5002

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 : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

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

Course Learning Outcomes
CLO1 : Research, interview, and production of stories for broadcast media
CLO2 : Demonstrate a critical awareness of the principles and practices of broadcast journalism
CLO3 : Formulate and assess strategies for producing broadcast media

Course Learning Outcomes	Assessment Item
CLO1 : Research, interview, and production of stories for broadcast media	• Features media story
CLO2 : Demonstrate a critical awareness of the principles and practices of broadcast journalism	• Analysis of broadcast journalism story • Features media story
CLO3 : Formulate and assess strategies for producing broadcast media	• Analysis of broadcast journalism story • Features media story

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Analysis of broadcast journalism story Assessment Format: Individual	40%	Due Date: 06/10/2024 11:55 PM
Features media story Assessment Format: Individual	60%	Due Date: 17/11/2024 11:55 PM

Assessment Details

Analysis of broadcast journalism story

Assessment Overview

1500 words

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

Feedback via LMS

Course Learning Outcomes

- CL02 : Demonstrate a critical awareness of the principles and practices of broadcast journalism
- CL03 : Formulate and assess strategies for producing broadcast media

Detailed Assessment Description

You are required to analyse a piece of broadcast journalism of your choosing. You can choose to analyse: radio, television, podcast, social media reportage, live streaming or interactive broadcasting. You must focus on a feature story rather than a breaking news report.

You must analyse the broadcast journalism story 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.

Assessment Length

1500 words

Assignment submission Turnitin type

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

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Features media story

Assessment Overview

Produce a broadcast or narrowcast feature story of 5 minutes, its script, and up to 700-word exegesis.

Feedback via the LMS.

Course Learning Outcomes

- CL01 : Research, interview, and production of stories for broadcast media
- CL02 : Demonstrate a critical awareness of the principles and practices of broadcast journalism
- CL03 : Formulate and assess strategies for producing broadcast media

Detailed Assessment Description

You are to script and produce a 5 minutes broadcast media feature story. The feature can be for any form of broadcast journalism including radio, television, podcast or social media reportage. You are required to research, develop, draft, and prepare your feature story with attention to the stylistic conventions and technical considerations of your chosen broadcast medium. The script must follow the broadcast script format along with references. In addition, you are required to submit a 700-word exegesis which reflects on the process of research and articulates how the script was tailored to the chosen broadcast media.

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

Assessment Length

5 mins video + script + 700-word exegesis

Assignment submission Turnitin type

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

Generative AI Permission Level

Assistance with Attribution

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General Assessment Information

Grading Basis

Standard

Requirements to pass course

Please be aware that **all** assessment tasks are required course components. You **must** attempt each task in order to pass the course. Failure to complete any of these tasks will result in a failure of the entire course, even if your results in the other tasks might add up to a numerical passing grade.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	Introduction: What is broadcast media?
Week 2 : 16 September - 22 September	Seminar	Media pasts and futures: A changed media landscape
Week 3 : 23 September - 29 September	Seminar	Ethics and politics of creating content
Week 4 : 30 September - 6 October	Seminar	Citizen Journalism
	Assessment	Assessemnt 1 is due at the end of the week.
Week 5 : 7 October - 13 October	Seminar	Storytelling elements
Week 7 : 21 October - 27 October	Seminar	Media focus: Moving Image (TV, Video, Social Media)
Week 8 : 28 October - 3 November	Seminar	Media focus: Aural (Radio, Podcasting)
Week 9 : 4 November - 10 November	Seminar	Media focus: Mobile Journalism
Week 10 : 11 November - 17 November	Workshop	Workshop
	Assessment	Assessment 2 at the end of the week.

Attendance Requirements

School of the Arts and Media mandatory attendance requirements

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

See Moodle.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Charu Maithani		246D		Consultation times via email	Yes	Yes

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 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 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>