



## UNSW Course Outline

# MDIA5011 Professional Media Practices: Creating, Publishing and Publicising Digital Journalism - 2024

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## General Course Information

**Course Code :** MDIA5011

**Year :** 2024

**Term :** Term 2

**Teaching Period :** T2

**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

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.

## Relationship to Other Courses

MDIA5001 Writing for Media

MDIA5006 News and Features

MDIA5010 Literary Journalism

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Plan, research, create, edit and layout and publish multi-media digital journalism content.
CLO2 : Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.
CLO3 : 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.

Course Learning Outcomes	Assessment Item
CLO1 : Plan, research, create, edit and layout and publish multi-media digital journalism content.	<ul style="list-style-type: none"><li>• Content Creation Task 1</li><li>• Content Creation Task 2</li></ul>
CLO2 : Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.	<ul style="list-style-type: none"><li>• Content Creation Task 1</li><li>• Content Creation Task 2</li></ul>
CLO3 : 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.	<ul style="list-style-type: none"><li>• In-class assessment tasks</li><li>• Content Creation Task 1</li><li>• Content Creation Task 2</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Newsworthy.org.au

## Learning and Teaching in this course

This course is a teaching clinic environment so will be very 'hands-on' with weekly deadlines as well as workshopping your main story idea.

Reading is more current affairs, features and narrative longform from Australian and international publications. See below for recommended resources.

## Additional Course Information

Please see assessment outlines for requirements specific to each assessment;

If drafts are not produced on request where AI or other plagiarism / integrity issues are suspected, the assessment will be marked out of 50 % cap.

For the original story, all interviews must have a transcript, video or audio recording supplied, and

contact details.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Content Creation Task 1	30%	Start Date: Not Applicable Due Date: Week 4: 17 June - 23 June
Content Creation Task 2	45%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August
In-class assessment tasks	25%	Start Date: Not Applicable Due Date: See Moodle

## Assessment Details

### Content Creation Task 1

#### Assessment Overview

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

#### Course Learning Outcomes

- CL01 : Plan, research, create, edit and layout and publish multi-media digital journalism content.
- CL02 : Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.
- CL03 : 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.

#### Detailed Assessment Description

Refer to Moodle.

#### Assessment Length

500-600 words

#### Assessment information

Refer to Moodle for Assessment information.

#### Assignment submission Turnitin type

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

### Hurdle rules

Idea approved by tutor.

## **Content Creation Task 2**

### Assessment Overview

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

### Course Learning Outcomes

- CLO1 : Plan, research, create, edit and layout and publish multi-media digital journalism content.
- CLO2 : Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.
- CLO3 : 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.

### Detailed Assessment Description

Refer to Moodle.

### Assessment Length

1500-2000 words

### Submission notes

Choose genre in consultation with your tutor

### Assessment information

Refer to Moodle

### Assignment submission Turnitin type

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

### Hurdle rules

The idea and interviews for your story must be approved by your tutor.

## **In-class assessment tasks**

### Assessment Overview

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

LMS.

### Course Learning Outcomes

- CLO3 : 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.

### Detailed Assessment Description

Refer to Moodle.

### Assessment Length

3000 words

### Submission notes

See general assessment information

### Assessment information

In Class Activities account for 25% of the marks in this course. By week 8, 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

### Assignment submission Turnitin type

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

### Hurdle rules

All tasks must be submitted from weekly content production. Feedback and improved is allowed, but it cannot be 'new', previously unsubmitted content.

If tasks are missing from final submission, a penalty applies per missing task 20 % per missing task.

## **General Assessment Information**

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 if applicable (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 Zoom. There will be a separate ONE DRIVE link for uploading video or audio of your interview where required.

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.. 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 2023 report by the Institute of Accountants said', or 'The Attorney General admitted' etc.).

In academic referencing, we use the Harvard referencing system. As this is primarily a practical course your tutor will advise if Harvard referencing is required for any assessment in this course.

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.

### **Grading Basis**

Standard

### **Requirements to pass course**

All assessments must be attempted to pass the course.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Seminar	<p>INTRODUCTION TO NEWS AND NEWS STORY IDEAS</p> <p>Before coming to class read</p> <ul style="list-style-type: none"> <li>• Newsworthy <a href="http://www.newsworthy.org.au">www.newsworthy.org.au</a></li> </ul> <p>Be ready to discuss:</p> <ul style="list-style-type: none"> <li>• Your favourite news sources</li> <li>• Have an idea ready for News production discussion - see O Week email announcement.</li> </ul> <p>Introduction to Newsworthy and the course.</p> <p>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. Make 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.</p> <p>NOTE: NEWS STORY TOPICS to be prescribed or approved by your tutor</p>
Week 2 : 3 June - 9 June	Studio	<p>PODCASTING for news and feature journalism</p> <p>Weekly Editorial Conference</p> <p>Share with the class the stories you are chasing. Time is of the essence. Your editors will want to see progress.</p> <p>In class activity and discussion: Refer to Moodle.</p> <p>In class submission #1 to Moodle</p>
Week 3 : 10 June - 16 June	Studio	<p>AI AND NEWS AND FEATURES</p> <p>Weekly Editorial Conference</p> <p>In class activity and submission task: Refer to Moodle.</p>
Week 4 : 17 June - 23 June	Seminar	<p>NEWS STORY WORKSHOP</p> <p>Weekly Editorial Conference</p>
Week 5 : 24 June - 30 June	Seminar	<p>Weekly Editorial Conference</p> <p>Interviewing strategies</p> <p>In-class Activity: see Moodle.</p> <p>In-class Portfolio submission (200-300 words)</p>
Week 6 : 1 July - 7 July	Reading	
Week 7 : 8 July - 14 July	Seminar	<p>Weekly Editorial Conference</p> <p>In class activity and discussion topic: refer to Moodle</p> <p>In class submission #4</p>
Week 8 : 15 July - 21 July	Studio	<p>Weekly Editorial Conference</p> <p>In class activity and submission task: Refer to Moodle.</p>
Week 9 : 22 July - 28 July	Seminar	<p>Weekly Editorial Conference</p> <p>In class activity and discussion: Refer to Moodle</p>
Week 10 : 29 July - 4 August	Seminar	<p>Final editorial conference</p> <p>Refer to Moodle.</p>

## Attendance Requirements

### SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of the Arts & Media (SAM) courses in which they are enrolled. We expect **80% minimum attendance**



**in tutorials.** If students have more than two unexplained absences they may be refused final assessment.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for [Special Consideration](#), accompanied by appropriate documentation.

## General Schedule Information

Schedule may vary according to course needs.

# Course Resources

## Prescribed Resources

There is no textbook for this course.

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

Technical resource centre: 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

You are encouraged to read news from both Australian and international sources. Refer to Moodle for links to recommended sites.

## Recommended textbook

There is no textbook with this course. Below are industry practice texts:

### 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. Telling 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.

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 (available but no longer updated).

## 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 Ossie 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.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Mark Mulligan				By appointment or email	Yes	Yes
Tutor	Connie Levett		Webster, Level 2, Room 231W		By Appointment	No	No
Administrator	Kerrie Davies		311C Robert Webster		via email	Yes	No
Tutor	Hannah Tattersall				in class	No	No

## Other Useful Information

### Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

## 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

### 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](mailto: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, 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](#).

## 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](mailto:sam@unsw.edu.au)

**Phone:** +612 9385 4856

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