



UNSW Course Outline

MDIA3002 News Analysis and Production - 2024

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General Course Information

Course Code : MDIA3002

Year : 2024

Term : Term 1

Teaching Period : T1

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

Making and analysing multimedia news stories are vital skills for journalists and communicators of all kinds. By critically engaging with how visual-verbal news discourse is constructed, the course offers you the opportunity to produce original long form feature stories that champion

photojournalism/visual storytelling. Special attention is given to new forms and styles of journalism emerging on the internet, where visual, verbal and interactive elements combine in innovative ways to tell newsworthy multi-media stories. As future journalists, you need to display greater flexibility and a degree of experimentation in your news gathering and reporting practices. This course helps you to develop these skills, and to add value to the information you gather, both in terms of producing compelling stories and in experimenting with multi-media news gathering and dissemination practices.

Course Aims

Multiplatform Journalism aims to:

1. develop the students understanding of multiplatform journalism.
2. equip students with practical skills across a range of journalistic platforms.
3. equip students with theoretical, conceptual, and analytical skills required for a sophisticated and independent analysis of multiplatform journalistic practices.
4. prepare students for upper level research and practice in this field.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Demonstrate journalistic skills and attributes necessary to meet industry requirements for future journalism training.
CL02 : Critically evaluate the roles played by written and visual elements in the multi-media storytelling process.
CL03 : Effectively incorporate written and visual information.
CL04 : Demonstrate the capacity to understand the strengths and weaknesses of written and visual information in the storytelling process.

Course Learning Outcomes	Assessment Item
CL01 : Demonstrate journalistic skills and attributes necessary to meet industry requirements for future journalism training.	<ul style="list-style-type: none"> • E-Journal Portfolio • Original Production
CL02 : Critically evaluate the roles played by written and visual elements in the multi-media storytelling process.	<ul style="list-style-type: none"> • Original Production
CL03 : Effectively incorporate written and visual information.	<ul style="list-style-type: none"> • Critical Reflection
CL04 : Demonstrate the capacity to understand the strengths and weaknesses of written and visual information in the storytelling process.	<ul style="list-style-type: none"> • Critical Reflection • E-Journal Portfolio • Original Production

Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Critical Reflection	35%	
E-Journal Portfolio	20%	
Original Production	45%	

Assessment Details

Critical Reflection

Assessment Overview

A 1500-word essay plus appendix. Due Week 5.

Feedback via Turnitin

Course Learning Outcomes

- CL03 : Effectively incorporate written and visual information.
- CL04 : Demonstrate the capacity to understand the strengths and weaknesses of written and visual information in the storytelling process.

Assignment submission Turnitin type

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

E-Journal Portfolio

Assessment Overview

Tasks submitted weekly to Moodle Wiki. Equivalent to 3000 words. Due Week 8.

Feedback: Wiki Moodle

Course Learning Outcomes

- CL01 : Demonstrate journalistic skills and attributes necessary to meet industry requirements for future journalism training.
- CL04 : Demonstrate the capacity to understand the strengths and weaknesses of written and

visual information in the storytelling process.

Assessment Length

Best THREE selected

Assignment submission Turnitin type

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

Original Production

Assessment Overview

A work of multiplatform journalism 1500 words plus image gallery or 3-5 minutes in length. Due Week 10.

Feedback from Moodle's the box.

Course Learning Outcomes

- CLO1 : Demonstrate journalistic skills and attributes necessary to meet industry requirements for future journalism training.
- CLO2 : Critically evaluate the roles played by written and visual elements in the multi-media storytelling process.
- CLO4 : Demonstrate the capacity to understand the strengths and weaknesses of written and visual information in the storytelling process.

Assignment submission Turnitin type

This is not a Turnitin assignment

General Assessment Information

Please see Moodle for further information about this course, assessment information, lecture topics and assessment tasks contributing to your e-portfolio.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Multimedia Journalism Refer to Moodle weekly folders for readings and tutorial prep and activities.
Week 2 : 19 February - 25 February	Lecture	Language and News Values
Week 3 : 26 February - 3 March	Lecture	News photography and News Values
Week 4 : 4 March - 10 March	Lecture	News photography and Composition
Week 5 : 11 March - 17 March	Lecture	Intersemiosis – How words, photos and sound work together in the news
	Assessment	Critical Reflection
Week 6 : 18 March - 24 March	Other	Flex Week
Week 7 : 25 March - 31 March	Lecture	Feature writing in a digital multisemiotic environment
Week 8 : 1 April - 7 April	Lecture	Developing a story idea: Pitching to Newsworthy
	Assessment	E-Journal Portfolio
Week 9 : 8 April - 14 April	Lecture	Design principles on the page and screen
Week 10 : 15 April - 21 April	Lecture	Journalism futures
	Assessment	Original Production
Week 11 : 22 April - 28 April	Lecture	Multimedia Journalism Refer to Moodle weekly folders for readings and tutorial prep and activities.

Attendance Requirements

80% attendance at both lectures and tutorials.

Course Resources

Prescribed Resources

The course textbook is:

Bednarek and Caple (2018 [2012]). News Discourse London, UK: Bloomsbury. (reprinted in 2018)

The textbook is available from the UNSW bookshop. UNSW library has e-copies, however it is recommended you have your own copy for unrestricted use. Links provided here:

Print:

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781350063716>

Digital:

<https://unswbookshop.vitalsource.com/products/-v9781350063730>

Recommended Resources

Students are expected to research across diverse media. We encourage you to research new and innovative multimedia sites to share as examples.

Suggested media as a starting point:

New York Times SBS

Production Resources The Robert Webster labs are equipped with Adobe creative cloud such as Photoshop, Audition and Premiere Pro. You can also use other production software. You have 24 / 7 access to the labs - see the School's office on Level 3 if you are having access issues. Please let security know if you are working late.

The Technical Resource Centre has a wide range of visual and audio resources for borrowing to produce production assessments. They are also excellent trouble shooters if you are having a problem with the audio and visual software. Lynda.com online production tutorials are encouraged and freely available through UNSW library.

Course Evaluation and Development

Students have requested that the earlier part of the course be more practice orientated. This has been addressed with the course aiming to engage the important theoretical exploration of multiplatform media with production outcomes via the e-portfolio and tutorials. The main practice outcome of this course is the original production (45 %).

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Farhana Dawood		Webster 311Q		Tues - Thurs 9am - 5pm	Yes	Yes

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

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

Phone: +612 9385 4856

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