UNSW Course Outline

MDIA5001 Writing for Media - 2024

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General Course Information

Course Code : MDIA5001
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 : Multimodal
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

The media reflects our world—and also influences and shapes our understanding of it. In this course you will be introduced to key media principles and writing practices that will empower you to inform, persuade, and entertain. The course will cover a range of genres and roles in both the public relations and advertising and journalism and communications fields. You will learn the

fundamentals of the media release, copywriting, blogging, posting, journalistic prose, and news story structure.

You will develop a portfolio of skills useful across media and communications. So that material is newsworthy, you will learn how to structure and edit content and to develop angles that will engage readers. You will also learn about balance, bias, and ethics. Accordingly, this course will help you to think critically about the social, economic, and political role of your work.

Relationship to Other Courses

MDIA 5011 Professional Media Practices

MDIA 5009 Philosophies of Journalism

MDIA 5023 PR Theory and Practice

MDIA 5004 Media and Public Relations

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Craft a persuasive text that reflects best practice in the context of type or genre
CLO2 : Identify and critically reflect on questions of balance and ethics apropos the often close relationship between public relations and journalism
CLO3 : Write, structure, and edit both a media release and news story for a specific medium, format, and audience

Course Learning Outcomes	Assessment Item
CLO1 : Craft a persuasive text that reflects best practice in the context of type or genre	• Persuasive text • Critical reflection
CLO2 : Identify and critically reflect on questions of balance and ethics apropos the often close relationship between public relations and journalism	• Critical reflection
CLO3 : Write, structure, and edit both a media release and news story for a specific medium, format, and audience	• News Story and Media Release

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate | Echo 360 | One drive for

uploading drafts.

Learning and Teaching in this course

Refer to Moodle for specific learning and teaching material, such as assessment outlines.

Lectures are recorded and available for review, and slides will also be available as PDFs. **Recording of tutorials, including the use of live translation apps, are not permitted in the tutorials due to privacy and intellectual property reasons. In Australia it is illegal to record without permission.** If you are struggling in class please talk to your tutor (in class time) or outside class, please email the convenor, Dr Kerrie Davies k.davies@unsw.edu.au

Additional Course Information

Refer to Moodle.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
News Story and Media Release	40%	Start Date: Not Applicable Due Date: Week 5: 11 March - 17 March
Persuasive text	20%	Start Date: Not Applicable Due Date: Week 8: 01 April - 07 April
Critical reflection	40%	Start Date: Not Applicable Due Date: Week 10: 15 April - 21 April

Assessment Details
News Story and Media Release

<u>Assessment Overview</u>

1000 words (500 each)

Students develop a media release as if written by a public relations professional and then, in response to it, a news story as if written by a journalist.

Feedback via LMS

<u>Course Learning Outcomes</u>

- CLO3 : Write, structure, and edit both a media release and news story for a specific medium, format, and audience

Detailed Assessment Description

Students will be given a supplied package of information to write this two part assessment. No interviews are required.

(a) a media release (maximum 500 words)

(b) a news story

See moodle and in class discussion for more information.

Assessment Length

as above

Submission notes

see Moodle

Assessment information

See Moodle for assessment information.

Assignment submission Turnitin type

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

Persuasive text

Assessment Overview

200-400 words or eqivalent

Students write a short persuasive text such as a letter to the editor, a blog, advertising copy, webpage, or similar.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Craft a persuasive text that reflects best practice in the context of type or genre

Detailed Assessment Description

NOTE: This assessment is being updated. It will be instead of the description above, a social media production. See Moodle.

Assessment Length

Social media post video equivalent to above

Submission notes

Refer to Moodle

Assessment information

See Moodle for assessment information.

Assignment submission Turnitin type

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

Critical reflection

Assessment Overview

1500-words

With a focus on questions of balance and ethics apropos the relationship between public relations and journalism, students offer a critical reflection on a significant media text or texts

Feedback via LMS

Course Learning Outcomes

- CLO1 : Craft a persuasive text that reflects best practice in the context of type or genre
- CLO2 : Identify and critically reflect on questions of balance and ethics apropos the often close relationship between public relations and journalism

Detailed Assessment Description

See Moodle for more specific information.

Assessment Length

1500 words

Submission notes

Refer to Moodle

Assessment information

Please see Moodle for further assessment information.

Assignment submission Turnitin type

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

reports.

Hurdle rules

Inclusion of course readings.

General Assessment Information

Please refer to Moodle for specific assessment outlines.

Drafts required to be uploaded for all assessments, including from translation apps.

Grading Basis

Standard

Requirements to pass course

Students must attempt all assessments to pass the course.

A specified minimum of course readings must be referred to in Assessment 3. See Moodle.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	PR OR JOURNALISM: what's the difference, and why. Plus ETHICS. Refer to Moodle for library readings available online. Refer to Moodle for Tutorial. .
Week 2 : 19 February - 25 February	Lecture	THE INVERTED PYRAMID: how to write news or impactful media releases. Refer to Moodle for library readings available online. Refer to Moodle for Tutorial.
Week 3 : 26 February - 3 March	Lecture	NEWS VALUES: What makes something newsworthy? Why do some stories 'go viral?' Why are some stories reported around the world? How do media PR practitioners break into the news cycle? Refer to Moodle for library readings available online. Refer to Moodle for Tutorial.
Week 4 : 4 March - 10 March	Lecture	THE ANGLE: Writing the lead for news and media releases. Refer to Moodle for library readings available online. Refer to Moodle for Tutorial.
Week 5 : 11 March - 17 March	Lecture	EDITING YOUR WORK Refer to Moodle for library readings available online. Refer to Moodle for Tutorial.
Week 6 : 18 March - 24 March	Reading	Reading Week. There are no tutorials or lecture this week.
Week 7 : 25 March - 31 March	Lecture	OPINIONS THAT MATTER: Producing Reviews and opinion columns Refer to Moodle for library readings available online. Refer to Moodle for Tutorial. See Moodle for Good Friday arrangements. There are no tutorials on Good Friday.
Week 8 : 1 April - 7 April	Lecture	Spin Doctors and Celebrity Wranglers What does 'spin' mean in the media? And who does it? Refer to Moodle for library readings available online. Refer to Moodle for Tutorial.
Week 9 : 8 April - 14 April	Lecture	EDITING YOUR WORK Refer to Moodle for library readings available online. Refer to Moodle for Tutorial.
Week 10 : 15 April - 21 April	Lecture	GETTING PUBLISHED What are the key strategies for getting work published and/or broadcast? What are the special opportunities presented in the ever-growing digital realm, and as well, what are the pathways into more traditional media? What do prospective employers/publishers expect, how should you prepare, and what kind of outcome should you be working towards? Refer to Moodle for library readings available online. Tutorial: Refer to Moodle.

Attendance Requirements

The lecture will be recorded. Students enrolled in 'online' will be directed to a recording if a hybrid (in person / online) lecture is not offered.

Classes are face to face, and tutorials are not recorded. You are not permitted to record tutorials. If you do not attend, you will miss the learning opportunities in class.

At the time of this course overview, classes are face to face. Please review your enrolment as

tutorial changes are not permitted after enrolment closes without permission.

Course Resources

Prescribed Resources

There is no prescribed textbook for this unit. See moodle for weekly required readings available online.

Reference guide for Harvard and APA (theory aspect of course, Assessment 3 only):

https://www.student.unsw.edu.au/citing-different-sources

https://www.student.unsw.edu.au/how-cite-references-apa-styl

Recommended Resources

See moodle for other recommended resources

- ABC   abc.net.au is a free national news site.
- SBS   https://www.sbs.com.au/news is also free. SBS offers news in a variety of languages.
- The Daily Aus: https://thedailyaus.com.au/
- UNSW library also offers subscription based news search sites and publication.

Additional Costs

N / A

Course Evaluation and Development

This course offers a foundational introduction to news and media PR, and branded content. There may be limited crossover with other courses, that will develop the concepts in greater depth, or apply them to different media writing and strategies.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Kerrie Davies		311C, Robert Webster		Via email and appointment. See Moodle for consulting hours	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 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

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