



UNSW Course Outline

MDIA3010 Professional Media Practices: Creating, Publishing and Publicising Digital Journalism - 2024

Published on the 23 Sep 2024

General Course Information

Course Code : MDIA3010

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

Landing a job in journalism today is much easier if you have real experience in the multi-faceted world of digital publishing. This course gives you that experience. Professional Media Practices is a 'clinic' in all stages of digital media production, built around hands-on experience producing and publishing content for UNSW's multi-award-winning online publication, Newsworthy. You will work under the mentorship of the Newsworthy editor to conceive and execute digital journalism ideas across all media types, including the regular Newsworthy podcast. In doing so, you will develop core skills in sub-editing, image editing, and webpage design and layout. Equally important to digital publishing and this course are the backend skills of publicising and disseminating content on social media platforms, using data analytics to tracking engagement, and optimising content for internet search engine results. This course is about getting you work-ready with skills relevant to employment in news media organisations, but also to the communications teams of activist groups, businesses, charities, and government organisations.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Effectively conceive and execute digital media content ideas and evaluate their 'newsworthiness/publishability' for intended audiences.
CLO2 : Work collaboratively, ethically and in accordance with media law to create, edit, publish, and publicise digital journalism.
CLO3 : Effectively deploy mechanisms for social media engagement and maximization of readerships and public outreach.
CLO4 : Situate the practices of digital media publication in relevant social, institutional, and ethical settings.

Course Learning Outcomes	Assessment Item
CLO1 : Effectively conceive and execute digital media content ideas and evaluate their 'newsworthiness/publishability' for intended audiences.	<ul style="list-style-type: none"> • Portfolio of Tutorial Preparation and In-tutorial Production Tasks • Media Content Preparation, Production and Publication Task 1 • Media Content Preparation, Production and Publication Task 2
CLO2 : Work collaboratively, ethically and in accordance with media law to create, edit, publish, and publicise digital journalism.	<ul style="list-style-type: none"> • Portfolio of Tutorial Preparation and In-tutorial Production Tasks • Media Content Preparation, Production and Publication Task 1 • Media Content Preparation, Production and Publication Task 2
CLO3 : Effectively deploy mechanisms for social media engagement and maximization of readerships and public outreach.	<ul style="list-style-type: none"> • Portfolio of Tutorial Preparation and In-tutorial Production Tasks • Media Content Preparation, Production and Publication Task 1 • Media Content Preparation, Production and Publication Task 2
CLO4 : Situate the practices of digital media publication in relevant social, institutional, and ethical settings.	<ul style="list-style-type: none"> • Portfolio of Tutorial Preparation and In-tutorial Production Tasks • Media Content Preparation, Production and Publication Task 1 • Media Content Preparation, Production and Publication Task 2

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Portfolio of Tutorial Preparation and In-tutorial Production Tasks Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable
Media Content Preparation, Production and Publication Task 1 Assessment Format: Individual	35%	Start Date: Not Applicable Due Date: Not Applicable
Media Content Preparation, Production and Publication Task 2 Assessment Format: Individual	45%	Start Date: Not Applicable Due Date: Not Applicable

Assessment Details

Portfolio of Tutorial Preparation and In-tutorial Production Tasks

Assessment Overview

Individual

Portfolio of tutorial preparation and in-tutorial media content preparation, production and publication tasks

1600 words (equivalent).

Feedback via LMS

Course Learning Outcomes

- CL01 : Effectively conceive and execute digital media content ideas and evaluate their 'newsworthiness/publishability' for intended audiences.
- CL02 : Work collaboratively, ethically and in accordance with media law to create, edit, publish, and publicise digital journalism.
- CL03 : Effectively deploy mechanisms for social media engagement and maximization of readerships and public outreach.
- CL04 : Situate the practices of digital media publication in relevant social, institutional, and ethical settings.

Detailed Assessment Description

Portfolio of tutorial preparation and in-tutorial activities

Assessment information

See course Moodle site for details.

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Assignment submission Turnitin type

This is not a Turnitin assignment

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 Content Preparation, Production and Publication Task 1

Assessment Overview

Individual

Students respond to a brief to conceive, research and produce a potentially publishable journalistic package (audio, video or print-style) on a currently newsworthy topic, as specified in the brief.

1800 words.

Feedback via LMS

Course Learning Outcomes

- CL01 : Effectively conceive and execute digital media content ideas and evaluate their 'newsworthiness/publishability' for intended audiences.
- CL02 : Work collaboratively, ethically and in accordance with media law to create, edit, publish, and publicise digital journalism.
- CL03 : Effectively deploy mechanisms for social media engagement and maximization of readerships and public outreach.
- CL04 : Situate the practices of digital media publication in relevant social, institutional, and ethical settings.

Detailed Assessment Description

Journalistic package - audio, video or print

Assessment information

See course Moodle site for details.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

No Assistance

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Media Content Preparation, Production and Publication Task 2

Assessment Overview

Individual

Students respond to a brief to conceive, research and produce a potentially publishable journalistic package (audio, video or print-style) on a currently newsworthy topic, as specified in the brief.

1800 words (equivalent)

Feedback via LMS

Course Learning Outcomes

- CL01 : Effectively conceive and execute digital media content ideas and evaluate their 'newsworthiness/publishability' for intended audiences.
- CL02 : Work collaboratively, ethically and in accordance with media law to create, edit, publish, and publicise digital journalism.
- CL03 : Effectively deploy mechanisms for social media engagement and maximization of readerships and public outreach.
- CL04 : Situate the practices of digital media publication in relevant social, institutional, and ethical settings.

Detailed Assessment Description

Journalistic package - audio, video or print

Assessment information

See course Moodle site for details.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

No Assistance

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General Assessment Information

Exemplars of the pieces/packages you will submit for assessment (and publication) are provided on the course's Moodle website - both professional pieces and high-standard work by students from previous year. Also check out the Newsworthy site for pointers to the kind of work we are looking for.

Grading Basis

Standard

Requirements to pass course

You must make a genuine attempt at all the assessment tasks to pass the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	[Please note the material provided below is provisional, subject to adjustment as the term unfolds. Refer to the course Moodle site for up-to-date information.] Introduction to the course Review of Newsworthy - range of articles, news values, design and layout issues, photojournalistic elements. Introduction to our content management platform - RebelMouse Introduction to the data analytics backend - tracking reader engagement The Newsworthy podcast Brainstorming - preliminary thoughts on promising topic areas for story development - profiles, personal reflections/observation, issues and trend features, explainers, opinion pieces, reviews, etc.
Week 2 : 16 September - 22 September	Seminar	(provisional schedule, subject to revision as story development issues unfold) [Weekly review of issues in local and international media coverage public affairs, social trends and popular culture.] Preliminary story idea pitches In-class story development - preliminary background research, finding appropriate sources/talent etc. Sussing out some of our competition - reviewing the online publications of other university journalism departments, Australia and international
Week 3 : 23 September - 29 September	Seminar	[Weekly review of issues in local and international media coverage of public affairs, social trends and popular culture.] [Possible seminar activities - subject to change according to developing news events and so on.] Managing a complex online publishing platform - wrangling the RebelMouse backend as a contributor and sub-editor Copy editing issues - how and what to correct/change when sub-editing; making cuts and rewriting; issues of style; ensuring 'clean' copy.; writing headlines, stand-firsts and crossheads Story development update/report The Newsworthy podcast And that's just for starters...
Week 4 : 30 September - 6 October	Seminar	[Weekly review of issues in local and international media coverage of public affairs, social trends and popular culture.] [Possible seminar activities - subject to change according to developing news events and so on.] Social media engagement - promoting your own and/or other author's content Publishing content to Facebook and Instagram; Search Engine Optimisation; Tweeting your content Update on story development The Newsworthy podcast And even more ...
Week 5 : 7 October - 13 October	Seminar	[Weekly review of issues in local and international media coverage of public affairs, social trends and popular culture.] [Possible seminar activities - subject to change according to developing news events and so on.] Story/audio package/video package development The Newsworthy podcast Managing the publishing backend Developing interviewing skills. Skills and technologies in social media engagement
Week 6 : 14 October - 20 October	Homework	Flex week - no seminar
Week 7 : 21 October - 27 October	Seminar	[Weekly review of issues in local and international media coverage of public affairs, social trends and popular culture.] [Possible seminar activities - subject to change according to developing news events and so on.] Review of digital content package(s) from earlier weeks Subbing and laying out your classmates' copy - towards publication-standard benchmarks Promoting Newsworthy content - in-class exercise Engaging a readership through online 'newsletters' (the Newsworthy newsletter) Digital content brainstorming - your next digital package
Week 8 : 28 October - 3 November	Seminar	[Weekly review of issues in local and international media coverage of public affairs, social trends and popular culture.] [Possible seminar activities - subject to change according to developing news events and so on.] Pitching your next digital content package Discussion of 'data' journalism, data visualization and info graphics The Newsworthy 'newsletter' The Newsworthy podcast
Week 9 : 4 November - 10 November	Seminar	[Weekly review of issues in local and international media coverage of public affairs, social trends and popular culture.] Finalisation of digital package - discussion and feedback on drafts/first cuts etc.

		The Newsworthy podcast The Newsworthy newsletter Report on previous social-media promotion of Newsworthy content (Facebook, Instagram and SEO)
Week 10 : 11 November - 17 November	Seminar	Activities as set out on the course Moodle site

Attendance Requirements

Attendance is required at all seminars (there are no lectures). Students who fail to attend all seminars (unless prevented by illness or misadventure) will fail the course.

Course Resources

Prescribed Resources

No textbook for this course

Recommended Resources

You will need to be reading/viewing/listening across a wide variety of journalism.

Here are some suggestions.

Longform.org, medium.com, theconversation.com, the huffington post, The Guardian Australia, Slate.com, etc. etc.

The Saturday Paper, Good Weekend and News Review, Spectrum and Traveler sections in the Sydney Morning Herald weekend edition The Weekend Australian magazine;; Inquirer and Review in The Weekend Australian Life and Leisure,

Perspective in the Australian Financial Review weekend edition The Monthly, Time, Newsweek, The Atlantic, The New Statesman, Wired, UTNE Reader, Mother Jones, Harper's Magazine, The New Yorker, etc., etc. Marie Claire, GQ (and similar women's and men's monthly magazines); Rolling Stone (and other arts-and-entertainment mags and websites)

Four Corners; Sixty Minutes (and other in-depth broadcast journalism)

Any of the excellent radio documentary programs available as podcasts on ABC Radio National (<https://www.abc.net.au/radio/podcasts/>) - e.g. Background Briefing, Future Tense, The Health Report, The Science Show, Rear Vision; any of the multitude of podcasts available online, and so on

Course Evaluation and Development

We actively evaluate this course and respond to student feedback wherever possible. Formal university evaluation surveys will be undertaken at the end of the semester. Feedback from students is welcome at any time - in person, by email, by letter.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Peter White		Robert Webster - rm 311F		For a consultation please email to arrange a time	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>