



MDIA3010

Professional Media Practices: Creating, Publishing and Publicising Digital Journalism

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter White	prr.white@unsw.edu.au	office hours: 3.30 - 5.00 Wednesdays (please email to make an appointment)	Robert Webster - rm 311F	

Tutors

Name	Email	Availability	Location	Phone
Diane Nazaroff	diane.nazaroff@unsw.edu.au	N/A	N/A	N/A

School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply

in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Course Details

Credit Points 6

Summary of the Course

In this 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.

At the conclusion of this course the student will be able to

1. Formulate digital journalism story ideas and evaluate their "newsworthiness/publishability", given particular topic areas and intended audiences.
2. Plan, research, create, edit and layout publishable multi-media digital journalism.
3. Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.
4. Publicise digital journalism on social media platforms, use data analytics to track hits on published material, manage reader comments and manage search engine optimisation of a publication site.

Teaching Strategies

The course will be conducted as 3-hour seminars during which students will develop digital journalism projects for potential publication, collaboratively sub-edit/review classmates' content, design webpages for the delivery of content, and, in cases where work has been published, manage and monitor its uptake on social media.

Each seminar will essentially be a digital journalism "clinic". Teaching will primarily take the form of (1) a continuous process of sub-editorial-style feedback/guidance by the tutor (an industry professional) in the role of editor and (2) the collaborative reviewing by students of each other's work.

This approach is designed to develop towards work-readiness the basic digital journalism skills students have acquired through previous core courses. It will provide them with the opportunity to apply these skills in a "real world" setting, where they will be mentored by an industry professional.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Story Development Reporting	20%	Not Applicable	3
Content Creation Packages	50%	Not Applicable	2,3
Publication and Publicity Tasks	30%	Not Applicable	2,3,4

Assessment Details

Assessment 1: Story Development Reporting

Start date: Not Applicable

Details: 1600 words. Marked in relation to a prepared rubric, with additional written feedback provided.

Assessment 2: Content Creation Packages

Start date: Not Applicable

Details: 1800 words. This is the final assessment task for attendance purposes. Marked in relation to a prepared rubric, with additional written feedback provided.

Assessment 3: Publication and Publicity Tasks

Start date: Not Applicable

Details: 1600 words. Marked in relation to a prepared rubric, with additional written feedback provided.

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration website:

<https://student.unsw.edu.au/special-consideration>

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 also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, 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.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and 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 also 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

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

(<http://subjectguides.library.unsw.edu.au/elise/aboutelise>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Seminar	<p>[PLEASE NOTE THAT THE MATERIAL PROVIDED IN THIS AND FOLLOWING SECTIONS IS ENTIRELY PROVISIONAL - SUBJECT TO CHANGE AS THE SEMESTER UNFOLDS]</p> <p>Introduction to the course</p> <p>Story selection: justifying assessments of newsworthiness/interest-value (working with publication candidates from previous journalism-strand courses)</p> <p>Preliminary thoughts on promising topic areas for story development (topics not covered, topics poorly covered, topics not covered in sufficient depth, etc.)</p>
Week 2: 5 March - 11 March	Seminar	<p>Story idea brainstorming</p> <p>Preliminary story idea pitches</p> <p>Sussing out some of our competition - reviewing the online publications of other university journalism departments, Australia and international</p>
Week 3: 12 March - 18 March	Seminar	<p>Sub-editing skills</p> <ol style="list-style-type: none"> 1. Copy editing 2. Headline, kicker/stand-first, cross-head writing 3. Basic image management and selection for digital/mobile distribution 4. Wrangling the CMS (Content Management/Publication System) <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Week 4: 19 March - 25	Seminar	(1st story package due for delivery this week)

March		<p>Digital journalism and social-media engagement</p> <ol style="list-style-type: none"> 1. Data analytics 2. Search Engine Optimisation 4. The Facebook newsfeed algorithm 5. Facebook "instant articles" <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Week 5: 26 March - 1 April	Seminar	<p>Data journalism and data visualisation fundamentals</p> <ol style="list-style-type: none"> 1. data discovery 2. data interrogation 3. data visualisations 4. data mashing <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Break: 2 April - 8 April		Easter Break
Week 6: 9 April - 15 April	Seminar	<p>Review of 1st story package</p> <p>Subbing your classmates' copy - towards publication-standard benchmarks</p> <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Week 7: 16 April - 22 April	Seminar	<p>Story package 2</p> <p>Story idea brainstorming</p> <p>Preliminary research - identifying lines of</p>

		<p>investigation; potential angles</p> <p>Preliminary story idea pitches</p> <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Week 8: 23 April - 29 April	Seminar	No seminar this week - break for Anzac Day (that's why we started in week 1)
Week 9: 30 April - 6 May	Seminar	<p>Story package 2 - pitching</p> <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Week 10: 7 May - 13 May	Seminar	<p>(Second story package due this week)</p> <p>Managing reader engagement</p> <ol style="list-style-type: none"> 1. Reader comments - the role of moderator 2. A/B testing 3. Tweaking headlines and leads 4. Issues around "click bait" <p>More on data analytics</p> <ol style="list-style-type: none"> 1. Tracking our competitors' (publications by other journalism schools) social media uptake; search engine optimisation <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p> <p><i>(Weekly review of recent exemplary digital journalism)</i></p>
Week 11: 14 May - 20 May	Seminar	<p>Basic photojournalism and video journalism skills for our digital journalism magazine</p> <p><i>(Weekly review of newsworthy/attention-worthy developments in current affairs, arts-&-entertainment, culture-&-society)</i></p>

		<i>(Weekly review of recent exemplary digital journalism)</i>
Week 12: 21 May - 27 May	Seminar	Review of story package 2 Subbing and laying out your classmates story: headlines, kickers, cross head, image selection and editing
Week 13: 28 May - 3 June	Seminar	Recent issues in journalistic ethics Facing your own ethical dilemmas Avenues for further involvement in the online publication

Resources

Prescribed Resources

No textbook for this course

Recommended Resources

You will need to be reading/viewing/listning 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, Elle, GQ (and similar women's and men's monthly magazines); Rolling Stone (and other arts-and-entertainment mags and websites)

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

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

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