

## Course outline

**Code: CMN235**

### **Title: News Writing and Reporting**

Faculty of: Arts, Business and Law

School of: Communication and Creative Industries

Teaching Session: Semester 2

Year: 2017

Course Coordinator: **Peter English**  
Email: penglish@usc.edu.au

## **1. What is this course about?**

### **1.1 Course description**

This course builds on CMN130 Introduction to Journalism. It examines the foundations of journalism including its history, social and political relevance, and ethics. There is emphasis on continuing to develop your writing in accord with journalistic style. You will develop skills and understandings in news gathering, interviewing, and note taking. You will also be encouraged to become multi-skilled so that you can report effectively across print, online, and broadcast platforms. While examining how and why news is reported you will also be encouraged to develop a lasting interest in current affairs.

### **1.2 Course content**

- History of journalism
- Journalism ethics
- News writing
- Print Journalism
- Online Journalism
- Broadcast journalism
- Responsible reporting

## **2. Unit value**

12 units

### 3. How does this course contribute to my learning?

Specific Learning Outcomes	Assessment Tasks	Graduate Qualities
On successful completion of this course you should be able to:	You will be assessed on the learning outcome in task/s:	Completing these tasks successfully will contribute to you becoming:
Identify news values and apply them to news writing	2 and 3	Knowledgeable. Empowered.
Independently plan, source and write an original news story of publishable standard.	2 and 3	Engaged.
Apply ethical philosophies and scholarly information to analyse an ethical scenario.	1	Ethical.

### 4. Am I eligible to enrol in this course?

Refer to the **Coursework Programs and Awards - Academic Policy** for definitions of “pre-requisites, co-requisites and anti-requisites”

#### 4.1 Enrolment restrictions

Nil

#### 4.2 Pre-requisites

CMN130 or enrolled in AR514 or AR614 or AR541 or AR641 or AR841 or AR543 or AR643 or AR513 or AR605 or AR505

#### 4.3 Co-requisites

Nil

#### 4.4 Anti-requisites

CMN535

#### 4.5 Specific assumed prior knowledge and skills

Nil

### 5. How am I going to be assessed?

#### 5.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

**5.2 Assessment tasks**

Task No.	Assessment Tasks	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Academic essay	Individual	25%	1,000 words	Friday Week 5	SafeAssign
2	Press conference multi-media stories	Individual	45%	Print: 400 words Radio: 60 sec plus reader intros	Friday Week 9	SafeAssign
3	News Article	Individual	30%	500 words	Friday Week 13	SafeAssign
			100%			

**Assessment Task 1: Academic essay**

<b>Goal:</b>	In this task you will independently analyse an ethical writing and reporting scenario.	
<b>Product:</b>	Academic essay	
<b>Format:</b>	You will write an academic essay on an ethical scenario of your own choosing. You will choose an ethical scenario that journalists had to deal with from a timeframe of the past 6 months. Applying your understanding of ethical philosophies and the scholarly literature on journalistic ethics, you will explain the issues that are at stake, and how the situation would ideally be solved.	
<b>Criteria</b>	The following criteria will be given equal weighting: <ul style="list-style-type: none"><li>• evidence of research</li><li>• evaluation of literature</li><li>• critical analysis</li><li>• communication</li></ul>	
<b>Generic skill assessed</b>		<b>Skill assessment level</b>
Communication		Developing
Problem solving		Developing

**Assessment Task 2: Press conference multi-media stories**

<b>Goal:</b>	You will attend a ‘press conference’ and independently plan, research and write high-quality journalism.	
<b>Product:</b>	News story	
<b>Format:</b>	You will write separate news stories for publication in a newspaper and for radio, based on the press conference conducted in Week 7.	
<b>Criteria</b>	Marks will be awarded as follows: <ul style="list-style-type: none"><li>• appropriateness of angle</li><li>• proper use of house style and punctuation</li><li>• effectiveness of writing style</li></ul>	
<b>Generic skill assessed</b>		<b>Skill assessment level</b>
Organisation		Developing

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Problem solving	Developing
Communication	Developing

**Assessment Task 3: News Article**

<b>Goal:</b>	Independently plan, research and write high-quality journalism. You will write an article for publication on the Suncoast Times website <a href="http://www.suncoasttimes.com.au">http://www.suncoasttimes.com.au</a>
<b>Product:</b>	News story
<b>Format:</b>	You will write an article with a Sunshine Coast angle, based on at least two separate interviews with relevant people. The story must follow news style. You may submit photographs to support your article but this is not compulsory.
<b>Criteria</b>	Marks will be awarded as follows: <ul style="list-style-type: none"> <li>• appropriateness of angle and of interviews</li> <li>• effectiveness of writing style</li> <li>• proper use of house style and punctuation</li> </ul>
<b>Generic skill assessed</b>	
<b>Skill assessment level</b>	
Organisation	Developing
Problem solving	Developing
Communication	Developing

**5.3 Additional assessment requirements****Plagiarism**

In order to minimise incidents of plagiarism and collusion, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

**Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- The final mark is in the percentage range 47% to 49.4%
- The course is graded using the Standard Grading scale
- You have not failed an assessment task in the course due to academic misconduct

**5.4 Submission penalties**

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

## 6. How is the course offered?

### 6.1 Directed study hours

1 Hour Lecture per week

2 Hour Tutorial per week

On campus

### 6.2 Teaching semester/session(s) offered

Semester 2

### 6.3 Course activities

Teaching Week / Module	What key concepts/content will I learn?	What activities will I engage in to learn the concepts/content?	
		Directed Study Activities	Independent Study Activities
1	Introduction to the course	Lecture	Course reading to be advised
2	Journalism Ethics I	Lecture, tutorial, required reading	Course reading to be advised
3	Journalism Ethics II <b>Formative Task 1 Feedback: tutorial discussion</b>	Lecture, tutorial, required reading	Course reading to be advised
4	Online Journalism I	Lecture, tutorial, required reading	Course reading to be advised
5	Online Journalism II	Lecture, tutorial, required reading	Course reading to be advised
6	History of Journalism	Lecture, tutorial, required reading	Course reading to be advised
7	Broadcast Journalism I	Lecture, tutorial, required reading	Course reading to be advised
8	Press Conference	Lecture, tutorial, required reading	Course reading to be advised
9	Broadcast Journalism II	Lecture, tutorial, required reading	Course reading to be advised
<b>Mid Semester Break</b>			
10 <i>Monday, 2<sup>nd</sup> October, Queen's Birthday Public Holiday</i>	Broadcast Journalism III	Lecture, tutorial, required reading	Course reading to be advised
11	Reporting Across Platforms	Lecture, tutorial, required reading	Course reading to be advised
12	Responsible Reporting	Lecture, tutorial, required reading	Course reading to be advised
13	The Future of News	Lecture, tutorial, required reading	Course reading to be advised

Please note that the course activities may be subject to variation.

## 7. What resources do I need to undertake this course?

### 7.1 Prescribed text(s)

Please note that you need to have regular access to the resource(s) listed below:

Author	Year	Title	Publisher
J Bainbridge, N Goc & L, Tynan	2011	Media & Journalism: New approaches to theory and practice (2 <sup>nd</sup> Edn)	Oxford University Press, South Melbourne

### 7.2 Required and recommended readings

Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

### 7.3 Specific requirements

N/A

### 7.4 Risk management

Health and safety risks have been assessed as low. It is your responsibility to research and understand risks of specific courses and to review the USC's health and safety principles by viewing the online induction training for students.

## 8. How can I obtain help with my studies?

In the first instance you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Peer Advisors and Academic Skills Advisors. You can drop in or book an appointment. To book: Tel: +61 7 5430 2890 or Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

## 9. Links to relevant University policies and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

<http://www.usc.edu.au/university/governance-and-executive/policies-and-procedures#academic-learning-and-teaching>

## 10. General enquiries

In person:

- **Sippy Downs** - Student Central, Ground Floor, Building C
- **USC SouthBank** - Student Central, Building B, Ground floor (level 1)
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Building A

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)