MDIA1002

Media & Communication Contexts

Term One // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Kerrie Davies	k.davies@unsw.edu.au	Tuesdays 12.30 - 2.30 or by appointment	Webster, Level 3, Rm 311C	

Tutors

Name	Email	Availability	Location	Phone
Jane Southward	j.southward@unsw.edu.au	Contact via email		
Rose-Anne Manns	r.manns@unsw.edu.au	Contact via email		
David Dale	sam@unsw.edu.au	Contact via email or in class		
Deborah Telford	sam@unsw.edu.au	Contact via email or in class		
Adam Stapleton	a.stapleton@unsw.edu.au	via email or in class		
Sharon Smith	sam@unsw.edu.au	In class or via email		

School Contact Information

Room 312, level 3 Robert Webster Building

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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.

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course covers a range of professional communication practices in Journalism, Public Relations and Advertising to provide you with a solid foundation for further study and professional engagement. You will develop a critical and theorized understanding of the situated nature of communication, particularly the impact of ongoing industry change on media forms. You will be equipped to develop pro-active and creative strategies in terms of text production and analysis, focussing on professional written genres and how they are adapted to suit different purposes and platforms.

Course Learning Outcomes

1. identify the impact of structural changes in communication industries on communicative practices and forms
2. produce, adapt and publish communicative texts appropriate to targeted contexts and platforms
3. identify and apply basic principles of professional communicative standards

Teaching Strategies

This course covers a range of professional communication practices in Journalism, Public Relations and Advertising to provide students with a solid foundation for further study and professional engagement. The course provides a theoretical framework for understanding current contexts of change in relation to news cycles, attention and business models, and the impact of all these on the media forms that are produced. Students will be equipped to be pro-active and creative in terms of text production and analysis.

Assessment

Assessment extensions are ONLY given via Special Consideration that is submitted via myunsw to the course convenor. Your tutor cannot give extensions.

If you are registered with UNSW disability services, please let your tutor and the Convenor (Kerrie Davies k.davies@unsw.edu.au) know.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Professional writing task 1	25%	See Moodle	2,3
Professional writing task 2	45%	See Moodle	1,2,3
Tutorial Preparation Tasks	30%	weekly	2,3

Assessment Details

Assessment 1: Professional writing task 1

Start date:

Details: Formative feedback in class to individualsSummative individual feedback via TurnItIn + collective feedback to cohort in class

Additional details:

Please see Moodle for full assessment information.

Assessment 2: Professional writing task 2

Start date:

Details: Formative feedback in class to individualsSummative individual feedback via TurnItIn

Additional details:

Please see Moodle for full assessment information.

Assessment 3: Tutorial Preparation Tasks

Start date:

Details: 6 tasks x 5% eachFormative feedback in class to individualsGrade via rubric on TurnItInSummative feedback to cohort in-class

Additional details:

Please see Moodle for full assessment information. The tutorial preparation tasks form the 'Web' online content of your course. They contribute to lecture learning, tutorials and deepen knowledge in preparation for assessments.

Submission is via the Moodle 'Turnitin' link in each weekly outline. Excepting week one, the weekly online task is due BEFORE your tutorial.

The tasks range from extra reading to research and writing tasks.

You must complete at least six to receive a PASS grade for this course.

(ie less than 6/10 tasks = 0).

I'll say it again: LESS THAN 6/10 = ZERO

If this criteria is satisfied, your tutor will then mark the entries to give you a mark for the journal.

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

Attendance Requirements

Lecture attendance is compulsory.

Online submission of lecture related tasks are compulsory and contribute to your assessment.

Tutorials require a minimum of 80 % attendance over the trimester.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Lecture	**Communication industries and you.** **Required Reading:** **If you haven't bought the textbook, please do so. In the meantime, go to Moodle and click on the green jigsaw icon for the following reading:** Rosen, J 2012 (2006) 'The People Formerly Known as the Audience', in M.Mandiberg (ed),*The Social Media Reader,* New York, NYU Press, pp.13-17 *Tutorial: See 'Web' (below) and Moodle for full instructions regarding all your online activities that must be completed prior to tutorials. Tutorials begin this week!* Remember there are often tutorials running at the same time, so check which one you are in. *You need to be in the tutorial you are enrolled in, otherwise you will be marked absent.*
	Web	Refer to Moodle
Week 2: 25 February - 3 March	Lecture	**News values: drivers of the communication industries. Plus: when advertising makes news.** **Required Reading** **From your textbook:** Gillman, S 2013 'News Values and News Culture A Changing World', in J Bainbridge, N Goc, & L Tynan (eds), *Media and Journalism*, Melbourne, OUP, pp. 281-293. **Recommended via Moodle:**

		Davis, A 2013 'Celebrity Culture and Symbolic Power', in A Davis (ed) *Promotional Cultures*, Hoboken, Wiley, pp. 92 - 106. Leszkiewicz, A 2017 'All 23 things wrong with Pepsi's Kendall Jenner Ad', *New Statesman*, 5 April See Moodle for your tutorial information.
	Web	Refer to Moodle
Week 3: 4 March - 10 March	Lecture	**Angles and structure: the core of media storytelling in journalism, PR and advertising.** **Required Reading** **From the Textbook:** Tynan, L 2015 'Subediting, News Language and Convention' in J Bainbridge, N Goc & L Tynan (eds),*Media and Journalism,* OUP, Melbourne, pp. 330 - 350 **Recommended via Moodle** Lacey, M 2019 'Watch Your Lapels, These Great Ledes are Coming For Them' *New York Times,* January 15. Mahoney, J 2017 'Writing and Placing a Media Release,' *Public Relations Writing*, OUP, Melbourne pp. 107 - 145
	Web	Refer to Moodle for your online activity. Questions? See your tutor or email k.davies@unsw.edu.au
Week 4: 11 March - 17 March	Lecture	**Research: Where do I find a story?** **Plus interviewing basics** **Required Reading** **From the Textbook:** Tynan, L 2015 'Tools: Print Media and Broadcast Interviews', in J Bainbridge, N Goc & L Tynan (eds) *Media and Journalism,* OUP, Melbourne, pp. 99 -106 (These interview techniques are not just for print. Also, PR and Advertising need interviewing skills too).
	Web	Refer to Moodle
Week 5: 18 March - 24 March	Lecture	Lecture 5: **Advertising: the magic**

		Required Reading TBA
	Web	See Moodle.
Week 7: 1 April - 7 April	Lecture	**Public relations: Spin and Agenda Setting** **Required Reading** **From the textbook:** Tynan, L 2013 'Public Relations: Spin Cycle', in *Media and Journalism,* J Bainbridge, N Goc & L Tynan (eds), OUP, Melbourne, pp.164-191 **Recommended via Moodle:** MacNamara, J 2012 'Journalism and Public Relations Unpacking Myths and Stereotypes', *Australian Journalism Review*, Vol. 34, No. 1, pp: 33-50.
	Web	Refer to Moodle for your online activity. Problems or questions? Ask your tutor or email k.davies@unsw.edu.au
Week 8: 8 April - 14 April	Lecture	**Media Ethics and Free Speech** **Required Reading** **From the textbook:** Goc, N, & Tynan, L 2013 'Ethics in Communication', in J Bainbridge, N Goc & L Tynan (eds) *Media and Communication*, OUP, Melbourne, pp. 382-401. Also see in the same textbook: 'Free Speech and Journalism in the 21st Century', pp. 485 - 491 **Via Moodle, at least one of the following**: MEAA Code of Ethics (Journalism) AANA Code of Ethics (Advertising and Marketing)
	Web	Refer to Moodle
Week 9: 15 April - 21 April	Lecture	**Professional Social Media Practice** Required Reading **Textbook:** Bainbridge, J, Beasley, C & Tynan, L 2015 'The

		Digital and Social Media Environment', in J Bainbridge, N Goc & L Tynan (eds) *Media and Journalism*, OUP, Melbourne, pp. 65- 92 **Recommended via Moodle:** King Whitehill, K & Nikolinakou, A 2018 'Viral video ads: Emotional triggers and social media virality', *Psychology & Marketing*, Vol.35, n.10, pp.715-726
	Web	Refer to Moodle
Week 10: 22 April - 28 April	Lecture	**Careers and Networking**
	Web	Refer to Moodle
Week 11: 29 April - 1 May	Tutorial	Tutorial catch ups due to public holidays: TBA.

Resources

Prescribed Resources

The textbook for MDIA1002 is **Bainbridge, J, Goc, N, and Tynan, L, (2015)** *Media and Journalism: New Approaches to Theory and Practice,* **OUP, Melboune.**

It is the 3rd Edition Oxford University Press.

You can purchase this in either print or digital form; the choice is up to you. *Make sure you do purchase the 3rd edition, as there are significant differences with earlier editions.* Second hand copies should be available. The library should also have a textbook on high demand.

For those of you in PR&Advertising who are **horrified that the first text book is mainly about journalism**.... don't be! In this course we will be covering key storytelling skills which are foundational to *all* communication industries, especially core concepts such as 'news values' and basic genres of journalism and PR. You will find this book to be a useful resource that you return to throughout your studies.

Additional readings and recommended texts will be posted on the course Moodle site. Look for the green jigsaw icon.

Recommended Resources

You should have access to a UK / AU dictionary, a thesaurus or two, and punctuation/style guides. Some recommendations for these will be put online. They can be in print or digital form, whatever works best for you.

You should read widely across media, from legacy (smh.com.au or abc.net.au) to new media forms such as Buzzfeed and Junkee.

Mumbrella.com.au is recommended for media news

We recommend you join Twitter for professional social media use. Keep your Snapchat and other social media for private use.

Course Evaluation and Development

We actively evaluate this course and respond to student feedback wherever possible. There is a formal university survey (`myExperience') at the end of the semester. However we welcome your feedback at any time; in person, by email, by letter. In the past, student feedback has been consistently positive, especially in relation to guest speakers, the textbook, and the balance of assessment in the course.

From 2017, we have been trying to improve your learning experience further by blending the components of face-to-face and online learning, and carefully integrating both of these for a more seamless experience. The online environment also enables us to provide effective models and annotations of the kinds of professional texts you need to begin to produce, for anyone to access at any time. We have transformed ½ hr of passive lecture learning to ½ hour of productive student engagement

online, so you are producing something directly related to your learning outcomes. We especially welcome your feedback in relation to these aspects of the course.

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

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

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/or progression of ideas of the original, and information 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 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

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- 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/

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