MDIA2003

Media Content Creation

Term One // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter White	prr.white@unsw.edu.au	Thursday 1.15 pm - 2.15 pm (please email to arrange an appointment)	Webster level 3, RM 311F	X52364

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.

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course is concerned with the skills required to produce and critically analyse the longer, more in-depth forms of journalism known by such labels as "feature" and "documentary". The course will focus on these longer forms as they operate in newspapers, magazines, radio and online, and how they vary according to subject matter – i.e. according to whether they are concerned with current affairs and social issues, or with arts and entertainment or lifestyle and leisure topics. The course will also provide students with an understanding of what is typically involved in the preparation of features and documentaries – e.g. how they are conceived, how they may require the cultivation of appropriate "contacts", and the types of research and interviewing usually employed. In the process of developing these practical skills, students will also explore concepts and theoretical frameworks for critically analyzing how these texts work communicatively.

Course Learning Outcomes

1. produce in-depth journalistic texts across a range of different media contexts
2. support writing process through relevant research, ethical engagement and quality processes
3. demonstrate ability to successfully write across a range of genres and styles
4. relate writing to related process of text production, including placement within multimedia contexts

Teaching Strategies

The lecture time will be devoted to outlining and discussing the various stages of the news reporting and feature writing process and to a detailed exploration of the different types of feature article and their stylistic and text compositional properties. The tutorials will be devoted to exercises and discussion designed to develop the students' practical skills in conceiving, researching and writing news and more extended feature articles, and in critically evaluating and deconstructing their own and other's work.

This course uses face-to-face classroom teaching, with a lecture and a tutorial each week, including collaborative and individual work. Students prepare readings, discussion points and exercises in advance of each tutorial. For the most part, materials required for tutorial preparation and for assessment tasks will be made available via the course's Moodle website.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Portfolio (various media)	25%	Not Applicable	1,2,3,4
Media content preparation and production task 1	30%	Not Applicable	1,2,3,4
Media content preparation and production task 2	45%	Not Applicable	1,2,3,4

Assessment Details

Assessment 1: Portfolio (various media)

Start date: Not Applicable

Details: Individual1200 words equivalentFeedback via LMS

Additional details:

See course Moodle site for details

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Media content preparation and production task 1

Start date: Not Applicable

Details: Individual1600 words equivalentFeedback via LMS

Additional details:

See course Moodle site for details.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Media content preparation and production task 2

Start date: Not Applicable

Details: Individual1800 words equivalentFeedback via LMSThis is the final assessmment

Additional details:

See course Moodle site for details.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Attendance is required at both lectures and tutorials (80 percent attendance minimum).

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 17 February - 21 February	Lecture	1. In-depth digital journalism: conceiving, researching and producing publishable print-style, audio and video packages PLEASE ALSO NOTE THAT TUTORIALS ALSO START THIS WEEK.
	Tutorial	Note that tutorials begin this week. **(See Moodle website for updated information about the tutorial.)** [The following schedule is only provisional - subject to change as the semester unfolds.... current as of February] During the Tutorial 1. Introductions, overview of course content, assessment, tutorial preparations. 2. Preparation for Production Project 1: Profile (print-style and podcast versions)
Week 2: 24 February - 28 February	Lecture	Getting to grips with profiles of all types (print, podcast, video etc) - shorter, longer, Q&A style
	Tutorial	**(See Moodle website for updated information about the tutorial - schedule may change as current news events unfold.)** 1. Discussion around sample/model profile features (exploring different styles, structures, use of narrative elements, degree of subjectivity etc) 2. Profile production teams settle on interview subject; prepare a short set of possible questions; brief report to the class (why is this person's story potentially "publishable"?)
Week 3: 2 March - 6 March	Lecture	1. Effective interviewing for print-style and audio profiles: how to get what you need from your interview subject

		2. Update on current issues in media coverage
	Tutorial	**(See Moodle website for updated information about the tutorial - schedule may change as current news events unfold.)** Profile writing test-run - print story and short audio package (4 minutes) prepared in advance of tutorial from recordings/transcripts of interviews
Week 4: 9 March - 13 March	Lecture	1. Journalistic Inspiration: "fresh, current and engaging" - the identification (or conception) of publishable digital content 2. Managing online publications - Content Management Systems (CMS) / web page design
	Tutorial	**(See Moodle website for updated information about the tutorial - schedule may change as current news events unfold.)** Interview workshop preparation - e.g. explore potential lines of inquiry, potential "publishability"; draft some questions
Week 5: 16 March - 20 March	Lecture	Possibly Interviewing Workshop (depending on how the schedule pans out)
	Tutorial	1. Review of story ideas submitted for tute prep 2. Canvassing of promising topic areas for issues/trend features
Week 6: 23 March - 27 March		Flex week - no lecture or tutorial
		Flex week - no tutorials
Week 7: 30 March - 3 April	Lecture	Issues/trend features – ideas, angles, styles and structures
	Tutorial	See course Moodle site for details.
Week 8: 6 April - 10 April	Lecture	Vox Popping (informal opinion polling; conducting a"pub test" - bailing up strangers on the street, or at bus stops, or in bars, etc.)
	Tutorial	1. Vox popping activities - continuing from lecture: production of vox-pop story; sampling of/feedback on vox pops 2. Discussion of role of vox pops as element in/adjunct to features
Week 9: 13 April - 17 April	Lecture	Advanced issues in journalist ethics
		See course Moodle site for details.

Week 10: 20 April - 24 April	Lecture	TBA (final assignment discussion, suggestions etc.)
	Tutorial	See course Moodle site for details.

Resources

Prescribed Resources

No prescribed textbook, but the following is recommended as a useful reference (some good advice on a range of different story types): Tanner, S; Kasinger M; Richardson N., 2017 *Feature Writing: Telling the Story* Melbourne: Oxford University Press - 3rd edition. (a somwhat cheaper e-copy is available)

Recommended Resources

Students are expected to read a wide variety of features and other forms of in-depth journalism (print, audio, video etc).
Recommended resources are of the following type (you should read as widely as possible, and
well beyond this list):

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 (and other in-depth broadcast journalism)
Any of the excellent radio documentary, lifestyle etc. 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 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.

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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