MDIA5011

Professional Media Practices: Creating, P Publicising Digital Journalism

Term Two // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone

Course Details

Credit Points 6

Summary of the Course

In this Masters-level course you will hone work-ready skills associated
creating, editing, publishing and publicising digital journalism in the
publication. You will develop your ability to meet deadlines as you pro
publishable multi-media packages (words, images, audio, video) for de
the same time you will develop skills associated with social-media eng
publication - e.g. publicising the site's content via Twitter, Facebook
reader comments on content; tracking hits on the online publication si
search engine optimisation (SEO) for published items; and so on. The
opportunity to enhance your own portfolio, to be mentored by a media
media-practice based community and to establish all-important media i

Course Learning Outcomes

1. Plan, research, create, edit and layout and publish multi-media d
2. Work collaboratively, ethically and in accordance with media law
   publicise digital journalism.
3. Publicise digital journalism on social media platforms, use data a
   published material, and manage search engine optimisation of a p

Teaching Strategies

The course will be conducted as 2-hour seminars during which student
projects for potential publication, collaboratively sub-edit/review clas
for the delivery of content, and, in cases where work has been publish
on social media.

Each seminar will run as a ""teaching hospital"" in which students imp
strategies learned in earlier core courses in the Master of Journalism
Teaching will take the form of (1) a continuous process of sub-editoria
tutor and the editor of the EFOP (2) the collaborative reviewing by stu

This approach is designed to develop towards work-readiness the basi
have acquired through previous core courses. It will provide them with
skills in a ""real world"" setting, where they will be mentored by an in

Assessment

Student work is assessed based on quality at the time of submission o
stories arising from the opportunity to work with the Digital Editor (Ne
however the original mark awarded to all submissions stands. The Digi
development but is not responsible for marking assignments. In all ma
of the course convenor are final. All assignments must be submitted a
first page always provide your student number and enrolment name (fi
name), as well as course & assignment number, seminar group day and
profile, etc), and an accurate word count for your submission. Do not
interviewee details or reference lists in this word count. On the final p
names and contact details of all interviewees plus interview place, da
was conducted in-person, or by telephone, email, webchat/social medi
tutor's permission in writing, all interviews must be conducted in Aust
phone audio recordings and webchat transcripts are acceptable). All i
accurately rendered in English. Interview recordings MUST be retained
December 31st of each academic year. In this course, the sources of a
mentioned WITHIN the story (for example, University of Melbourne res
by the Institute of Accountants said , or The Attorney General admitte
statements and facts must be provided either by embedding the source
reference occurs, or in a reference list on the final page of your subm
your interviews need not be cited in reference lists but MUST be accu
indirect quotes in the text of your story and/or video and audio multim
requirements may differ for each assignment. For submissions contain
count can be reduced by 180 words per minute of media clips included
the Newsworthy Content Management System. Submissions that are pri
preceded by a 100-150 word text lead.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Content Creation Task 2	45 %	1 /07/2019 05:00 PM	1,2,3
Content Creation Task 1	30 %	09/08/2019 05:00 PM	1,2,3
In-class assessment tasks	25 %	12/08/2019 05:00 PM	3

Assessment Details

Assessment 1: Content Creation Task 2

Start date:

Length: 1500-2000 words

Details: A longform (feature) 1500-2000 word story, or podcast, or vid
equivalent to 2000 words). Feedback via LMS.

Submission notes:See general assessment information

Turnitin setting: This assignment is submitted through Turnitin and students [can see Turnitin] similarity reports.

Assessment 2: Content Creation Task 1

Start date: Not Applicable

Length: 500-800 words

Details: A multiplatform journalism presentation of a 500-word news story [with associated] video. Feedback via LMS.

Additional details:

Pitch, develop and write a 500 - 800 word news story with associated [multimedia] presented as a podcast.

Submission notes: See general assessment information

Turnitin setting: This assignment is submitted through Turnitin and students [can see Turnitin] similarity reports.

Assessment 3: In-class assessment tasks

Start date: Not Applicable

Length: 3,000 words

Details: Weekly Journalism practice tasks, equivalent to 3000 words (300 [words weekly]). [Feedback via] LMS.

Additional details:

Weekly pre-class and/or in-class submissions are compulsory in this c[ourse and a] penalty will be imposed for each and every missing portfolio submissio[n].

In a single word document submit the following:

1. The original unedited text of your THREE BEST in-class and/or hom[ework submissions this] term (800-1000 words)

2. A full list of all multimedia recordings or visual News two or this uternan e su[bmitted] including a brief description including audio/video clip durations (max [...])

3. The full text of all other in-class and homework submissions this te[rm. DO NOT INCLUDE] ASSESSMENT ONE OR TWO AS PART OF YOUR PORTFOLIO SUBMISSIO[N]

Submission notes: See general assessment information

Turnitin setting: This assignment is submitted through Turnitin and students [can see Turnitin] similarity reports.

9am-12 noon OR 3 pm-6pm. Monday cl
students should being their laptops to
Tuesday classrooms in case the tute-
computers are all taken.

Read, listen or view

Australian print, radio and television
current affairs programs and podcasts
and events that interest you

Williams, K (2011). 'Windows on the W
International Journalism and the New
International Journalism. Thousand O
Sage. pp. 145 -167 ABC Asia Pacific

Kolodzy, J. (2013). Sources and Back
Informat*Prac,*ticing Convergence
Journali*New* York: Routledge, pp. 27-

Pre-class Submission (3**B0 ilwdoings**)n
last week's discussions about your in
suggest three specific story ideas tha
like to report on this term. Search ne
for recent reports on people, events a
relevant to your story ideas and make
three relevant recent reports. Remem
story may deal with global issues, it
reported mainly IN AUSTRALIA, prefe
Sydney. Explain how the stories you h
could be updated with new informatior
perspectives? What new questions cou
that other authors have not considere
of people or organisations could help
them?

Bring to cl**Sasv:e**, print out and bring to
three (3)   0 RG BT /F5 11.000000 Tfei0.000000 [] 0 d

		their pre-class submissions and ensur they answer the following questions: your 1,500 word feature story going t 2. What platform will you prioritise (t vodcast, multimedia)? 3. In which new your story be composed (for example, trend, investigative, issue-based feat immersion, profile)? 4. What do you h story will say or do that hasn t been s before by others? What new informati perspectives could your story provide you hope to interview for your story? about your choice. Easy to access pe more likely to deliver than high profil are you certain you can meet in the c 6. What are the most interesing or significant locations relevant to your be permitted to photograph or video t you need to quote your interviewees, speaking to them on a background or record basis. 8. Will you tell the stor or 3rd person? Explain why.
Week 3: 17 June-21 June	Homework	Listen to least two informative podcas Choose one of your own favourites, if one, otherwise choose both from the f of Australia s most downloaded. Be pr discuss in class what these podcasts about online journalism. https://thebrag.com/australias-most-d podcasts-2018/ Read Kasinger, M., Richardson, N. & T (2012). Researching the Story. Featur Telling the Story. Melbourne: OUP, pp Bring to class Make a list of the 20 most important questions you need to ask f assessment task to have impact Bring outs of your list to class.
	Tut-Lab	Interviewing strategies In-class Activity: Interviewing worksh In-class Portfolio submission- PS3 (2 words After consulting in-class with yo submit your list of 20 questions to en has impact

Week 4: 24 June - 28 June	Homework	Read
		Kasinger, M., Richardson, N. & Tann... Developing Writing Techniques in Feature Writing Telling the Story Melbourne: OUP, pp. 81- 9...
		Pre-class submission PS4 (1,300 words) to Newsworthy the following materials you assembled to use in your 1,500 word quotes from your interviews, video or passages reported by you from variou... locations; your re-telling of key event... your interviewees and others, essenti... other background material needed to... your feature. Try writing as much as y... story based on what you already have with a compelling lead paragraph.
		Bring to class... submission. If you wish you may add a explanation of why you think your sto... attention. What s new, valuable or pr... about it, and what new evidence supp... of argument, analysis or explanation. story offer opportunities for you to ge...

		published) and improve narrative link Write your own headline and stand-fir comment piece that was submitted to and cut it in half. Apply these techni own story before submission. IN CLASS PORTFOLIO SUBMISSION- F words. Submit your edit.
Week 6: 8 July	Homework - 12 July	READ Kolodzy, J. (2013). Convergence Jour Chapter 7, Capturing Context and Tone . New York: Routledge, pp. 95-1 Geoghegan M. & Klass D. (2007) Podc Solutions. Chapter 4, 'Planning Your Berlin: Springer Podcast Solutions, pp PRE-CLASS PORTFOLIO SUBMISSION PS6 (300 WORDS) Get to work now researching your 500 800-word News Story (Content Creatio 30%) Take advantage of Postgraduate week (NO CLASSES) to prepare your next sto Write a 300 word pitch to the Newswo this story. Outline the topic and genre Q&A, Explainer, Colour story, Review Opinion, Immersion or Commentary)? your approach to using multimedia an media, visualizations, archival resear and following-up unresolved leads and stories. How do you propose to engag Newsworthy audiences? Will you generate own content, or access copyright clea secondary sources? Why will people c share your content and come back for stories and perspectives Due date for PS6 submission Thursday 11 July at 5 pm * There are no classes in Week 6
Week 7: 15 July	Homework - 19 July	BRING TO CLASS Five (5) print out copies of your Story discussion in class
	Tut-Lab	Pitching Workshop

		Deliver your final story pitch in front mins) for discussion with the Newsword editor. You can use Power Po illustrate your RG 0 g q 0.090000 0.000000 0.000000 r23

IN CLASS PORTFOLIO SUBMISSION P |
| Submit your FINAL Pitch at the end of | | WORDS Submit your FINAL Pitch at the class |
| Week 8: 22 July | Tutorial Lab | Design for you

How we use Photoshop to create the colour |

to create The T 0.000000 0.000000 RG 0.570000 w 0 J 0 j [] 0 d 0.000000 0.000000 0.000000 RG 0 g q 0

Resources

Prescribed Resources

Please refer to Moodle's library link (the green icon) for all library re

Students are encouraged to borrow audio recording kits, cameras and
UNSW Technical Resource Centre for interviews, especially if conside
and publicity assessment. Time will be allotted in class to familiarisat
borrow. You can also use your smart phone to record interviews and t
enhance smart phone recording and stability.

Adobe Creative Cloud Editing Software is installed on all Mac Labs. P
course.

Recommended Resources

Recommended textbook

The companion textbook for this course is m: The Essentia and Guisder ar
2014) https://uk.sagepub.com/en-gb/eur/online-journalism/book236953 lso
purchase the textbook, having it will provide students with a valuable
drawn from other texts, and offers insights and perspectives of direct
assessment work.

The following resources are available via UNSW library:

Factiva.com is available via the library for news research.

BBC College of Journalism

Lynda.com editing tutorials for Adobe Audition (optional podcasting).

Tanner, S., Kasinger, M., and Richardson WN t (2009) llinMg eftbhe uSrtonrey,.
Australia: OUP.

Tanner, S., and Richards Journ Nal (20 1R)e.search and Investigation in A D
Melbourne: OUP

Highly Recommended

Students should continue their engagement with the Australian and int
range of perspectives on current world events that are shaping the nev
more are available via the library or have free or limited free access o

The Guardian Au edition

The Sydney Morning Herald

The New York Times

The South China Morning Post

The Conversation – excellent resource for academic quotes and interview sou

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment
telephone External Support on 9385 3331 or email them on externaltel
hours are 8:00am   10:00pm on weekdays and 9:00am   5:00pm on wee

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;