

## CMNS3333: Multiplatform Journalism

Singapore PSB

Trimester 3 - 2023 (Singapore)



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

<b>Course Description</b>	Students will develop research, interviewing and writing skills to prepare, record and edit material suitable for multiplatform journalism. Students will develop skills demonstrating ethical and legal obligations of story creation. Workshops will cover writing for the spoken word, recording, interviewing, editing, storing, retrieving and embedding video.
<b>Academic Progress Requirements</b>	Nil
<b>Requisites</b>	This course is only available to students enrolled in the Bachelor of Communication and the Bachelor of Creative Industries, and associated combined degree programs.
<b>Assumed Knowledge</b>	It is assumed that students have technical proficiency in video and audio recording and editing, including the software used in this course, provided in CMNS1240. Students are expected to have a foundation in News Media and Media Storytelling equivalent to CMNS2320 and CMNS1090.
<b>Contact Hours</b>	<b>Singapore PSB</b> <b>Lecture</b> Face to Face On Campus 1 hour(s) per week(s) for 12 week(s)  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 12 week(s)
<b>Unit Weighting Workload</b>	10 Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

[www.newcastle.edu.au](http://www.newcastle.edu.au)

CRICOS Provider 00109J

# CONTACTS

<b>Course Coordinator</b>	<b>Singapore PSB</b> Mr Kin Wong Kin.Wong@newcastle.edu.au Consultation: By email
<b>Teaching Staff</b>	<b>Singapore PSB</b> Mr Victor Ong Victor.Ong@newcastle.edu.au Consultation: In class and by email
<b>School Office</b>	<b>School of Humanities Creative Industries and Social Sciences</b> Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

# SYLLABUS

<b>Course Content</b>	Topics will include: <ol style="list-style-type: none"><li>1. The responsibility to produce accurate and fair reporting, particularly in a media-convergent world and in a multicultural society</li><li>2. The video journalist as reporter, storyteller, interviewer, information disseminator</li><li>3. Getting, planning and recording the video story</li><li>4. Interviewing for video for a range of outcomes</li><li>5. Scripting, writing and packaging news</li><li>6. Presenting news in the field and in the television studio</li><li>7. Video journalism across online and social media</li></ol>
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Demonstrate and apply practical knowledge of video storytelling skills to produce television news and appropriate video in online and social media platforms</li><li>2. Undertake professional research, writing and production skills appropriate to television, video and online journalism</li><li>3. Develop critical reflection on professional practice by studying, analysing and interpreting current professional media practice</li><li>4. Demonstrate communication skills as applicable to a broadcast journalist including voice and presentation</li><li>5. Produce well-researched, effective and relevant interviews for video news production</li><li>6. Apply digital recording and production skills to produce and present interviews, news stories and features in video formats</li></ol>
<b>Course Materials</b>	Refer to Course Site

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	4 Sep	Multiplatform Journalism: An overview of journalism in the age of mobile video.	Studio Induction Homework: Shoot 'selfie-video' for week 2 tutorial. Instructions on how to do this will be provided in the lecture.	
2	11 Sep	The Video News Script: Marrying words and pictures.	An introduction to video news items and scripts, TV news bulletin analysis, and 'selfie-video' show & tell.	
3	18 Sep	Taking the Shots: Using the camera and getting the shots for video journalism.	Press release & VO: In small groups, students will be given a mock press release, and have 2 hours to shoot overlay, write a script, edit the vision, and upload the work.	
4	25 Sep	The Interview: How and why you shoot an interview.	Vox Pops: In small groups, students will have 2 hours to generate a story angle, record a vox pop, write a script, edit the vision, and upload the work.	
5	2 Oct	Writing for Video News: It's not like other writing.	Live cross: In small groups, students will be given a mock story scenario, and have 2 hours to write a script, shoot a live cross, edit the vision, and upload the work.	
6	9 Oct	The Online Video Story: Making the most of online affordances for video journalism.	Newsroom update & social media post: In small groups, students will be given a mock news bulletin, and have 2 hours to write and record a news update or radio promo and edit and post the work.	Assessment 1: Upload story proposal to the relevant Discussion Board on Canvas.
<b>Mid term break</b>				
7	23 Oct	Working seminar: The Press Conference.	Working seminar: The Press Conference. In small groups, students will have 2-hours to set up and record a mock press conference, write and edit a VSV, and post the work.	
8	30 Oct	No Lecture. Script consultations/filming	No Tutorial. Script consultations/filming	Assessment 1: Upload two videos to Vimeo or YouTube. Upload a script of the Reporter Package to the relevant Discussion Board. Include URLs to both videos in the script.
9	6 Nov	Inside a video newsroom: A day in the life of a newsroom.	Peripheral news content: In small groups, students will have 2 hours to write, shoot and edit either a weather, sport, or road accident update. Students will edit and post the work for either social or broadcast media.	

10	13 Nov	TV News Bulletins: Planning & Production.	Formatting news bulletins: Analysis of the construction and formatting of a news rundown.	Assessment 2: Two parts, both online: 1) create an article on the CMNS3333 website, and 2) create a post on one of the CMNS3333 social media platforms.
11	20 Nov	Rehearsing: Present News Bulletin in offsite studio	Rehearsing: Present News Bulletin in offsite studio	
12	27 Nov	Recording: Present News Bulletin in offsite studio.	Recording: Present News Bulletin in offsite studio.	
13	4 Dec	Additional sessions if needed		Assessment 3: Upload URL of edited mini news bulletin to the relevant Discussion Forum on Canvas.
<b>Examination Period</b>				
<b>Examination Period</b>				

## ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Assessment 1 - two TV stories	There are two deadlines for this assessment: Midnight, Friday (Week 6) Midnight, Friday (Week 8)	Combination	50%	1, 2, 3, 4, 5, 6
2	Assessment 2 - Video Online	Midnight, Friday (Week 10)	Individual	25%	1, 2, 4, 5, 6
3	Assessment 3 - Mini news bulletin	Midnight, Friday (Week 13)	Group	25%	1, 2, 4, 6

### Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

### Assessment 1 - two TV stories

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Produce Two stories: one Reporter Package and one Edited Interview for broadcast.
<b>Weighting</b>	50%
<b>Length</b>	Deliverables as per professional template
<b>Due Date</b>	There are two deadlines for this assessment: 1 - Upload the story proposal to Blackboard before midnight Friday 17 Jun (Week 6). 2 - Upload the script of the Reporter Package to Blackboard before midnight Friday 8 Jul (Week 8). Include URLs to both videos in the script.
<b>Submission Method</b>	Two parts, both online: 1) Upload the story proposal to the relevant Discussion Board before midnight Friday (Week 6). 2) Upload the two videos (the Reporter Package and the Edited Interview) to Vimeo or YouTube. Upload the script of the Reporter Package to Blackboard before midnight Friday (Week 8). Include URLs to both videos in the script.
<b>Assessment Criteria</b>	Refer to CMNS3333 Course site
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

## Assessment 2 - Video Online

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Produce two video packages for online consumption (One for the CMNS3333 website, and one for either of the CMNS3333 Instagram or Facebook accounts).
<b>Weighting</b>	25%
<b>Length</b>	Deliverables as per professional template
<b>Due Date</b>	Due before midnight Friday (Week 10)
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Refer to CMNS3333 Course site
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

## Assessment 3 - Mini news bulletin

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Students work together to produce a TV news bulletin.
<b>Weighting</b>	25%
<b>Length</b>	Deliverables as per professional template
<b>Due Date</b>	Final submission by midnight Friday 12 Aug (Week 13).
<b>Submission Method</b>	Two parts, both online: 1) An edited video of the mini news bulletin is uploaded to YouTube or Vimeo. 2) An Editing Script of the mini-news bulletin is uploaded to the relevant Discussion Forum on Blackboard, which includes the URL of the mini news bulletin on YouTube or Vimeo.
<b>Assessment Criteria</b>	Refer to CMNS3333 Course site
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

<b>Communication Methods</b>	<p>Communication methods used in this course include:</p> <ul style="list-style-type: none"><li>- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.</li><li>- Email: Students will receive communications via their student email account.</li><li>- Face to Face: Communication will be provided via face to face meetings or supervision</li></ul>
<b>Course Evaluation</b>	<p>Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.</p>
<b>Oral Interviews (Vivas)</b>	<p>As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <a href="#">Oral Examination (viva) Procedure</a>. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <a href="#">Student Conduct Rule</a>.</p>
<b>Academic Misconduct</b>	<p>All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a>.</p>
<b>Adverse Circumstances</b>	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none"><li>1. the assessment item is a major assessment item; or</li><li>2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;</li><li>3. you are requesting a change of placement; or</li><li>4. the course has a compulsory attendance requirement.</li></ol> <p>Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a></p>
<b>Important Policy Information</b>	<p>The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> that support a safe and respectful environment at the University.</p>

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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