

## CMNS1090: Media Storytelling

Newcastle City Precinct

Semester 1 - 2024



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

*The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect, and all students and staff are expected to act with honesty, fairness, trustworthiness, and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.*

## OVERVIEW

<b>Course Description</b>	This course introduces students to professional writing skills for a range of communication media forms and platforms. Workshops provide the opportunity for students to develop skills to meet new writing challenges, to critically examine examples of professional writing, to discuss their own work with their peers, and to consider the ethical and legal obligations of the professional writer. Students are set writing tasks which offer the potential for publication.
<b>Academic Progress Requirements</b>	Nil
<b>Contact Hours</b>	<b>Newcastle City Precinct</b>  <b>Lecture</b> Face-to-face on campus 1 hour in Week 1  <b>Tutorial</b> Face-to-face on campus 2 hours per week for 12 weeks from Week 2-13
<b>Unit Weighting</b>	10
<b>Workload</b>	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10-unit course.

# COURSE OUTLINE

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# CONTACTS

<b>Course Coordinator</b>	<b>Newcastle City Precinct</b> Alysson Watson <a href="mailto:alysson.watson@newcastle.edu.au">alysson.watson@newcastle.edu.au</a> Consultation: by email
<b>Teaching Staff</b>	Emily Rokobauer <a href="mailto:emily.rokobauer@newcastle.edu.au">emily.rokobauer@newcastle.edu.au</a>
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# SYLLABUS

<b>Course Content</b>	This course covers: <ol style="list-style-type: none"><li>1. Professional writing practice for journalism, public relations, and media production.</li><li>2. Writing and editing media releases, news stories and film synopses for various platforms and audiences.</li><li>3. Scripting and recording audio-visual stories.</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 professional writing and editing skills.</li><li>2. Apply scripting, interviewing and audio-visual recording skills.</li><li>3. Produce written work at a publishable standard.</li></ol>
<b>Course Materials</b>	See the Canvas course website for details about readings, lectures and other resources for the course.

# SCHEDULE

Week	Week Begins	Lecture/Tutorial	Learning Activity	Assessment Due
1	26 Feb	Introductory Lecture <i>No tutorial in Week 1</i>	Module 1: Sentences. Email to tutor	
2	4 Mar	<b>Storytelling</b> <b>Media writing conventions</b>	Module 2: Punctuation. Canvas post: storytelling & media writing conventions	
3	11 Mar	<b>Interviewing</b> <b>Photography</b> <b>Short profile writing</b>	Module 3: Quoting. Canvas post: short profile on student	
4	18 Mar	<b>Public relations writing I:</b> <b>Media release.</b> <i>Peer review: profiles</i>	Module 4: Verbs. Canvas post: idea for original media release	
5	25 Mar	<b>Public relations writing II:</b> <b>Website content.</b> <i>Peer review: ideas for original media release</i>	Module 5: Numbers, capitals. Canvas post: draft of original media release	
6	1 Apr	<b>Writing for Social Media</b> <b>Public relations on socials.</b> <i>Peer review: original media release drafts</i>	Module 6: Clear, concrete writing. Canvas post: draft web content & social media post	
7	8 Ap	<b>News writing I:</b> <b>News values</b> <b>News generation, news gathering &amp; research</b> <i>Peer review: web content &amp; social media post</i>	Module 7: Confusing words. Canvas post: idea for original news story	<b>Assessment 1</b> <b>(Media release, web content &amp; social media post) due Friday 5pm April 12</b>
<b>Mid Term Break</b>				
<b>Mid Term Break</b>				
8	29 Apr	<b>News writing II:</b> <b>News writing for print</b> <i>Peer review: ideas for news stories</i>	Module 8: Tautology & redundancy. Canvas post: plan for original news story	
9	6 May	<b>News writing III:</b> <b>Writing for radio</b> <b>Recording audio</b> <b>News writing for socials</b> <i>Peer review: news story plans</i>	Module 9: Ambiguity. Canvas post: drafts of original print news story, radio news story script & social media post	
10	13 May	<b>Media production writing I:</b> <b>Film synopsis.</b> <i>Peer review: drafts of print story, radio script &amp; social post</i>	Module 10: Spelling. <i>Canvas post: idea for original feature film or documentary</i>	<b>Assessment 2</b> <b>(News story print, radio story audio &amp; social media post) due Friday 5pm, May 17</b>
11	20 May	<b>Media production writing II:</b> <b>Film funding pitch</b> <b>Recording video for socials</b> <i>Peer review: film ideas</i>	Module 11: Editing. Canvas post: draft original film synopsis	
12	27 May	<b>Critical reflection</b> <i>Peer review: draft film synopsis</i>	Module 12: Polishing. Canvas post: draft film funding pitch & social video script	
13	3 June	<b>Rewriting and editing</b> <i>Peer review: draft film funding pitch &amp; script for social video</i>		<b>Assessment 3</b> <b>(Film synopsis, funding pitch, &amp; social media video), Fri 5pm, June 7</b>
14	10 June			<b>Assessment 4, Online quiz 50 Qs (1 hour)</b>

# ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Media release	Week 7, April 12 5pm	Individual	25%	1, 2, 3
2	News story	Week 10, May 17 5pm	Individual	25%	1, 2, 3
3	Film synopsis	Week 13, June 7 5 pm	Individual	25%	1, 2, 3
4	Quiz	Week 14, June 14 5pm	Individual	25%	1

## 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 – Media release - 25%

<b>Assessment Type</b>	Professional task
<b>Description</b>	This task has three parts that reflect the work of a public relations practitioner. The first part is a media release, the second part is website copy, and the third part is a social media post.
<b>Weighting</b>	Total 25% (1A 10%, 1B 10%, 1C 5%)
<b>Length</b>	Total 750 words (1A 500 words, 1B 150 words, 1C 100 words)
<b>Due Date</b>	Friday 5pm Week 7, April 12
<b>Submission Method</b>	Canvas Turnitin
<b>Assessment Criteria</b>	Rubrics on Canvas
<b>Return Method</b>	Online
<b>Feedback Provided</b>	In class and online

## Assessment 2 – News story - 25%

<b>Assessment Type</b>	Professional Task
<b>Description</b>	This task has three parts that reflect the work of a news media practitioner. The first part is a news story, the second part is a radio news story (audio), and the third part is a social media post.
<b>Weighting</b>	Total 25% (2A 10%, 2B 10%, 2C 5%)
<b>Length</b>	Total 750 words (2A 500 words, 2B audio =150 words, 2C 100 words)
<b>Due Date</b>	Friday 5pm Week 10, May 17
<b>Submission Method</b>	Canvas Turnitin
<b>Assessment Criteria</b>	Rubrics on Canvas
<b>Return Method</b>	Online
<b>Feedback Provided</b>	In class and online

## Assessment 3 – Film synopsis - 25%

<b>Assessment Type</b>	Professional Task
<b>Description</b>	This task has three parts that reflect the work of a professional writer working in media production. The first part is a film synopsis, the second part is a film funding pitch, and the third part is a crowdfunding video for social media.
<b>Weighting</b>	Total 25% (3A 10%, 3B 10%, 3C 5%)
<b>Length</b>	Total 750 words (3A 500 words, 3B 150 words, 3C video =100 words)
<b>Due Date</b>	Friday 5pm Week 13, June 7
<b>Submission Method</b>	Canvas Turnitin
<b>Assessment Criteria</b>	Rubrics on Canvas
<b>Return Method</b>	Online
<b>Feedback Provided</b>	In class and online

## Assessment 4 – Quiz - 25%

<b>Assessment Type</b>	Quiz
<b>Description</b>	Online quiz made up of 50 multiple choice questions on spelling, grammar, and punctuation. Weekly practice through Writing Modules.
<b>Weighting</b>	25%
<b>Length</b>	1 hour (50 multiple choice questions)
<b>Due Date</b>	Week 14 June 14 5pm. The quiz will be available online from 9am Monday in Week 14 and students have 60 minutes to complete the quiz in one sitting before the deadline.
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Online
<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).

### Attendance

Attendance/participation will be recorded in the following components:

- Tutorial roll marked and **student sign in. (Attendance is compulsory).**

### WH&S Requirements

Due to COVID-19 safety restrictions, it is the student's responsibility to sanitise their work/computer space prior to any face-to-face lessons in this course. They must be mindful of current social distancing rules during their face-to-face lessons.

### Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face-to-face meetings or supervision.

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<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	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> .
<b>Academic Misconduct</b>	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> .
<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>	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.

*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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