School of Humanities Creative Industries SocialSci

CMNS1090: Media Storytelling
Singapore PSB
Trimester 1 - 2024 (Singapore)

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

Course Description
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.

Academic Progress Requirements
Nil

Contact Hours
Singapore PSB
Lecture
Face to Face On Campus
1 hour(s) per week(s) for 12 week(s)

Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 12 week(s) starting Week 2

Unit Weighting
10

Workload
Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

CONTACTS

Course Coordinator	**Singapore PSB** Mr Felix Cheong Felix.Cheong@newcastle.edu.au Consultation: In class
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**PSB Academy Enquiries** Log your question or request to the PSB Program Executives at the following website: http://www.psb-academy.edu.sg/enq +65 6390 9000 **School of Humanities Creative Industries and Social Sciences** Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

SYLLABUS

Course Content	This course covers: 1. Professional writing practice for journalism, public relations, and media production. 2. Writing and editing media releases and news stories for various platforms and audiences. 3. Scripting audio-visual stories.
Course Learning Outcomes	**On successful completion of this course, students will be able to:** 1. Demonstrate professional writing and editing skills. 2. Apply scripting, interviewing and audio-visual recording skills. 3. Produce written work at a publishable standard.
Course Materials	See Canvas site for details.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	Introductory lecture	Tutorial: Types of writing. Style and audience. The writing process. Avoiding plagiarism.	
2	15 Jan	Interview skills	Tutorial: What is an interview? In-class interview with classmate.	
3	22 Jan	The Inverted Pyramid.	Tutorial: What is the inverted pyramid format? Examples and exercises in writing in inverted pyramid format. Characteristics of newswriting.	
4	29 Jan	Public Relations Writing 1.	Lecture: Role of PR Tutorial: Examples of media release.	
5	5 Feb	Public Relations Writing 2.	Lecture: Format of media release.	
Recess				
6	19 Feb	News Writing 1	Lecture: Where does newscome from?	**Media Release due on Feb 23, 11.59pm**
7	26 Feb	News Writing 2.	Lecture: The language of news.	
8	4 Mar	Pitching your story idea.	Tutorial: Pitching your story idea.	
9	11 Mar	Feedback on Drafts.	Tutorial: Peer review of news story. Proofreading your story.	**News Story due on Mar 15, 11.59pm**
10	18 Mar	Writing for Social Media.	Lecture: Writing for social media.	
11	25 Mar	Broadcast Writing.	Lecture: Writing forbroadcast.	
12	1 Apr	Style Guide Quiz Revising News Story for Radio Story.	In-class consultation	**Style Guide Quiz in class**
13	8 Apr			**Portfolio due on Apr 8, 11.59pm**
Examination Period				
Examination Period				

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	Style Guide Quiz	Week 12	Individual	25%	1
2	Media Release	Week 6	Individual	25%	1, 2, 3
3	News Story	Week 9	Individual	25%	1, 2
4	Portfolio	Week 13	Individual	25%	1, 2, 3

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 - Style Guide Quiz

Assessment Type	Quiz
Description	This is a 25-question quiz that will test your knowledge and application of grammar, punctuation, and spelling.
Weighting	25%
Length	25-question quiz
Due Date	Week 12
Submission Method	In Class
Assessment Criteria	See details on the CMNS1090 Course site.
Return Method	Not Returned
Feedback Provided	Online

Assessment 2 - Media Release

Assessment Type	Professional Task
Description	Students write a media release.
Weighting	25%
Length	450-500 words.
Due Date	Week 6, Feb 23, 11.59pm
Submission Method	Online
Assessment Criteria	See details on the CMNS1090 Course site.
Return Method	Online
Feedback Provided	Online

Assessment 3 - News Story

Assessment Type	Professional Task
Description	Students write a news story.
Weighting	25%
Length	500 words
Due Date	Week 9, March 15, 11.59pm
Submission Method	Online
Assessment Criteria	See details on the CMNS1090 Course site.
Return Method	Online
Feedback Provided	Online

Assessment 4 – Portfolio

Assessment Type	Professional Task
Description	Students rewrite their News Story as a Radio Story, record their voiceover and submit an MP3 file of their recording.
Weighting	25%
Length	1 minute maximum
Due Date	Week 13, April 8, 11.59pm
Submission Method	Online
Assessment Criteria	See details on the CMNS1090 Course site.
Return Method	Not Returned
Feedback Provided	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).

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.

Course Evaluation

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.

Oral Interviews (Vivas)

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 Oral Examination (viva) Procedure. 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 Student Conduct Rule.

Academic Misconduct

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 https://policies.newcastle.edu.au/document/view-current.php?id=35.

Adverse Circumstances

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:
1. the assessment item is a major assessment item; or
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;

3.   you are requesting a change of placement; or

4.   the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

https://policies.newcastle.edu.au/document/view-current.php?id=236

Important Policy Information   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 https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures 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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