

CMNS2320: News Media

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

Course Description	Digital disruption has transformed news media and consequently change in the industry is constant. This course will introduce students to how news media operates and will develop analytical, research, interviewing, production, multimedia and writing skills relevant to multi-platform journalism in a dynamic media environment. Course content will contextualise and analyse news media through a lens that explores cultural, historical, political, and economic perspectives.
Academic Progress Requirements	Nil
Requisites	If you have successfully completed CMNS1280, you cannot enrol in this course.
Assumed Knowledge	CMNS1090 Media Storytelling/ Foundations of Professional Writing.
Contact Hours	Newcastle City Precinct Lecture Face-to-face on campus 1 hour per week for 12 weeks starting Week 1 Tutorial Face-to-face on campus 1 hour per week for 7 weeks for Weeks 2-8 Face-to-face on campus 2 hours per week for 4 weeks for Weeks 9-12
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.

COURSE OUTLINE

CONTACTS

Course Coordinator **Newcastle City Precinct**
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Consultation: by email

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SYLLABUS

Course Content Topic will include:

- reporting across platforms
- convergence
- regulation
- law and ethics
- audiences
- data journalism
- innovation
- entrepreneurial approaches
- social media
- public relations and journalism relationships
- Indigenous affairs, religion, and sport reporting

Course Learning Outcomes **On successful completion of this course, students will be able to:**

1. Describe and analyse the role of news media in society,
2. Apply news reporting skills for text-based and multiplatform publications in practical presentations,
3. Critique the skills and practices of professional journalism.

Course Materials See Canvas course website for resources.

SCHEDULE

Week	Week Begins	Lecture	Tutorial	Assessment Due
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1	26 Feb	Introduction	<i>No tutorial</i>	
2	4 Mar	The role of journalism	1 hour: Quiz Allocate topic champions. Week 3 presenters confer.	
3	11 Mar	Digital disruption & media convergence	1 hour: Quiz Student presentations: The role of journalism.	Student presentations due on Canvas/ Turnitin by class time, per roster, 10 mins 15%
	18 Mar	What is news & who decides?	1 hour: Quiz Student presentations: Digital disruption & media convergence.	
5	25 Mar	Journalism and the law	1 hour: Quiz Student presentations: What is news & who decides?	
6	1 Apr	Tools of the trade (<i>delivered online</i>)	1 hour: Quiz Student presentations: Journalism & the law.	
7	8 Apr	Media regulation in Australia	1 hour: Quiz <i>Story pitches & feedback.</i>	Story pitch due on Canvas/Turnitin by 5pm Friday April 12, 350 words 10%
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	Ethical journalism	1 hour: Quiz Student presentations: Media regulation in Australia	
9	6 May	Journalism & public relations	2 hours: Quiz Student presentations: Ethical journalism. <i>Feedback on story drafts.</i>	Story draft due on Canvas/Turnitin by 5pm Friday May 10, 750 words 10%
10	13 May	Reporting Indigenous issues	2 hours: Quiz Student presentations: Journalism & public relations.	
11	20 May	Reporting on mental health	2 hours: Quiz Student presentations: Reporting Indigenous issues	Final story (text) due on Canvas/Turnitin by 5pm Friday May 24, 750 words 20%
12	27 May	Reporting sensitive issues	2 hours: Extra quiz (if need) Student presentations: Reporting on mental health/ sensitive issues. <i>Feedback on digital stories.</i>	Journal due on Canvas/Turnitin by 5pm Friday May 31, 2000 words 15%
13	3 Jun	<i>No lecture</i>	<i>No tutorial</i>	Final story (digital) due on Canvas/Turnitin by 5pm Friday June 7, 10%
Examination Period				
Examination Period				

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	In Class Quiz	In class in Weeks 2-11.	Individual	20%	1
2	Topic Champion and Journal	Presentation in class per roster (15%) Journal due in Week 12 (15%) – Friday 31 May 5pm.	Individual	30% (2x15%)	1, 3
3	News Story	Pitch Week 7 – Fri 7 April by 5pm Draft Week 9 – Fri 10 May by 5pm, Print (text) story Week 11- Fri 24 My by 5pm, Digital story (link) Week 13 – Fri 7 June by 5pm	Individual	50%	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 - In Class Quiz

Assessment Type Description

Quiz
Each week (over 10 weeks) students will answer questions relating to news stories in the media and lecture content. There will be 20 questions: 10 will cover lecture content and 10 will cover news stories in the past week from mainstream and local news sources. Students must attend class to take the weekly quizzes. Questions will be asked verbally by the tutor. Students will write answers on printed answer sheets and mark each other's work in class. Printed sheets will be collected by the tutor.

Weighting

20% (10x2%)

Length

20 mins eacy (20 short answers each week)

Due Date

In class in Weeks 2-11 (extra quiz Week 12 if needed)

Submission Method

In class

Assessment Criteria

Each quiz will be marked in class by another student and marks will be reviewed and recorded by the tutor. A student's final score out of 200 (10 quizzes) will be reduced to a mark out of 20. For example, 150/200 will become 15/20. An extra quiz will be available in Week 12 for students who have missed one. Students who miss a class/quiz because of Adverse Circumstances can have an average mark included. Students who miss classes for reasons other than Adverse Circumstances will forfeit those quiz marks.

Return Method

In class

Feedback Provided

In class

Assessment 2 - Topic Champion and Journal

Assessment Type Description

Presentation and journal
Students will be 'topic champions' for one tutorial each, preparing a 10-minute PowerPoint presentation on the topic of the week and leading class discussion. Students working on the same topic should prepare as a team to ensure material is not repeated. All students will write a learning journal throughout the semester comprising responses to 5 topics covered in lectures/presentations (not including their own topic).

Weighting

30% (15% presentation, 15% learning journal)

Length

Presentation 10 minutes; journal 2000 words (400 words on each of 5 topics).

Due Date

Presentation in class according to roster. Journal due in Week 12 (31 May 5pm).

Submission Method

In Class

Online

Assessment Criteria

See Canvas for marking rubrics.

Return Method

Online

Feedback Provided

Online

Assessment 3 - News Story

Assessment Type	Professional Task
Description	Each student will research and produce an original print news story of 750 words and rework their story for digital publication using the Shorthand platform. Students will interview at least 2 people for their news story and take 10 original photos. By agreement, stories may be published on Junction Journalism (the national student journalism website), featured in the Chromatic Festival, and considered for entry in national student journalism awards. The task has 4 staggered deadlines for story pitch, story draft, print (text) story and digital story (link).
Weighting	50% (pitch 10%, draft 10%, print story 20%, digital story 10%).
Length	2650 words total: <ul style="list-style-type: none">- Pitch – 350 words- Draft – 750 words- Print story – 750 words- Digital story – 800 words
Due Date	Story pitch Week 7 (Fri 12 April 5pm), story draft Week 9 (Fri 10 May 5pm), print story Week 11 (Fri 24 May 5pm), digital story Week 13 (Fri 7 June 5pm).
Submission Method	Online
Assessment Criteria	See Canvas for rubrics.
Return Method	Online
Feedback Provided	Online, In class.

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 taken in class.)

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.

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- 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: <ol style="list-style-type: none">1. the assessment item is a major assessment item; or2. 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; or4. 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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