

## CMNS3333: Multiplatform Journalism

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>	The course blends practical experience with critical insights into news genres and careers. It will cover emerging trends in news, including strategies for dissemination of news via social media platforms. Students will develop advanced writing, researching, interviewing, and production skills suitable for multiplatform journalism. They will create fast turnaround, mobile news stories for television, online and social media audiences. Students will develop skills demonstrating ethical and legal obligations of news story creation.
<b>Academic Progress Requirements</b>	Nil
<b>Assumed Knowledge</b>	<p>It is assumed that students have technical proficiency in mobile video and audio recording, and non-linear video editing, provided in CMNS1240 and CMNS1100.</p> <p>Students are expected to have a foundation in news media and media storytelling equivalent to CMNS2320 and CMNS1090.</p>
<b>Contact Hours</b>	<p><b>Newcastle City Precinct</b></p> <p><b>Lecture</b> Face to Face On Campus 1 hour(s) per fortnight for 4 fortnight(s) starting Week 1</p> <p><b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 6 week(s) starting Week 2</p> <p><b>Tutorial</b> Face to Face On Campus 1 hour(s) per week(s) for 4 week(s) starting Week 8</p>
<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> Dr Jeannine Baker <a href="mailto:Jeannine.Baker@newcastle.edu.au">Jeannine.Baker@newcastle.edu.au</a> (02) 4055 0910 Consultation: Please email to make an appointment.
<b>Teaching Staff</b>	Other teaching staff will be advised on the course Canvas site.
<b>School Office</b>	<b>School of Humanities Creative Industries and Social Sciences</b> NU Space, Level 4 409 Hunter Street Newcastle <a href="mailto:HCISS@newcastle.edu.au">HCISS@newcastle.edu.au</a> +61 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. Researching, 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><li>8. Strategies for promoting news stories and journalists across various platforms</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. Utilise effective oral and written communication skills relevant for contemporary journalism practice.</li><li>2. Apply journalism principles and practices to create news stories for television, online and social media platforms.</li><li>3. Apply theoretical knowledge of emerging trends in news media and technological changes to produce engaging digital stories for online and social media audiences.</li><li>4. Reflect on the relationship between media practice and theory</li></ol>
<b>Course Materials</b>	Resources will be provided on the Canvas course website.

# SCHEDULE

Week	Week Begins	Lecture	Tutorial	Assessment Due
1	26 Feb	What is multiplatform journalism?	No tutorial	
2	4 Mar	No lecture	Introduction to video news	
3	11 Mar	Interviewing and ethics	Equipment and interviewing	
4	18 Mar	No lecture	News story proposals & feedback; writing for TV news	
5	25 Mar	Ephemeral news	Structuring and editing news stories	
6	1 Apr	No lecture	TBC	Assessment 1: TV news story 23:59 Sun 7 April
7	8 Apr	Working as a multiplatform journalist today	Digital news story essentials	
<b>Mid-Semester Recess</b>				
<b>Mid-Semester Recess</b>				
8	29 Apr	No lecture	Digital news story feedback & workshop	Assessment 2: Digital news story 23:59 Sun 5 May
9	6 May	No lecture	News explainer fundamentals	
10	13 May	No lecture	Social media stories pitches and feedback	
11	20 May	No lecture	Workshop on social media news story & critical reflection	
12	27 May	No lecture		Assessment 3: Social media news story 23:59 Sun 2 June
13	3 Jun	No lecture		Assessment 4: Critical reflection 23:59 Sun 9 June
<b>Examination Period</b>				
<b>Examination Period</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	TV news story	23:59, Sunday 7 April 2024	Individual	25%	1, 2
2	Digital news story	23:59, Sunday 5 May 2024	Individual	25%	1, 2
3	Social media news story	23:59, Sunday 2 June	Individual	30%	2, 3
4	Critical reflection	23:59 Sunday 9 June	Individual	20%	4

## 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.

Please contact the subject coordinator if you are having difficulties completing any assessments.

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## Assessment 1 - TV news story

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Production of a TV news story, feature interview and script. More details via Canvas.
<b>Weighting</b>	25%
<b>Length</b>	4 minutes and 250 words
<b>Due Date</b>	23:59, Sunday 7 April 2024
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

## Assessment 2 - Digital news story

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Convert your TV news story (Assessment 1) to a digital news story for online consumption. There are two components: 1) A digital article that includes an embedded video or audio, and 2) A social media post that includes a link to the digital article.
<b>Weighting</b>	25%
<b>Length</b>	750 words
<b>Due Date</b>	23:59, Sunday 5 May 2024
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

## Assessment 3 - Social media news story

<b>Assessment Type</b>	Professional Task
<b>Description</b>	Produce a video news story for dissemination on a social media platform. More information on Canvas.
<b>Weighting</b>	30%
<b>Length</b>	3 minutes
<b>Due Date</b>	23:59, Sunday 2 June
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online

## Assessment 4 - Critical reflection

<b>Assessment Type</b>	Journal
<b>Description</b>	Reflect on the process of producing your news stories within the context of critical theory, industry practices and technological transformation.
<b>Weighting</b>	20%
<b>Length</b>	1200 words
<b>Due Date</b>	23:59 Sunday 9 June
<b>Submission Method</b>	Online Via Turnitin
<b>Assessment Criteria</b>	See Canvas
<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).

## 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.

Students should check their student email account daily to ensure they receive announcements and communications from their tutor and course coordinator.

## 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.

As a result of student feedback, the following changes have been made to this offering of the course:

- The third assessment task was changed to a social media video news story to give students more experience producing stories for online dissemination.

## 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

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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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