



MMCC8040

Media Writing and Research

Session 1, Online-scheduled-weekday 2022

Department of Media, Communications, Creative Arts, Language and Literature

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General Information

Unit convenor and teaching staff

Convenor

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By appointment

Administration

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Kath Kenny

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Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd or MIC

Corequisites

Co-badged status

Unit description

This unit focuses on the core skills that underpin journalism as a media practice including, reporting and research techniques and approaches to storytelling and representation across media. It also covers critical material on journalism and the contemporary media landscape, including ideals of objectivity, advocacy, and the use and function of news media.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: apply advanced reporting, research and writing techniques to produce articles for print and online media.

ULO2: analyse and discriminate between the various writing styles and reporting techniques for various journalistic mediums.

ULO3: evaluate and analyse the research material on journalism and media.

ULO4: identify and evaluate the key concepts underpinning the role of the fourth estate.

ULO5: evaluate the history of journalism and identify opportunities and challenges for the future of journalism.

General Assessment Information

All assessments must be submitted as single Word or PDF documents via the Turnitin link on iLearn. Email and print submissions will not be accepted as per the assessment policy.

Late Assessment Penalty

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSESSMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 marks for your assignment.

These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Media Portfolio	50%	No	18.00 19/04/2022

Name	Weighting	Hurdle	Due
Media Project	50%	No	18.00 02/06/2022

Media Portfolio

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 40 hours

Due: **18.00 19/04/2022**

Weighting: **50%**

This task introduces the student to media writing and research. Students will submit a portfolio containing a reflective introduction and three selected examples of production and critical analysis exercises from the prescribed weeks. Refer to iLearn for further information.

On successful completion you will be able to:

- apply advanced reporting, research and writing techniques to produce articles for print and online media.
- analyse and discriminate between the various writing styles and reporting techniques for various journalistic mediums.
- evaluate and analyse the research material on journalism and media.
- identify and evaluate the key concepts underpinning the role of the fourth estate.
- evaluate the history of journalism and identify opportunities and challenges for the future of journalism.

Media Project

Assessment Type ¹: Project

Indicative Time on Task ²: 40 hours

Due: **18.00 02/06/2022**

Weighting: **50%**

Students will submit a major media project and a research report choosing from genres covered in the unit. Refer to iLearn for further information.

On successful completion you will be able to:

- apply advanced reporting, research and writing techniques to produce articles for print

and online media.

- analyse and discriminate between the various writing styles and reporting techniques for various journalistic mediums.
- evaluate and analyse the research material on journalism and media.
- identify and evaluate the key concepts underpinning the role of the fourth estate.
- evaluate the history of journalism and identify opportunities and challenges for the future of journalism.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Seminars commence in Week 2.

Required Reading

Refer to iLearn for details about assigned readings and resources.

There is a prescribed **textbook** for this unit: Lynette Sheridan Burns, *Understanding Journalism* (Sage, 3rd edn, 2018). Print and e-books are available for purchase from Booktopia.

Other required readings are accessible via the university library/Leganto or the internet.

Seminar Preparation

Students will be expected to be read and critique mainstream news sites. Refer to iLearn for further information.

Students will sometimes be required to complete "practice tasks" before attending class, and encouraged to upload them to a blog for feedback in class. These are short assignments and exercises that will help you build your portfolios and skills. Instructions will be announced in class and posted to iLearn. If you miss a class please check iLearn before attending the seminar to ensure you are prepared.

Unit Schedule

2-hour seminars commence in Week 2.

A detailed unit schedule will be available on iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

The [Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

MEAA Journalist Code of Ethics

All students are expected to abide by the Media, Entertainment & Arts Alliance Journalist

[Code of Ethics](#).

Respect for truth and the public's right to information are fundamental principles of journalism. Journalists search, disclose, record, question, entertain, comment and remember. They inform

citizens and animate democracy. They scrutinise power, but also exercise it, and should be responsible and accountable.