MMCC8040

Media Writing and Research

Session 1, Online-scheduled-weekday 2023

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

Contents

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General Information

Unit convenor and teaching staff
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Tuesday 11-1

Co-Convenor/Lecturer
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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

Unless a Special Consideration request has been submitted and approved, **a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted**, *up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to written reports and recordings only.* **Late submission of time sensitive tasks** *(such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs* **will be addressed by the unit convenor in a Special consideration application***.*

Assessment Tasks

Name	Weighting	Hurdle	Due
Media Portfolio	50%	No	11.55 pm, 19/04/2023
Media Project	50%	No	11.55 pm, 08/06/2023

Media Portfolio

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 40 hours
Due: **11.55 pm, 19/04/2023**
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: **11.55 pm, 08/06/2023**
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.

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[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.

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

Seminar Preparation

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

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). 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). 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) 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 Advocacy provides independent advice on MQ policies, procedures, and processes

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.