



# MECO804

## Media Writing and Research

S1 Day 2019

*Department of Media, Music, Communication and Cultural Studies*

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## General Information

Unit convenor and teaching staff

Justine Martin

[justine.martin@mq.edu.au](mailto:justine.martin@mq.edu.au)

Bridget Griffen-Foley

[b.foley@mq.edu.au](mailto:b.foley@mq.edu.au)

Credit points

4

Prerequisites

Admission to MCreIndMFJ or MFJ or MIntComm or MIntCommMIntRel or MIntBusMIntComm or MMedia or MCreIndMMedia

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:

Apply advanced reporting, research and writing techniques to produce articles for print and online media

Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.

Critically appraise and analyze the research material on journalism and media.

Identify and evaluate the key concepts underpinning the role of the fourth estate.

Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

## General Assessment Information

Deadlines are firm and late submissions will be penalised by 2% each day unless you have been granted special consideration.

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

Dept Policy: "Unless a Special Consideration request has been submitted and approved, (a) a penalty

for lateness will apply – two (2) marks out of 100 will be deducted per day for

assignments submitted after the due date – and (b) no assignment will be accepted

more than seven (7) days (incl. weekends) after the original submission deadline. No

late submissions will be accepted for timed assessments –

e.g. quizzes, online tests"

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Portfolio 1</a>	40%	No	March 29, 2018 23:59
<a href="#">Portfolio 2</a>	60%	No	June 3, 2018 23:59

### Portfolio 1

Due: **March 29, 2018 23:59**

Weighting: **40%**

#### What will be assessed:

Each week you will be undertaking production and critical analytical tasks and documenting your progress in your iLearn blog. You will choose the best of these tasks for assessment and write a short essay that reflects on how these these practices and competencies illustrate your understanding of key debates in journalism. You should draw on the weekly themes and suggested background readings.

#### Portfolio 1 will include:

- a personal statement about your media practice and goals. (250 words)
- 1 News Round Up (Choose the best from your weeks 2-5) ( 500 words or equivalent)
- 1 production task of your choice from the weekly assigned practice tasks (Weeks 1-5)
- a 750 word reflection that narrates your learning process and details how these practices

and competencies illustrate your understanding of key debates in journalism (You should draw on the weekly themes, suggested background readings and refer to relevant production and critical analytical tasks from weeks 1-5)

**Format:** You should submit a copy of your portfolio as a Word document to the Turnitin box on the iLearn site.

Detailed instructions about the news round up focus and the production tasks will be issued each week in class and via iLearn.

### **Assessment Criteria:**

**Engagement:** Demonstrate understanding of key questions, debates and concepts in the unit.

**Application:** The quality of your selected a) news round up as critical analysis OR the quality of your selected production task as a piece of reporting, research, or news writing. Evidence of regular and timely participation in the process of learning (posts to your iLearn blog are due before class each week.)

**Evaluate:** Show that you can discriminate between, and analyze, the various news genres, reporting and storytelling techniques for various journalistic mediums.

**Expression:** The clarity of your expression and your attention to detail. Evidence of regular and timely participation in the process of learning (posts are expected to be attempted each week.)

**Overall:** The quality of your portfolio as a record of your process of learning

On successful completion you will be able to:

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

## **Portfolio 2**

Due: **June 3, 2018 23:59**

Weighting: **60%**

### **What will be assessed:**

Each week you will be undertaking production and critical analytical tasks and documenting your progress in your iLearn blog. You will choose the best of these tasks for assessment and write a short essay that reflects on how these these practices and competencies illustrate your understanding of key debates in journalism. You should draw on the weekly themes and

suggested background readings.

**Portfolio 2 will include:**

- a revised personal statement about your media practice and goals based on your experience this semester (250 words)
- 600-700 word news article
- 1 News Round Up (Choose the best from your weeks 6-11) ( 500 words or equivalent)
- 1 additional production task of your choice from the weekly assigned production tasks (Weeks 6-11)
- a 750-1000 word scholarly reflection that narrates your learning process and details how these practices and competencies illustrate your understanding of key debates in journalism (draw on the weekly themes and suggested background readings to build your argument.) You should link to your posts and cite any readings you use.

**Format:** You should submit a copy of your portfolio as a word doc to the Turnitin box on the iLearn site.

Detailed descriptions of the analytical and production tasks will be issued in class and via iLearn

**Assessment Criteria:**

**Engagement:** Demonstrate understanding of key questions, debates and concepts in the unit.

**Application:** The quality of your selected a) news round up as critical analysis OR the quality of your selected production task as a piece of reporting, research, or news writing. Evidence of regular and timely participation in the process of learning (posts to your iLearn blog are due before class each week.)

**Evaluate:** Show that you can discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.

**Expression:** The clarity of your expression and your attention to detail.

**Overall:** The quality of your portfolio as a record of your process of learning

On successful completion you will be able to:

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.

- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

## Delivery and Resources

Seminars commence in week 1

### Required Reading

Please check the iLearn site for details about assigned readings. All required readings are accessible via the university library or Internet.

### Seminar Preparation

Each week students will be required to complete "practice tasks" before attending class. These are short assignments and exercises that will help you build your portfolios. Instructions will be announced in class and posted to iLearn. If you miss a class please check the iLearn site BEFORE attending the seminar to ensure you are prepared.

## Unit Schedule

Please check iLearn for the schedule.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

Department Remark Application: [www.mq.edu.au/pubstatic/public/download/?id=167914](http://www.mq.edu.au/pubstatic/public/download/?id=167914)

## Student Support

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

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.

## Graduate Capabilities

PG - Capable of Professional and Personal Judgment and

## Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

### Learning outcomes

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

### Assessment tasks

- Portfolio 1
- Portfolio 2

## PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

### Learning outcomes

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

### Assessment tasks

- Portfolio 1



- Portfolio 2

## PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

### Learning outcomes

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

### Assessment tasks

- Portfolio 1
- Portfolio 2

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for

the future of journalism.

## **Assessment tasks**

- Portfolio 1
- Portfolio 2

## **PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

### **Learning outcomes**

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques for various journalistic mediums.
- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

## **Assessment tasks**

- Portfolio 1
- Portfolio 2

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

### **Learning outcomes**

- Apply advanced reporting, research and writing techniques to produce articles for print and online media
- Discriminate between, and analyze, the various writing styles and reporting techniques

for various journalistic mediums.

- Critically appraise and analyze the research material on journalism and media.
- Identify and evaluate the key concepts underpinning the role of the fourth estate.
- Critically examine the history of journalism and identify opportunities and challenges for the future of journalism.

## **Assessment tasks**

- Portfolio 1
- Portfolio 2

## **Changes from Previous Offering**

The number of production tasks to be assessed has been reduced but students must also show evidence of regular completion of the the weekly tasks as part of their essays.

The news story assessment has been incorporated into portfolio 2.