



School of English, Journalism
& European Languages

Unit Outline

HEJ318
Professional Placement
Semester 2, 2006

<http://www.utas.edu.au/units/HEJ318>

Lecturer:	Sarah Gillman Room: SOCSCI 536 Phone: 6226 21930 Email: Sarah.Gillman@utas.edu.au
Consultation times:	Thursdays 12 – 2 pm
Unit Description:	Students are assigned to a placement in the media industry, either in a government or private institution approved by the University. Students learn the practical skills necessary for the media practitioner. Placement gives students the opportunity to better understand how journalistic theory operates in practice. Students will improve their ability to meet news writing, public relations and production deadlines. Students will, where opportunity allows, contribute to the gathering of news, the presentation or publication of news, or contribute to the production of press releases or similar material while working under the supervision of a qualified professional.
Unit Aims and Objectives:	<ul style="list-style-type: none">• For students to become better equipped to work in a professional work environment.• To better understand how journalistic theory operates in practice.• To improve the ability to meet news writing and production deadlines.
Learning Outcomes:	On successful completion of this subject: <ul style="list-style-type: none">• The students will be better equipped to work in a professional work environment.• The students will gain an understanding of the ethical and legal issues that confront journalists.• The student's capacity to meet news writing and production deadlines under pressure will be enhanced.

Required Texts:	Unit reader available from the Co-op Bookshop and on Reserve in the Morris Miller Library.
When Taught:	Thursdays 9:00 - 10:50 am HUM 548 A minimum of 10 placement days. No more than 100 hours in placement unless agreed by co-ordinator.
Assessment:	Professional practice skills acquired during placement (40%, awarded in consultation with placement provider), 1,500-word report and placement diary (20%), work portfolio (20%), oral presentation on placement (10%), tutorial participation (10%).
Additional information:	<p>The unit offers students the opportunity to participate in work placement with a selected placement provider for a specified period. The student will undertake assignments aimed at demonstrating initiative, enthusiasm, professionalism and a willingness to learn. Students will, where opportunity allows, contribute to the published or broadcast news output, or contribute to the presentation of press releases or similar material, working under the supervision of a suitably qualified professional.</p> <p>Requirements: Students will spend most of their time in this unit on placement. Students will also be required to attend 75% of the weekly seminars. These will examine the theory behind journalism practice, and will include an examination of ethical issues, the place of the news media in forming public opinion, the role of public relations in the mass media, etc. Students are strongly advised to attend. The seminars will also include one-hour weekly tutorials, which will be used as a forum for oral presentations and for discussions of placement experiences in relationship to journalism theory. The type of placement you will be allocated will depend upon marks for your pre-requisite subjects. UNDER NO CIRCUMSTANCES ARE STUDENTS ALLOWED TO INITIATE THEIR OWN PLACEMENTS. If students have a particular placement in mind, they MUST discuss this with the co-ordinator.</p> <p>A student can take only one placement unit in television, print media or public relations.</p>

ASSIGNMENTS

The placement provider's report, written report, portfolio and diary are to be handed in within two weeks of the end of the placement.

Students are required to keep records during their work placement which will recall experience, data, facts, observations and anecdotes in written reports.

You are required, as part of your assessment, to provide:

1. Diary/journal

This is an informal document to record your activities and comments, work practices you observe, significant events and anecdotes, your feelings and opinions and your ideas. It is to be a diary of events, of your observations during your placement and is not to be "manufactured" at the end of your placement (10%).

2. Portfolio

A collection of samples of material you have produced, investigated, prepared and carried out, which can include press releases, articles, tapes (both audio or visual), newsletters etc, whether published/used or not. With published material, you must include your original copy and, if possible, any edited copies, as well as the published material. All drafts, articles, press releases, etc which you have created will make up your portfolio. Not all students will have the same amount of material for their portfolio. The quality of the work will be taken into consideration, and will be assessed with your placement provider's report (30%).

3. An essay/report. (1,500 words)

The essay – in formal essay style and using MLA citation style – is to be a reflection and self-evaluation of your placement, and therefore in first person. (20%).

It must discuss:

- your discovery/observations of workplace culture, including ethical dilemmas and observations;
- your view of the connection between your work experiences and media theories; and
- your examination of learning outcomes from your work placement - such as field-related knowledge, specific skills, attitudes and values underpinning job competency.

4. Placement Provider's Report.

You are to hand the forms to the Placement Provider in the first week of your placement. It is your responsibility to make sure the Placement Provider returns the forms (in the sealed envelope provided) to the Lecturer no later than two weeks after the end of your placement. (In consultation with Lecturer - 30%).

5. Oral.

A 10-minute oral report on your placement (10%) presented in the tutorials.

Please Note: All students will be given insurance and contractual documentation in Week One to give to their Placement Providers. The contract must be signed and returned to the University. You cannot pass this subject without this being done. It is your responsibility to ensure that the documents are sent back to us.

ADDITIONAL INFORMATION

Submission of Assignments

Students are required to submit a signed cover sheet with every assignment. This includes a declaration that all material submitted is their own work except where there is clear acknowledgement or reference to the work of others and that they have read the University statement on Academic Misconduct (Plagiarism) on the University website at www.utas.edu.au/plagiarism or in the Student Information Handbook. Assignment cover sheets are available from the School office. All written assignments must be submitted in hard-copy (not by email or other electronic means) and placed in the essay box at the School office on or before 5pm on the due date. Students are required to keep copies of all submitted assignments. Assignments will be returned within three weeks of the due date; once assignments have been returned no further late assignments will be accepted.

Late Assignments

Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a counsellor in the case of a serious non-medical reason.

Difficulties with your Studies

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer and/or one of the following Student Services staff as soon as possible:

- Learning Skills Adviser
- Student Counsellor
- Careers Adviser
- Disability Adviser

University Statement on Plagiarism and Academic Integrity

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/> "

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

Assignment Presentation

The Journalism, Media and Communications discipline uses MLA Style, which is characterized by in-text referencing and a list of works cited. See the *MLA Handbook for Writers of Research Papers*, 6th ed. Ed. Joseph Gibaldi (New York: The Modern Language Association of America, 2003). For journalistic writing, you must follow the JMC Style Guide.

Marking Scale

The following distribution of marks and grades is applied in assessing your work:

- High Distinction (HD)—80-100%
- Distinction (DN)—70-79%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.