



School of English, Journalism
& European Languages

Unit Outline

HEJ101
Journalism, Media and Communications 1A
Semester 1, 2008
<http://www.utas.edu.au/journalism/>

Convenor:	Dr Verica Rupar Room: Hum 561 Phone: 6226 2365 Email: Verica.Rupar@utas.edu.au
Consultation Hours:	Tuesday 12pm – 3pm
Contacting your tutor:	Your tutor will provide you with their contact details in your first tutorial. Fill in your tutor's details here: Name: Room: Email:
Unit Description:	Introduces students to the study of journalism, media and communications. Students will analyse media, in particular news media, from a range of perspectives, including that of the journalist, the audience, the industry and the media researcher. The unit employs media theories and practical exercises to give students a critical understanding of the field of journalism, media and communications studies. It also introduces the essentials of news writing, researching and interviewing.
Unit Aims and Objectives:	The major aims of this unit are: <ul style="list-style-type: none">• To familiarise students with the major theories, concepts and methods used in the study of the news media• To introduce students to the basics of news writing, researching and interviewing• To provide students with a basic knowledge of the history and current practice of journalism in Tasmania, Australia and internationally• To encourage students to think critically about the social and cultural place of journalism, the production of news and the role of the media audience

<p>Learning Outcomes:</p>	<p>At the completion of this unit student will:</p> <ol style="list-style-type: none"> 1. Have an awareness of the major theories, concepts and methods used in the study of the news media. 2. Have been introduced to the basics of news writing, researching and interviewing. 3. Have a basic knowledge of the history and current practice of journalism in Tasmania, Australia and internationally. 4. Be able to think critically about the social and cultural place of journalism, the production of news and the role of the media audience.
<p>MyLO site:</p>	<p>You can access the HEJ101 website through the Learning Online login page: www.utas.edu.au/coursesonline .This page provides links to documents, lecture presentations and audio recordings, and many other resources which will be useful for you. It will be updated throughout semester, so visit regularly.</p> <p>Contact the Service Desk if you have problems using MyLO (My Learning Online):</p> <p>Website: http://www.utas.edu.au/servicedesk Telephone: 6226 1818; 1300 304 903 (local call from within TAS; mobiles excepted) Email: servicedesk@utas.edu.au</p> <p>Contact your tutor or the Unit Convenor if you have a problem related to course content or assessment. For those requiring further help with MyLO and other software, IT Training Online offer the following free online training resources for students at http://www.utas.edu.au/it_training</p>
<p>Required Texts:</p>	<p>Conley, <i>Daily Miracle : Introduction To Journalism</i></p>
<p>Recommended Texts:</p>	<p>You may also wish to refer to, but not necessarily purchase, the following recommended text: Varley, Carolyn, and Suellen Maree Tapsall. <i>Journalism: Theory in Practice</i>. South Melbourne, Australia: Oxford University Press, 2001.</p>
<p>When Taught:</p>	<p>Lecture Mon 3.10-5pm, SB.Arts203.LT</p> <p>Tutorials Tutorials are offered at a variety of times. Students will be asked to sign up for a tutorial group at the first lecture. Tutorials begin in week 2.</p>
<p>Assessment:</p>	<p>Students must complete every assignment and sit the two-hour exam. Failure to do so will result in a fail grade in this unit.</p> <p>Assignment One: Essay 1,000 words. Due Week 5, Friday April 4, 4pm. 20%</p> <p>Assignment Two: a) Write a news story from information provided at the</p>

	<p>media conference in Week Nine. 500 words.</p> <p>b) An essay on news influences (properly referenced). 1,000 words.</p> <p>Due Week 10, Wednesday May 7, 4pm. 30%</p> <p>Tutorial Assessment: News clipping task. 250 words. Submit in tutorial Week 13. 10%</p> <p>Exam: Two hours. 40%</p> <p>Assignments should be handed in by 4pm on the due date to the box at the office of the School of English, Journalism and European Languages in room HUM557.</p> <p>Your assignments MUST include the following:</p> <ol style="list-style-type: none"> 1. a signed HEJ assignment cover sheet stapled to the front of your assignment. Please do not use any other coverings, such as plastic sleeves, folders, etc. Assignments cannot be accepted by e-mail or fax. 2. The assignment cover sheet must show the Unit code (e.g., <i>HEJ101</i>), due date, your name and student number, and the title of the assignment (e.g., <i>Assignment One</i>). 3. A list of references (see the Unit Reader for instructions on referencing) 4. Assignments must be typed, double-spaced, in 12 font, black ink on an A4 page, and should be appropriately referenced in Harvard Style. Please be aware this style may differ from other Schools). <p>Before handing in, ensure you have:</p> <ol style="list-style-type: none"> 1. Read and understood the plagiarism statement contained in this unit outline. 2. Edited and redrafted your assignment. 3. Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences. 4. Kept a copy of your assignment. <p>Essays and exam will assess learning outcomes 1, 2, 3, and 4.</p>
<p>Penalties</p>	<p>Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter.</p> <p>Students should attend all tutorials. Failure to attend at least two-thirds of tutorials may result in being deemed ineligible to sit the examination or being required to submit additional work.</p>

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week 1 Monday February 25	<p style="text-align: center;"><u>MODULE ONE: What is Journalism?</u></p> <p>First Hour: Introduction to Journalism. Second Hour: General Overview.</p> <p>No tutorials.</p>	Verica Rupar
Week 2 Monday March 3	<p>First hour: History of Journalism Second hour: The Australian Media</p> <p>Focus Question:</p> <ol style="list-style-type: none"> How does the dominance of News Limited-owned media outlets affect news content, according to Simons? What do you think of her arguments? <p>Textbook: Conley, David and Stephen Lambie. "Ch 1 Journeys in Journalism." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 3-24.</p> <p>Reader: Stephens, Mitchell. "The 'Expectation' of News." <i>A History of News: From the Drum to the Satellite</i>. New York: Viking, 1988. 149-157.</p> <p>Simons, Margaret. "Power and its Limits," <i>The Content Makers</i>. Camberwell: Penguin, 2007. 333-346</p>	Louise North
Week 3 Monday March 10	NO LECTURE Monday 10 March – Public Holiday	
Week 4 Monday March 17	<p>First Hour: The Fourth Estate Second Hour: The Public Sphere</p> <p>Focus question:</p> <ol style="list-style-type: none"> What is the public sphere? Provide some examples that you are familiar with. <p>Textbook: Conley, David, and Stephen Lambie. "Ch 2 Agents of Power." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 25-49.</p>	Verica Rupar Craig Norris
Monday March 24	NO LECTURE. Easter Break – 20-26 March	

<p>Week 5 Monday March 31</p>	<p>First Hour: Elements of journalism Second Hour: Comparing Media Systems.</p> <p>Focus question:</p> <ol style="list-style-type: none"> 1. Discuss the notion of journalism's obligation to truth; link the issue to Australian news culture. <p>Reader: Kovach, Bill, and Tom Rosenstiel. "Truth: The First and Most Confusing Principle." <i>The Elements of Journalism: What Newspeople Should Know and the Public Should Expect</i>. 1st ed. New York: Crown Publishers, 2001. 36-49. Hallin, Daniel C., and Paolo Mancini. "Comparing Media Systems." <i>Comparing Media Systems: Three Models of Media and Politics</i>. Cambridge; New York: Cambridge University Press, 2004. 21-45</p> <p>* Due date for Assignment 1 (April 4).</p>	<p>Verica Rupar</p>
<p>Week 6 Monday April 7</p>	<p><u>MODULE TWO: Journalistic Writing</u></p> <p>First hour: News Culture (part 1) – The Newsroom Second hour: News Culture (part 2) – Agenda Setting and Gatekeeping</p> <p>Focus Question:</p> <ol style="list-style-type: none"> 1. What is the effect of the lack of women in gatekeeping roles in the newsroom? <p>Text Book: Conley, David and Stephen Lambie. "Ch 10 The Story Factory." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 211-32.</p> <p>Reader: Mahtani, Minelle. "Gendered News Practices: Examining Experiences of Women Journalists in Different National Contexts." <i>Journalism: Critical Issues</i>, ed. Stuart Allan. Berkshire: Open University Press, 2005. 299-310</p>	<p>Louise North</p>

<p>Week 7 Monday April 14</p>	<p>First Hour: Writing News, part 1 – Elements of the story. Second Hour: Writing News, part 2 – Elements of the story.</p> <p>Focus question: 1. Exercises from reader.</p> <p>Textbook: Conley, David, and Stephen Lambie. "Ch 4 A 'Know' for News." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 77-103. ---. "Ch 5 The Lead: Will the Reader Follow." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 104-23. ---. "Ch 6 Upside-Down Pyramids." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 124-39.</p> <p>Reader: White, Sally. "The Language of News Writing." <i>Reporting in Australia</i>. 2 ed. South Yarra: Macmillan, 1996. 153-63. Orwell, George. "Politics and the English Language." <i>Inside the Whale and Other Essays</i>. Middlesex: Penguin Books, 1946. 143-57. Duncan, Julie. "News Exercises." <i>The Front Page and Beyond</i>. Sydney: Australian Centre for Independent Journalism, 1993.</p>	<p>Libby Lester</p>
<p>Week 8 Monday April 21</p>	<p>First Hour: Interviewing and research. Second Hour: Investigative journalism and public relations.</p> <p>Focus question: 1. Discuss the public service role of investigative journalism in liberal democracy.</p> <p>Textbook: Conley, David, and Stephen Lambie. "Ch 9 Interviewing, a Core Skill." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 182-207.</p> <p>Reader: Sedorkin, Gail, and Judy McGregor. "The Interview ... Revealing All." <i>Interviewing: A Guide for Journalists and Writers</i>. Crows Nest, NSW: Allen & Unwin, 2002. 1-19. Burgh, Hugo De. "Introduction." <i>Investigative Journalism: Context and Practice</i>. Ed. Hugo de Burgh. London; New York: Routledge, 2000. 8-25. Chambers, Deborah. "Critical Approaches to the Media." <i>Investigative Journalism: Context and Practice</i>. Ed. Hugo de Burgh. London; New York: Routledge, 2000. 89-107.</p>	<p>Verica Rupar</p>

<p>Week 9 Monday April 28</p>	<p>First hour: Media Conference Second Hour: Investigative journalism and public relations.</p> <p>Focus question:</p> <ol style="list-style-type: none"> 1. Discuss media conference outcomes. <p>Textbook: Conley, David, and Stephen Lamb. "Ch 8 Small Path, Big Story." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 163-81.</p> <p>*Please Note: You MUST attend the Media Conference as this forms the basis for Assignment Two.</p> <p>You should come with prepared questions, something to take notes with and a tape recorder if you have one.</p>	<p>Verica Rupar</p>
<p>Week 10 Monday May 5</p>	<p><u>MODULE THREE: Frameworks</u> News as Discourse</p> <p>Focus question:</p> <ol style="list-style-type: none"> 1. Use the report "Mendis flown out as police face 'rent-a-mob' fury" (Unit Reader) to discuss the relationship between text and context in news articles. <p>Reader: Dijk, Teun Van. "The Interdisciplinary Study of News as Discourse." <i>Handbook of Qualitative Methods in Mass Communication Research</i>. Eds. K. Bruhn-Jensen and N. Jankowski. London: Routledge, 1991. 108-20.</p> <p>* Due date for Assignment 2 (May 7)</p>	<p>Verica Rupar</p>
<p>Week 11 Monday May 12</p>	<p>First hour: Ethics in Journalism Second hour: Some Ethical Dilemmas - 'The Falling Man' and more</p> <p>Focus Questions:</p> <ol style="list-style-type: none"> 1. Does ethical journalism matter, if so, why? Should the 'The Falling Man' image been published, if so why? <p>Textbook: Conley, David and Stephen Lamb. "Ch 16 Ethical Journalism: Is it an Oxymoron?" <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 373-407.</p> <p>Reader: MEAA's Australian Journalists Association. "Code of Ethics"</p> <p>Australian Press Council Annual Report, no 31, 2007 Adjudications no: 1333, 1338, 1327.</p>	<p>Louise North</p>

<p>Week 12 Monday May 19</p>	<p>First Hour: Media law. Defamation. Second Hour: Media law. Contempt.</p> <p>Focus question:</p> <p>1. How successfully do you think these laws maintain the balance between competing rights?</p> <p>Textbook: Conley, David, and Stephen Lambie. "Ch 17 Perils of Defamation." <i>The Daily Miracle: An Introduction to Journalism</i>. 3rd ed. Melbourne: Oxford University Press, 2006. 408-32.</p>	<p>Brendan Gogarty</p>
<p>Week 13 Monday May 26</p>	<p>Exam preparation.</p> <p>Tutorial: Exam preparation</p> <p>*Collection of Tutorial Assessment during tutorial (news clipping task: 250 words).</p>	<p>Verica Rupar</p>
	<p>Study Period: 2-6 June</p>	
	<p>Examination Period: 7-24 June</p>	

ASSESSMENT

Task	Due Date	Value
Assignment One: 1,000 words	Week 5, Fri, Apr 4	20%
Assignment Two: a. 500 words b. 1,000 words	Week 10 Wed, May 7	30%
Tutorial Assessment: 250 words	Week 13	10%
Exam	The examination will be scheduled in the official examination period. The examination timetable is published on the UTAS website.	40%

ASSIGNMENT ONE

Due date: Week 5, Friday April 4, 4pm
Length: 1,000 words
Value: 20%

Discuss the following quote:

“Television and newspapers will be with us for the long term, but the inescapable fact for all mainstream media is that to secure their future, they will have to come to grips with the web and its power. ... As information becomes ubiquitous, traditional gatekeepers of information will have to embrace the new technology of the Internet or risk becoming superfluous.”
(Lachlan Murdoch 2000)

In discussing this quote you should focus on if journalists, as “traditional gatekeepers of information”, can still claim to be the Fourth Estate in today’s online world. To do this address the following issues. The exact weight and number of words you give to each one is entirely up to you. Addressing each of the issues as outlined below may also help structure your essay.

- Define what the Fourth Estate is.
- Outline the history of the Fourth Estate. How has it changed and developed?
- Discuss the relationship between the Fourth Estate, the Public Sphere, and the gatekeeper role.
- Consider the context in which the Fourth Estate operates (technological, historical, social.)
- You may also want to refer to brief examples of the Fourth Estate that you are familiar with (both online and in traditional media such as television and print).

Guidelines

- Before you start, read the notes on referencing in the Unit Reader and the Assessment notes on Pages 2 and 3 of this Unit Outline.
- Raise any questions you have with your tutor or the unit co-ordinator.
- Make sure you complete readings from Module 1 (particularly weeks 1-4), before you commence writing.
- Provide a straightforward response to the question, which acknowledges the evidence you find in the set readings.

ASSIGNMENT TWO

Due date: Week 10, Wednesday May 7, 4pm.
Length: 1,000 words + 500 words
Value: 30%

Guidelines:

1. *Write a news story from information provided at the media conference in Week Nine (500 words)*

- Before coming to the media conference, read the 'Tips for the Assignment Two (available on MyLO);
- Before you start writing, read the chapters on 'lead' and 'inverted pyramid' in the text book (Conley and Lamble 2006, 104-139);
- Read the lecture notes (Week 7);

2. *Write an essay on news influences, properly referenced (1,000 words)*

- Your main task is to discuss in detail the notion of news values ('news ingredients') in relation to information presented at the press conference
- Before you start writing, read the chapter on news in the text book (Conley and Lamble 2006, 77-103)
- Read the lecture notes (Week 7)
- You may expand discussion on other influences on news (i.e. ownership, advertising, competition, staffing, professional practices of journalists, deadlines...)

Please submit the news story and essay together and attach **ONE** signed HEJ assignment cover sheet stapled to the front of your assignment.

TUTORIAL ASSESSMENT

Due date: Week 13, in tutorial.
Length: 250 words
Value: 10%

Guidelines:

In your first tutorial, you will be allocated a tutorial reading group. Part of your reading group's responsibilities will be to co-operate in tutorial preparation and sometimes lead tutorial discussions. Each week your group will bring a news story (eg: newspaper clipping) that is relevant to the week's topic. A group will be randomly selected to discuss their example and its relevance to the readings or lecture material.

At the final tutorial (week 13), you will be required to provide an assessment (250 words) of your tutorial contribution and reading group experience. Focus on how effective a news example was to understanding the key ideas for that week.

EXAM

Date: The examination will be scheduled in the official examination period. The examination timetable is published on the UTAS website.
Length: 2 hours
Value: 40%

Guidelines:

Further advice and information will be provided to you in the second half of the semester.

FURTHER READING

- Carey, John, Ed. *The Faber Book of Reportage*. London: Faber and Faber, 1987.
- de Burgh, Hugo. *Investigative Journalism: Context and Practice*. London: Routledge, 2000.
- Didion, Joan. *Slouching Towards Bethlehem*. Middlesex, England: Penguin, 1974.
- Dunlevy, Maurice. *Feature Writing*. Geelong: Deakin University, 1988.
- Evans, Harold. *Eyewitness*. London: Book Club Associates, 1981.
- Evans, Harold M., ed. *The Best American Magazine Writing 2001*. Cambridge, MA: PublicAffairs, 2001.
- Glover, Stephen, ed. *The Penguin Book of Journalism*. London: Penguin Books, 2000.
- Granato, Len. *Newspaper Feature Writing*. Geelong, VIC: Deakin University, 1999.
- Hemingway, Ernest. *By-Line: Ernest Hemingway*, edited by William White. London: Collins, 1968.
- Hurst, John and Sally White, *Ethics and the Australian News Media*. South Melbourne: Macmillan Education Australia, 1994.
- Jackson, Dennis, and John Sweeney, eds. *The Journalist's Craft: A Guide to Writing Better Stories*. New York: Allworth Press, 2002.
- Leith, Denise. *Bearing Witness: The Lives of War Correspondents and Photojournalists*. Sydney: Random House Australia, 2004.
- McQuade, Donald, and Robert Atwan, eds. *Popular Writing in America: The Interaction of Style and Audience*. 5th ed. New York: Oxford University Press, 1993.
- Mencher, Melvin. *Basic Media Writing*. 6th ed. Boston: McGraw-Hill College, 1999.
- Orwell, George. "Politics and the English Language." In *Inside the Whale and Other Essays*. Middlesex: Penguin Books, 1946.
- Pearson, Mark. *The Journalist's Guide to Media Law*. St Leonards: Allen & Unwin, 1997.
- Reah, Danuta. *The Language of Newspapers*. 2nd ed. London: Routledge, 2002.
- Ricketson, Matthew. *Writing Feature Stories*. Crows Nest, NSW: Allen & Unwin, 2004.
- Ross, Lillian. *Reporting*. London: Mayflower Books, 1964.
- Sedorkin, Gail, and Judy McGregor. *Interviewing: A Guide for Journalists and Writers*. Crows Nest, NSW: Allen & Unwin, 2002.
- Strunk, William, and E.B. White. *The Elements of Style*. 4th ed. Allyn and Bacon: Boston, 2000.
- Tanner, Stephen. *Journalism: Investigation and Research*. Frenchs Forest: Pearson Education Australia, 2002.
- Wolfe, Tom. *The New Journalism*. London: Picador, 1973.
- Woods, Keith, ed. *Best Newspaper Writing 2002*. St Petersburg, Florida: Poynter Institute for Media Studies, 2002.

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 or the School website. **Assignments submitted without a signed cover sheet will not be marked.** Students who submit assignments without a signed cover sheet will be contacted once via their UTAS email address; in such instances the cover sheet must be completed within two weeks of the due date.

All assignments must be submitted in hard-copy (not by email) 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 submitted on time will be returned within three weeks of the due date; once on time assignments have been returned no further late assignments will be accepted. All marked assignments will be returned in tutorials unless otherwise advised.

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. Requests for extensions should be directed to your tutor before the due date.

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
- Disability Adviser
- Careers Adviser
- Student Counsellor

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 the Harvard style of referencing. Please see <http://www.utas.edu.au/journalism/> for a brief introduction. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism/>.

For journalistic assignments, you must not use material gathered for a story, including interviews, for assessment in more than one unit. If in doubt, please discuss with your unit coordinator.

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.

IT Support

Learning online—for online learning and Vista support – <http://www.utas.edu.au/coursesonline/>

Information Technology Services—for general IT Support (includes link to UTAS download website)

<http://www.utas.edu.au/servicedesk/student/index.html>

Library Services—for information literacy support – <http://www.utas.edu.au/library/>

Help Desk (email HelpDesk@utas.edu.au or 6226 1818, within University 1818)