



School of English, Journalism  
& European Languages

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## Unit Outline

**HEJ318**  
**Professional Placement**  
**Semester 2, 2008**  
<http://www.utas.edu.au/journalism>

<b>Convenor:</b>	Dr Louise North Room: SocSci536 Phone: 6226 1930 Email: Louise.North@utas.edu.au
<b>Consultation Hours:</b>	Monday 12-2pm, Friday 2-3pm
<b>Unit Description:</b>	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.
<b>Unit Aims and Objectives:</b>	<ul style="list-style-type: none"><li>• To become better equipped to work in a professional media environment</li><li>• To better understand how journalistic theory operates in practice</li><li>• To Improve the ability to meet news writing and production deadlines</li><li>• To better understand media and industry relationships</li><li>• To have contact and engage with media professionals from a range of outlets including print, TV, radio and public relations</li></ul>

<b>Learning Outcomes:</b>	<p>On successful completion of this unit:</p> <ol style="list-style-type: none"> <li>1. The student will be better equipped to work in a professional media environment</li> <li>2. The student will gain an understanding of the ethical and legal issues that confront journalists and media professionals</li> <li>3. The student's capacity to meet news writing and professional deadlines will be enhanced</li> </ol>
<b>Required Texts:</b>	Unit Reader from Co-op Bookshop and on Reserve in the Morris Miller Library
<b>Recommended Texts:</b>	Grundy, Bruce 2007, <i>So You Want to be a Journalist?</i> Cambridge University Press, Port Melbourne.
<b>When Taught:</b>	<p>Minimum of 10 days placement per student; 1-hr lecture, 1-hr seminar weekly (13 wks)</p> <p><b>Lecture/Seminar</b> Thursday 10-11.50am, SB.Hum548</p> <p><b>Attendance requirements</b> Students should attend all seminars. Failure to attend at least two-thirds of seminars may result in being required to submit additional work.</p>
<b>Assessment:</b>	<ol style="list-style-type: none"> <li>1. 1500-word report (industry analysis) (20%)</li> <li>2. Oral presentation and tutorial participation (20%)</li> <li>3. Professional practice skills acquired during placement (in consultation with placement provider) (40%); work portfolio (includes 1500-word reflexive analysis) (20%)</li> </ol> <p>Note: Each assignment assesses all learning outcomes</p>

## LECTURE/SEMINAR SCHEDULE

<b>Date</b>	<b>Topic</b>	<b>Lecturer</b>	<b>Readings</b>
<b>Week 14</b> 17 July	Introduction – placement documentation provided	<b>Dr Louise North</b> Unit co-ordinator	None
<b>Week 15</b> 24 July	Public Relations - The spin doctors	<b>Michael Lester</b> CPR Communications	Mahoney, James 2008, 'Writing and placing a media release'
<b>Week 16</b> 31 July	Television – presenter and reporter	<b>Barbara Pongratz</b> Presenter/reporter ABCTV	Phillips and Lindgren 2006, 'The television news reporter'
<b>Week 17</b> 7 August	The tri-media newsroom	<b>Andrew Fisher</b> Head of news and current affairs ABC	Phillips and Lindgren 2006, 'Writing for radio'
<b>Week 18</b> 14 August	How to secure your first job	<b>Phillipa Duncan</b> Reporter, ABC	Grundy, Bruce, 2007, 'Ethics and choices'; Steiner, Linda 1998, 'Newsroom accounts of power at work'
<b>Week 19</b> 21 August	Newspapers - The role of the editor	<b>Garry Bailey</b> Editor, <i>The Mercury</i>	Sheridan Burns, Lynette 2002, 'Journalism as decision making'
<b>Week 20</b> 28 August	The union and ethics	<b>Pat McDonald</b> MEAA	MEAA 2005, 'Code of Ethics'; Australian Press Council 2006, 'Statement of Principles'; News Corp 2006, 'Standards of Business Conduct'
<b>1 Sep – 5 Sep Mid-Semester Break</b>			
<b>Week 21</b> 11 Sept	Orals Sources	<b>Dr Louise North</b>	White, Sally, 1996, 'The sources of news'
<b>Week 22</b> 18 Sept	Orals Interviewing	<b>Dr Louise North</b>	Sedorkin and McGregor 2002, 'The Questions'
<b>Week 23</b> 25 Sept	Orals The internet	<b>Dr Louise North</b>	Quin, Stephen 2001, 'Assessing quality information'; Simons, Margaret 2008, 'What the internet means for the way journalists write'
<b>Week 24</b> 2 Oct	Orals Trauma	<b>Dr Louise North</b>	Dart Centre for Journalism and Trauma 2003, 'Tragedies and Journalists'; Gearing, Amanda 2008, 'Trauma Overload'
<b>Week 25</b> 9 Oct	Orals	<b>Dr Louise North</b>	None
<b>Week 26</b> 16 Oct	Developing a CV; preparing for job interviews	<b>Gayon Mitchell</b> <b>Peter Tatham</b> <b>Dr Louise North</b>	None

# ASSESSMENT

## 1. 1500-word report (industry analysis) (20%) DUE: 28 August, 2008, 4pm

**Question:** Is investigative journalism the 'pinnacle of journalism'? In your discussion you may choose to focus on the print news media, broadcast news media or internet news media.

### **Suggested preliminary reading (on reserve in Morris Miller Library):**

Bromley, Michael 2005, 'Subterfuge as public service: Investigative journalism as idealized journalism', in Stuart Allan (ed), *Journalism: Critical Issues*, Open University Press, Berkshire, England, pp.313-327.

De Burgh, Hugo (ed) 2000, 'Introduction', *Investigative Journalism: Context and Practice*, Routledge, London, pp.8-25.

## 2. Oral presentation and tutorial participation mark (20%)

An 8-10-minute oral report on your placement presented in the tutorials during weeks 21-25. A list will be placed on the JMC notice board and emailed to you by Week 18 noting the week in which you are allocated to present your report.

Your oral presentation should include information on your placement role and daily tasks. Importantly, however, your discussion should elaborate upon and contextualise your work providing the opportunity for you to reflect upon your own practice and that of others. You might like to use the notes on your reflexive critique as a guide for your discussion.

The tutorial participation mark is evaluated on the basis of your attendance and critical engagement with content in the seminar series. This includes evidence of having read the set readings from the Unit Reader each week and asking relevant and pertinent questions in relation to seminar content. For example, you should be prepared to ask at least one question after each of the guest lectures from weeks 15-20.

## 3. Professional practice skills acquired during placement (in consultation with placement provider) (40%); work portfolio (includes 1500-word reflexive analysis) (20%) DUE: 21 October, 4pm

**Placement Provider's Report:** In lecture 1 or 2 you will be provided with two forms – an insurance indemnity form and a Work Placement Agreement. Please give your Placement Provider these forms 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 unit co-ordinator no later than two weeks after the end of your placement.

**Work Portfolio:** A collection of samples of material you have produced, investigated, prepared or 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.

**1500-word reflexive analysis:** In formal essay style and using the Harvard referencing style, this analysis is to be a reflection and self-evaluation of your placement and therefore written in first person.

It must discuss:

- Your discovery/observations of workplace culture, including ethical dilemmas and observations
- Your view of the connection between your work experiences and theories and subject content you have learnt from the journalism course
- Your examination of learning outcomes from your work placement – such as field-related knowledge, specific skills, attitudes and values underpinning job competency.

**Insurance and Work Placement Agreements given to students in Weeks 14 and 15 must be given to providers. Contracts must be signed and returned to the university. You cannot pass the subject without this being done. It is your responsibility to ensure that the documents are returned to the university.**

**Additional Readings**  
**(on reserve in Morris Miller Library)**

**Broadcast:**

Holland, Patricia 2000, *The Television Handbook* (2<sup>nd</sup> ed), Routledge, London.

Phillips, Gail and Lindgren, Mia 2006, *Australian Broadcast Journalism*, Oxford University Press, South Melbourne.

Phillips, Gail and Lindgren 2006, *The Australian Broadcast Manual*, Oxford University Press, South Melbourne

**Print Media:**

Granato, Len 1997, *Newspaper Feature Writing*, Deakin University Press, Geelong, Vic.

Keeble, Richard 2001, *The Newspaper Handbook* (3<sup>rd</sup> ed), Routledge, London.

Simons, Margaret 2007, *The Content Makers: Understanding the Media in Australia*, Penguin, Camberwell.

**Public Relations:**

Chung, Kay 1999, *Going Public: Communicating in the Private and Public Sectors*, Hale and Iremonger, Sydney.

Guth, David W. and Marsh, Charles 2007, *Public Relations: A Value Driven Approach*, (2<sup>nd</sup> ed.) Pearson Education, Boston.

Johanson, Jane and Zawawi, Clara (eds.), 2004, *Public Relations: Theory and Practice*, Allen and Unwin, Crows Nest NSW.

Mahoney, James 2008, *Public Relations Writing in Australia*, Oxford University Press, Port Melbourne.

**Online**

Alysen, Barbara, Sedorkin, Gail, Oakham, Mandy, Patching, Roger, 2003. *Reporting in a Multimedia World*, Allen & Unwin, Crows Nest, NSW.

**Newsroom Culture:**

Allan, Stuart (ed) 2004, *News Culture* (2<sup>nd</sup> ed.), Open University Press, Berkshire, England.

De Bruin, Marjan and Ross, Karen (eds) 2004, *Gender and Newsroom Cultures: Identities at work*, Hampton Press, Cresskill, NJ.

**General:**

Allan, Stuart (ed) 2005, *Journalism: Critical Issues*, Open University Press, Berkshire, England.

De Burgh, Hugo (ed) 2000, *Investigative Journalism: Context and Practice*, Routledge, London.

Eisenhuth, Susie and McDonald, Willa 2007, *The Writer's Reader, Understanding Journalism and Non Fiction*, Cambridge University Press, Port Melbourne.

Manne, Robert (ed) 2005, *Do not Disturb: Is the Media Failing Australia?* Black Inc, Melbourne

Sheridan Burns, Lynette 2002, *Understanding Journalism*, Sage, Thousand Oaks, California.

**Useful websites:**

ABC TV Media Watch <http://www.abc.net.au/mediawatch/>

Australian Press Council <http://www.presscouncil.org.au/pcsite/apc.html>

British media commentator, Roy Greenslade  
<http://blogs.guardian.co.uk/greenslade/?source=cmailer>

European Journalism centre <http://www.ejc.nl/hp/fpp/contents.html>

Journalism education website <http://www.poynter.org/>

Media Entertainment and Arts Alliance <http://www.alliance.org.au/>

News website <http://www.crikey.com.au/>

Newseum - the interactive museum of news <http://www.newseum.org/todaysfrontpages/>

Online Journalism Review <http://www.ojr.org/>

*The Monthly Magazine* <http://www.themonthly.com.au/tm/> (especially SlowTV section)

**Equipment**

We encourage you, where possible, to purchase your own recording devices. This will allow you to carry out media work in the field to supplement and support theoretical work.

## 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](http://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. 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
- 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.

### Equipment

Please note that this unit may require access to sound and/or video recording equipment and that while the school will provide access to equipment during tutorials, access to equipment outside of tutorials is not guaranteed. Where the loan of equipment is possible students will be required to sign and agree to the terms and conditions of the loan, including the penalties for late return, as presented at the time of the loan. We encourage students, where possible, to purchase their own recording devices. Teaching staff will advise on suitable equipment.

### 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](mailto:HelpDesk@utas.edu.au) or 6226 1818, within University 1818)