



School of English, Journalism
& European Languages

Unit Outline

HEJ318 Professional Placement

Semester 2, 2009

<http://www.utas.edu.au/journalism>

Unit coordinator:	Ms Miranda Harman	
Contact details:	Room:	546
	Building:	Humanities
	Campus:	Sandy Bay, Hobart
	Telephone:	(03) 6226 7146
	Email:	Miranda.Harman@utas.edu.au
Consultation times:	Tuesday 2pm – 5pm	

<p>Unit description:</p>	<p>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.</p>
<p>Unit aims and objectives:</p>	<p>To become better equipped to work in a professional media environment</p> <p>To better understand how journalistic theory operates in practice</p> <p>To improve the ability to meet news writing and production deadlines</p> <p>To better understand media and industry relationships</p> <p>To have contact and engage with media professionals from a range of outlets including print, TV, radio and public relations</p> <p>To better understand how journalistic theory operates in practice</p>

<p>Learning outcomes:</p>	<p>On successful completion of this unit:</p> <ol style="list-style-type: none"> 1. The student will be better equipped to work in a professional media environment 2. The student will gain an understanding of the ethical and legal issues that confront journalists and media professionals 3. The student's capacity to meet news writing and professional deadlines will be enhanced
<p>Recommended texts:</p>	<p>Helen Sissons, <i>Practical Journalism: How to Write News</i> (Sage, 2008)</p> <p>Students can also use textbooks from units they have completed within the JMC program, for example Jane Johnston and Clara Zawawi, <i>Public Relations</i>, Guth and Marsh, <i>Public Relations, A Values Driven Approach</i>, and Gail Philips and Mia Lindgren, <i>The Australian Broadcast Journalism Manual</i></p>

<p>Timetable:</p>	<p>Monday 1.10 – 2pm</p> <p>Tuesday 1.10 – 2pm</p> <p>Minimum of 10 days placement per student, to be organised in consultation with the unit co-ordinator.</p> <p>Seminar attendance</p> <p>Attendance is expected at all seminars apart from those taking place while the student is on placement. The seminars will be the forum for oral presentations and for discussions of placement experiences in relationship to journalism theory. All students are expected to participate in these discussions.</p>
<p>Assessment:</p>	<p>Professional practice skills acquired during placement (awarded in consultation with placement provider), work portfolio or account, and 1500-word critical analysis of professional practice experience (60%), 1500-word essay (30%), oral presentation on placement (10%)</p>

LECTURE / SEMINAR SCHEDULE

Week	Date	Topic
14	July 13/14	Course Introduction, Placement Details
15	July 20/21	From Theory to Practice Guest lecture and discussion
16	July 27/28	Orals/News Culture Guest lecture and discussion
17	Aug 3/4	The changing media landscape Guest lecture and discussion
18	Aug 10/11	Orals/Ethics and the law landscape Guest lecture and discussion
19	Aug 17/18	The PR-journalism nexus Guest lecture and discussion
20	Aug 24/25	Orals/The role of editor/producer Guest lecture and discussion
	Sept 1 - 5	Mid Semester Break
21	Sept 7/8	Orals Group discussion/workshops
22	Sept 14/15	Orals Group discussion/workshops

23	Sept 21/22	Orals Group discussion/ workshops
24	Sept 28/29	Orals Presentation and professionalism
25	Oct 5/6	Preparing a CV, preparing for interviews Guest lecturer
26	Oct 12/13	Conclusion

ASSESSMENT

Task	Due	Percentage
Professional practice skills acquired during placement (awarded in consultation with placement provider); 1500-word critical analysis of professional practice experience; placement portfolio or account	Two weeks after placement finishes	60
Oral presentation	Timetable for presentations to be distributed during semester	10
1500-word essay	October 9	30

Assessment task 1	
Task description	<p>Part a) 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. On this form the supervisor will provide feedback on professional practice skills acquired during placement. 30%</p> <p>Part b) The 1500-word critical analysis is a formal report by the student which should document the placement experience – including tasks, work practices, ideas and</p>

	<p>work produced - in the context of material learned from the Journalism, Media and Communications program. You should include a portfolio with this analysis. This could include material you have produced, such as media releases, articles, discs (containing audio or visual), newsletters etc, whether published / used or not. In placements where a portfolio is not possible, and only in these placements, the student should produce a detailed account of their tasks.</p> <p>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 that 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%</p>
Task length	<p>Placement report completed by provider</p> <p>Critical analysis - 1500 words</p>
Links to learning outcomes	<p>Links to learning outcomes 1, 2 and 3.</p>

Assessment task 2	
Task description	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.
Task length	10 minutes
Links to learning outcomes	Linked to learning outcomes 1, 2 and 3.

Assessment task 3	
Task description	Essay: Analyse the media sector applicable to your placement (ie, print, online, TV, radio, media relations, PR), making specific mention of the audience, ownership and the way the internet is changing the gathering and dissemination of content. Use this essay to demonstrate an understanding of key contemporary issues within the industry in which you have been placed.
Task length	1500 words
Links to learning outcomes	Links to learning outcomes 1, 2 and 3.

Submission instructions	A4 paper, double spaced
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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 within one week of the placement starting. The provider must return their report to Miranda Harman within two weeks of the completion of the placement. You cannot pass this subject without this being done. It is your responsibility to ensure that the documents are sent back to us.

Additional Readings

(on reserve in Morris Miller Library)

Broadcast:

Holland, Patricia 2000, *The Television Handbook* (2nd 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* (3rd 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*, (2nd ed.) Pearson Education, Boston

Johnston, 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* (2nd 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.

School of English, Journalism and European Languages

IMPORTANT INFORMATION

Submission of assignments

Students are required to submit a signed assignment cover sheet with every assignment. The cover sheet includes a declaration that all material submitted is your own work except where there is clear acknowledgement or reference to the work of others. Assignment cover sheets are available from the School office or the School website. **Assignments submitted without a completed, 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 should be completed within two weeks of the assignment due date. Assignments must be submitted in hard copy (not by email) via the assignment slot at the School office. If there are additional submission requirements (eg the use of Turnitin) this will be specified in your unit outline. Students are required to keep copies of all submitted assignments.

Late assignments

Undergraduate units (100, 200 and 300 level)

Late submissions will be penalised as follows: 5% of the available marks for the first day, and then 2% per working day thereafter.

Honours and postgraduate coursework units (400, 500 and 600 level)

Late submissions will be penalised as follows: 10% of the available marks per day for the first five (5) working days and 50% on the following day.

Honours and postgraduate research project units (400 and 700 level)

Honours and postgraduate research project submission due dates are treated as the equivalent of exam dates and therefore, late submissions will not be accepted.

Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or equivalent documentation in the case of a serious non-medical reason but you must contact the unit coordinator prior to the assignment due date.

Return of marked 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. In some cases, particularly where an assignment is the final, exam equivalent piece of assessment, the marked assignment may not be returned until after final unit results have been released.

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.academicintegrity.utas.edu.au/>. 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.

Referencing

The English, French and German disciplines and the Screen Studies major use MLA Style. The Journalism, Media and Communications discipline uses the Harvard style of referencing. For more information about referencing, and brief introductory guides for each of these styles, please refer to: <http://www.utas.edu.au/ejel/referencing.html>

Marking scale

Undergraduate and Postgraduate Coursework units

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

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

Honours

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

- First Class (HF)—80-100%
- Second Class upper division (HU)—70-79%
- Second Class lower division (HL)—60-69%
- Third Class (HT)—50-59%
- Fail (HN)—0-49%

All marks are subject to moderation.

Equipment loans

Please note that some units taught in the school may require access to sound and/or video recording equipment. Although access to equipment may be provided 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.

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 Student Services staff as soon as possible. Please see <http://www.studentservices.utas.edu.au> for more information about the support services available to students.

IT support

MyLO: <http://www.utas.edu.au/coursesonline/>

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