



School of English, Journalism
& European Languages

Unit Outline

HEJ333 Convergent Journalism

Semester 2, 2009

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

Unit coordinator:	Mr John Martinkus	
Contact details:	Room:	573
	Building:	Humanities
	Campus:	Sandy Bay, Hobart
	Telephone:	(03) 6226 2938
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Consultation times:	Friday 12-3 pm	
Unit description:	<p>Convergent journalism brings together a range of media formats to better inform and engage audiences in online journalistic story telling. This unit engages students at an advanced level with the theories and practices of convergent journalism. Students will apply at least three different media platforms to produce journalism suitable for online publication. These may include audio, print, and still and moving image formats. While not a prerequisite, previous study in online, television or radio journalism will be an advantage.</p>	

<p>Unit aims and objectives:</p>	<ul style="list-style-type: none"> • To familiarise students with the practical requirements of convergent journalism; • To provide students with a basic knowledge of the history structure and different genres of convergent online journalism in Australia and internationally; • To introduce students to the different platforms where their journalistic output may appear in an online environment; • To acquaint students with the types of basic technical skills needed to produce material for the various platforms available to a journalist in a convergent media world; and • To encourage students to think critically about online and convergent journalism and its social/cultural context.
<p>Learning outcomes:</p>	<ol style="list-style-type: none"> 1. To build knowledge and a practical understanding of the basics of convergent journalism. This includes producing material across an online environment. 2. Ability to identify and analyse the different types of convergent journalism and knowledge of the basic production techniques involved in making material for the different platforms of convergent journalism 3. Ability to identify and analyse and generate newsworthy journalism 4. Gain knowledge of and be exposed to global, national and local convergent journalism. 5. Enhance basic visual and written interview and reporting skills.
<p>Required texts:</p>	<p>Stephen Quinn and Vincent F. Kilak, 2005. <i>Convergent Journalism: An Introduction</i>. Focal Press.</p> <p>Note: Required texts are stocked by and can be purchased from the Co-op Bookshop online or on campus. The library also holds copies of all required texts on reserve.</p>
<p>Recommended texts:</p>	<p>To be advised on MyLo.</p>
<p>Timetable:</p>	<p>Lecture</p> <ul style="list-style-type: none"> • Wed 10:00 am-10:50am SB. UniCentre 103.Flex <p>Practical (Students will be allocated to one prac group)</p> <ul style="list-style-type: none"> • Thursday 9:00 am – 10:50am, SB.Arts201.Lab • Thursday 11:00 am -12:50 pm, SB. Arts201.Lab • Thursday 2:10 am – 4:00 pm, SB Arts201.Lab • Friday 10:00 am – 11:50 am, SB Arts201.Lab
<p>Assessment:</p>	<p>Content pitch and story script (1000 words or equivalent) 30%, 1 x 2000 word essay 30%, convergent journalism content plus exegesis 40%</p>

LECTURE / SEMINAR SCHEDULE

Week	Date	Topic:	Reading to be completed for work in Practicals.
14	Wednesday July 15, 10:00 am	What is convergence – an introduction.	Stephen Quinn and Vincent F. Kilak, 2005. <i>Convergent Journalism: An Introduction</i> . Focal Press. Chapters 1 and 2.
15	Wednesday July 22, 10:00 am	Writing news.	Chapter 3.
16	Wednesday July 29, 10:00 am	Writing for broadcast and what is a story.	Chapter 4. Pitching workshop
17	Wednesday August 5, 10:00 am	Digital Photography.	Chapter 7. Presenting pitches in workshop
18	Wednesday August 12, 10:00 am	Digital Video.	Chapter 8. Pitches due
19	Wednesday August 19, 10:00 am	Multimedia Journalism.	Chapter 10.
20	Wednesday August 26, 10:00 am	The future of convergent journalism.	Chapter 13. Essay due
Mid-semester break: 31 Aug – 6 Sep 2009			

21 - 24	No Lectures		Journalism Projects
25	No Lecture		Final projects due
26	No Lecture		
Study week: 19 – 23 Oct 2009			
Exam period: 24 Oct – 10 Nov 2009			

ASSESSMENT

Task	Due	Percentage
1 x 1000 word content pitch and story script (1000 words or equivalent)	Friday August 14, Week 18.	30%
1 x 2000 word essay	Friday August 28, Week 20.	30%
Convergent journalism content plus exegesis 3000 word equivalent.	Friday October 9, Week 25.	40%

Assessment task 1	
Task description	You will be required to pitch a story idea that you believe you can present on a website in three online platforms. You will have to explain what the story will focus on, how you will gather the material for the stories (interviews, research, images, content) and how you will present the story in those three forms on a website.
Task length	1000 words or equivalent story script.
Links to learning outcomes	Learning outcomes 1 – 5
Assessment criteria	<p>You will be required to propose your own convergent media report for inclusion in a website. The pitch will detail: What your story will be about. How you are going to present it over three platforms (Note: one must be print). Final assignments should be on A4 paper and double spaced and properly referenced.</p> <p>Assessment will be based on the following criteria:</p> <ul style="list-style-type: none"> • Ability to identify the different platforms of convergent journalism • Understanding of the processes of production of the different formats • Evidence of an understanding of the strengths and weaknesses of the different formats
Submission instructions	Submission will be to SEJEL office by Friday, August 14, 5:00 pm

Assessment task 2	
Task description	<p>Question: How has convergent journalism changed the way media is produced and consumed and what effect has this had on a recent newsworthy event?</p> <p>Individual research is encouraged into the recent analyses of the impact convergent journalism techniques have had in the way news is presented to and digested by the public. All final assignments should be on A4 paper, double-spaced and properly referenced. You are encouraged to research these topics in news archives, academic journal articles and textbooks.</p>
Task length	2000 word essay
Links to learning outcomes	Learning outcomes 1, 2 and 4.
Assessment criteria	<p>Assessment will be based on the following criteria:</p> <ul style="list-style-type: none"> • Ability to identify and analyse the different types of convergent journalism. • Knowledge of the basic production procedures involved making the different formats of convergent journalism. • Evidence of understanding and familiarity with the required reading material. • Quality of presentation including grammar, spelling and referencing. • Evidence of research.
Submission instructions	Submission will be to SEJEL office by Friday August 28, 5:00 pm

Assessment task 3	
Task description	<p>Convergent journalism content plus exegesis</p> <p>You are required to present a work of journalism across three platforms. One must be print. Other possible platforms are video, audio, digital stills or blogs and a combination of social networking material to the equivalent of at least 2000 words.</p> <p>You are also required to write a 1000-word exegesis to accompany your story. An exegesis is a critical explanation or interpretation of your 'creative' component - in this case, your journalism. It should elaborate upon and contextualise your work, providing the opportunity for you to reflect upon your practice and that of other journalists.</p>

	Please discuss the content and relationship between your creative and critical components with the unit coordinator if are unsure. You should draw on the readings provided to you throughout semester, as well as other relevant literature on journalism practice and research
Task length	3000 word equivalent
Links to learning outcomes	1-5
Assessment criteria	<p>Assessment will be based on the following criteria:</p> <p>Journalism piece:</p> <ul style="list-style-type: none"> • Ability to identify and research newsworthy subject matter • Coherence and quality of journalism • Evidence of understanding the basics of the three chosen formats • Application of basic principles of convergent journalism as covered in the lectures and pracs throughout the semester <p>Exegesis</p> <ul style="list-style-type: none"> • Evidence of an understanding on journalistic practice and the broader contexts for your journalistic work • Ability to structure and write at an appropriate level
Submission instructions	Submission will be to SEJEL office by Friday October 16, 5:00 pm. All pieces will be submitted in hard copy i.e. DVD's, CD's and printout's in addition to the URL's for material that has been posted online. Signed assignment coversheets should be submitted with all assessment and securely attached to the outside of your submission.

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/service desk/student/index.html>