



***School of English, Journalism  
and European Languages***

**Faculty of Arts**

**HEJ318  
Professional Placement**

**Semester 2, 2010**

**Unit Outline**

**Miranda Harman**

CRICOS Provider Code: 00586B

# Contact details

## Unit coordinator/lecturer

**Unit coordinator/lecturer:** Miranda Harman  
**Campus:** Sandy Bay  
**Email:** [Miranda.Harman@utas.edu.au](mailto:Miranda.Harman@utas.edu.au)  
**Phone:** 6226-7146  
**Fax:** 6226-7631  
**Room number:** HUM 546  
**Consultation times:** Monday 9.30 – 11  
Tuesday 9.30 - 11

© The University of Tasmania 2010

# Contents

Unit description	4
Intended learning outcomes	4
Generic graduate attributes	4
Specific attendance/performance requirements	4
Alterations to the unit as a result of student feedback	5
Prior knowledge &/or skills	5
Learning expectations and teaching strategies/approaches	5
Learning resources required	6
Assessment	8
Submission of assignments	11
Penalties	12
Requests for extensions	12
How your final result is determined	12
Review of results and appeals	13
Academic referencing	13
Academic misconduct	13
Further information and assistance	14
Unit schedule	15

## **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.

## **Intended learning outcomes**

On completion of this unit, you should be able to:

1. Critically reflect on media practice through a framework of ethics, the law and workplace culture
2. Critically analyse the major theories and concepts used in the study of the news media in light of practical workplace realities such as deadlines, stakeholder demands and changing technology
3. Demonstrate knowledge of current issues in the industry sector in which you were placed

## **Teaching arrangements**

### ***Seminars***

Tuesdays 11 – 1, fortnightly

### ***Practicum/work experience placements***

Students must arrange their placement timetable with the placement provider. This will require arranging the placement around your study timetable, including the seminars in this unit. All placements must be complete by October 8, 2010.

### ***Occupational health and safety (OH&S)***

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: [http://www.admin.utas.edu.au/hr/ohs/pol\\_proc/ohs.pdf](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf)

## **Specific attendance/performance requirements**

Students are expected to attend all classes. Students who fail to attend classes may be disadvantaged.

## **Generic graduate attributes**

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

*Knowledge: through practical workplace experience and analysis of that experience*

*Communication skills: through interaction in the workplace, and through written and oral assessment tasks*

*Problem-solving skills: through facing real workplace challenges*

*Global perspective: through analysing the media sector in which you were placed*

*Social responsibility: through participating in a professional setting and observing workplace responsibilities*

## **Alterations to the unit as a result of student feedback**

Lectures are now once a fortnight rather than weekly. Assessment tasks have been modified to avoid repetition between assignments. The University of Tasmania regularly requests feedback from students through the Student Evaluation of Teaching and Learning (SETL) process. Changes to units stemming from student responses to texts and teaching strategies are regularly implemented in the School of English, Journalism and European Languages.

## **Prior knowledge &/or skills**

Prerequisite: 25% at level 100 in Journalism, Media and Communications plus 25% level 200/300 Journalism, Media and Communications units.

Entry to this unit is competitive and must be approved by the unit co-ordinator.

## **Learning expectations and teaching strategies/approaches**

### ***Expectations***

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University's Code of Conduct for Teaching and Learning states:

*Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.*

## **Learning resources required**

### ***Requisite texts***

You should draw on all previous JMC textbooks and are advised to choose one of the following, depending on your placement sector:

#### **News journalism (print and electronic):**

David Conley and Stephen Lambie, *The Daily Miracle* (Oxford)

#### **News journalism (electronic):**

Gail Philips and Mia Lindgren, *The Australian Broadcast Journalism Manual*

#### **Public relations:**

Jane Johnston and Clara Zawawi, *Public Relations*  
or

Guth and Marsh, *Public Relations, A Values Driven Approach*

### ***Other suggested reading***

(on reserve in Morris Miller Library)

**Broadcast:** Holland, Patricia 2000, *The Television Handbook* (2nd ed), Routledge, London

#### **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.

***E- (electronic) resources***

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

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

British media commentator, Roy Greenslade

<http://blogs.guardian.co.uk/greenslade/?source=cmail>

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***

Students are encouraged, where possible, to purchase their own recording devices. This will allow you to carry out media work in the field to supplement and support theoretical work.

## **Computer hardware & software**

### **For MyLO**

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. Please see UConnect at <http://uconnect.utas.edu.au/> for information about computer software you will need.

**Note:** Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 1818 if you experience difficulties.

## **Assessment**

### **Assessment schedule**

<b>Task</b>	<b>Length</b>	<b>Date due</b>	<b>Weighting</b>	<b>Links to Intended Learning Outcomes</b>
Task 1: Essay	1500 words	Monday Aug 23	30%	3
Task 2: Placement portfolio	Part b) 1500 words Part c) 200 words for each case study	Two weeks after completion of placement	60%	1, 2 and 3
Task 3: Oral presentation	10 minutes for a group of three	TBA	10%	1, 2 and 3

## ***Assessment details***

### **Assessment task 1**

#### ***Task description: Essay***

Topic: 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.

***Assessment criteria: A criteria sheet will be provided.***

***Date due: August 23***

## **Assessment task 2**

### ***Task description: Placement portfolio***

#### **This will consist of three elements:**

- a)** Provider's report. You will be given feedback forms that you are to give 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 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.
- b)** Reflective journal. This journal should set your placement experience within the context of your studies within the JMC major. This is **not** a diary of your day-to-day tasks. You must cite examples from your placement and then discuss them in the context of the theory you have learned. This theory should come from areas such as ethics, media law, news culture, news values, public relations theory, audiences and representations, celebrity, gender, the Fourth and Fifth Estates and convergence. (1500 words)
- c)** Case studies. Include **a minimum of three and maximum of five** stories or media releases that you have written on placement and write a case study on each. Each case study should track the evolution from idea to publication, including any reaction to publication. You should analyse the strengths and weaknesses of your work, noting how you dealt with challenges that were beyond your control and how you might improve the piece if given another chance. (200 words each)

***Assessment criteria: A criteria sheet will be provided.***

***Date due: Two weeks after the placement finishes.***

### **Assessment task 3**

You will be divided into small groups in the first week. The nature of the groups will be determined by the sector your placement is in. The point of this exercise is for individuals to learn from others in their group, and for the group to share useful knowledge about the sector with the rest of the class. Each group must prepare a presentation on the sector in which they worked, using their own examples to illustrate their knowledge and the demands on practitioners within that sector. Groups are encouraged to support presentations with visual or audio material. The organisation of this task should be broken down into planning, deciding on content and presentation.

Presentation time: 15 minutes for a group of three. Audience questions will be encouraged.

***Assessment criteria: A criteria sheet will be provided.***

***Due date: TBA depending on timing of placements.***

### **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 and 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.

Assignment cover sheets can be downloaded from  
[http://www.utas.edu.au/ejel/student\\_resources/student\\_resources.htm](http://www.utas.edu.au/ejel/student_resources/student_resources.htm)

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.

## Penalties

### 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.

## Requests for extensions

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.

## How your final result is determined

### 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%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- 
- 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.

## **Review of results and appeals**

Please refer to the **Student Resources** page on the School's website for information that addresses how to apply for a review of assessment, make an appeal or seek clarification regarding any assessment practices in this unit:

[http://www.utas.edu.au/ejel/student\\_resources/student\\_resources.htm](http://www.utas.edu.au/ejel/student_resources/student_resources.htm)

## **Academic referencing**

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The English, French and German disciplines 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>

For general information on presentation of assignments, including referencing styles:

<http://utas.libguides.com/referencing>

Please read the following statements on academic misconduct and plagiarism. Should you require clarification please see your unit coordinator or lecturer.

## **Academic misconduct**

**Academic misconduct** includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination and any other conduct by which a student:

- a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
- b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit 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/>

## Plagiarism

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.

**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.**

For further information on this statement and general referencing guidelines, see <http://www.utas.edu.au/plagiarism/> or follow the link under 'Policy, Procedures and Feedback' on the **Current Students** homepage.

## Further information and assistance

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 are advised to raise these with your lecturer in the first instance.

There is a range of University-wide support services available to you including Teaching & Learning, Student Services, International Services. Please refer to the **Current Students** homepage at: <http://www.utas.edu.au/students/>

Should you require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

You are also welcome to contact the School of English, Journalism and European Languages with any enquiries:

Room 557, Humanities Building  
Sandy Bay campus, Hobart

Tel: (03) 6226 2347  
Fax: (03) 6226 7631  
Email: [SEJEL.admin@utas.edu.au](mailto:SEJEL.admin@utas.edu.au)  
<http://www.utas.edu.au/ejel>

## Unit schedule

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>14</b>	13 July	First hour: Introduction, including assignment information Second hour: Your questions on the workplace, placement organisation
<b>16</b>	27 July	First hour: Guest lecture Second hour: TBA
<b>18</b>	10 August	First hour: Guest lecture Second hour: Oral presentations
<b>20</b>	24 August	First hour: Guest lecture Second hour: Oral presentations
<b>Mid-semester break</b>		
<b>22</b>	14 Sept	First hour: Guest lecture Second hour: Oral presentations
<b>24</b>	28 Sept	First hour: Guest lecture Second hour: Oral presentations
<b>26</b>	12 October	First hour: Guest lecture Second hour: Unit wrap-up/oral presentations