



*School of English, Journalism and
European Languages*

Faculty of Arts

HEJ 704

Major Project

Part-Time

Semester 2, 2010

Unit Outline

CRICOS Provider Code: [00586B](#)

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Unit description

Students undertake substantial research on an approved subject leading to a major project or thesis in the area of journalism, media and communications.

Learning outcomes

On completion of your major project you should be able to:

1. Produce a piece of journalism, media or communications product to a publishable/broadcasting standard.
1. Reflect effectively on journalism, media or communications practice through an exegesis.

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: will be developed through the use of a range of media and academic and skills within the context of journalism, media or communications production. Knowledge will be assessed through the development of a media product and an exegesis.

Communication skills: will be enhanced as a result of the focus on aural, written and visual communication. Communication skills will be assessed in a range of contexts.

Problem-solving skills: will be developed through engagement in practical tasks that require the sourcing, evaluation and incorporation of information into a major work. Problem solving skills will be assessed within the context of journalism, media or communications production.

A **global perspective** on the media industry will be fostered through the creation of a journalism, media or communications production.

Social responsibility will be addressed through reflection on ethical practice. Through creation of media texts (journalism, media or communications) participants will be expected to demonstrate engagement with the ethics of media production and to have developed a concept of ethical practice.

Prior knowledge &/or skills

At this level a sound knowledge of journalism, media or communications is expected and a high level of media production skills in either print, video, audio, online or still photography, is assumed. Prereq 100% of coursework units.

Learning resources

An audio recording device is required for journalism projects.

Students producing video material will need to supply their own mini DV video tapes.

Other equipment may be required depending on the project.

Library

Individual reading lists to be provided by supervisor.

Details of teaching arrangements

Students will work independently in consultation with a supervisor.

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

Unit schedule

Not applicable.

Learning expectations and strategies

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.

Specific attendance/performance requirements

Students will work independently in consultation with a supervisor. Students must make sure they attend regular consultations with their supervisor.

Interview consent forms

You will be required to submit signed interview consent forms whenever you conduct an interview. Work will not be accepted without the relevant consent forms.

Interview consent forms can be downloaded from the school website:
<http://fcms.its.utas.edu.au/arts/journalism/index.asp>

Media Lab

You will be given access to the media lab in order to complete your practical work. The media lab is a teaching space so you should be aware that you will not be able to work in the media lab while a class is on.

To gain access to the media lab you will need to purchase a proxy card from the student contact centre at the union building.

You will be able to access the media lab from 8am – 6pm weekdays.

Assessment

Assessment schedule

Assessment task	Date due	Percent weighting	Links to Learning Outcomes
Major Project	Monday 18 th October st May	100%	1, 2, 3,4,5

Assessment details

Assessment task 1

Task description

Journalism, Media or Communications product:

A piece/pieces of researched print journalism in long feature-style or a closely related series of features, based upon strong journalistic principles and capable of being published in an acknowledged forum.

OR:

A piece/pieces of radio documentary or long feature-style piece based upon strong journalistic principles and capable of being broadcast in an acknowledged forum.

OR:

A video documentary capable of being broadcast in an acknowledged forum.

OR:

A media communications product such as a public relations campaign strategy based upon strong public relations principles and capable of being utilized in public relations practice.

The student should make a statement about the forum within which the piece could be published/ broadcast (whether or not it is actually published eventually). This work should be about 7,500 words long.

Exegesis:

It **must** be accompanied by a 5000-word exegesis that shows scholarship around the topic of your work. You must read the literature pertinent to your topic and show how your piece of journalism fits within the context you have chosen. Your exegesis must be scholarly and make use of the Harvard referencing system.

Task length

12,500 total. Made up of 7,500 words or equivalent media, journalism or communications product and 5000-word exegesis.

Links to unit's learning outcomes

This assignment links to learning outcomes 1, 2

Assessment criteria

Journalism, Media or Communications product:

1. Evidence of efficient planning and management of a research project, incorporating original work, within clearly defined constraints of time, resources and (in the case of journalism projects) prospective identified publication/broadcast forum and audience.

2. Clearly outlined methods of collection of information, using

suitable techniques (e.g. questionnaires, journalistic interviews, etc.).

3. Sound analysis and interpretation of data and information, within a clearly specified and defined analytic framework, together with a discussion of methodological considerations.

4. Effective presentation of data and information using suitable written, numerical, recorded and/or illustrative techniques.

5. Well-developed and engaging discussion of the results and conclusions that arise from the investigation OR well-developed and engaging journalistic writing that draws upon research and scholarship to produce a substantial and readable feature or series of features that would be suitable for publication in an acknowledged forum.

6. High-quality presentation of the document in effective and grammatically correct English. The style guide provided must be adhered to in any journalistic piece. All scholarly work (i.e. the entire media research project or the exegesis accompanying journalistic work) must feature Harvard referencing system and a full bibliography.

Exegesis:

1. A scholarly essay that reveals the underlying concepts informing the primary work, in this case the piece of journalism.
2. Evidence of broad reading - both analytical works around journalism studies and works specific to the topic being elucidated in the journalism, media or communications product.

Date due

Monday 18th October

Submission of assignments

All written assignments are to be submitted in hard copy (not by email) to the school office before 5pm on the due date. Students are required to submit a **signed assignment cover sheet** with every assignment. The coversheet includes a declaration that all material submitted is your own work except where there is a 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 submitting a video documentary for assignment three should submit material on a DVD attached to their exegesis.

Requests for extensions

The due date for the major project in the JMC Masters by coursework is viewed as the final date for the acceptance of work.

However, if there are extenuating circumstances speak to your supervisor. Documentation such as a medical certificate or similar will be required. To be considered all requests for extensions should be made by email the course co-ordinator, _____BEFORE the due date of the assignment.

Penalties

Late assignments will not be accepted. A failure will be recorded.

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 appropriate referencing style for this unit is the Harvard system. A guide to using the Harvard referencing system can be found on the School's website <http://fcms.its.utas.edu.au/arts/journalism/index.asp>.

For information on presentation of assignments, including referencing styles:

<http://www.utas.edu.au/library/assist/gpoa/gpoa.html>

Please read the following statement 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.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.

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/>