



School of English, Journalism  
& European Languages

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## Unit Outline

### HEJ101 Journalism, Media and Communications 1A

Semester 1, 2009

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

<b>Unit coordinators:</b>	<p><b>Dr Nicola Goc</b> Room: 544 Humanities Phone: 6226 2473 Email: <a href="mailto:Nicola.Goc@utas.edu.au">Nicola.Goc@utas.edu.au</a></p> <p><b>Ms Miranda Harman</b> Room: 579 Social Sciences Phone: 6226 7146 Email: <a href="mailto:Miranda.Harman@utas.edu.au">Miranda.Harman@utas.edu.au</a></p>
<b>Consultation Hours:</b>	<p><b>Nicola Goc:</b> Monday 2pm-3pm; Wednesday 3pm-4pm; Friday 3pm-4pm</p> <p><b>Miranda Harman:</b> Monday 12-2pm Wednesday 12-1pm</p>
<b>Contacting your tutor:</b>	<p>Your tutor will provide you with their contact details in your first tutorial. Fill in your tutor's details here:</p> <p><b>Name:</b></p> <p><b>Email:</b></p>
<b>Unit Description:</b>	<p>Introduces students to the study of journalism, media and communications. Students will analyse media, in particular news media, from a range of perspectives, including that of the journalist, the audience, the industry and the media researcher. The unit employs media theories and practical exercises to give students a critical understanding of the field of journalism, media and communications studies. It also introduces the essentials of news writing, researching and interviewing.</p>

<b>Unit Aims and Objectives:</b>	<p>The major aims of this unit are:</p> <ul style="list-style-type: none"> <li>• To familiarise students with the major theories, concepts and methods used in the study of the news media</li> <li>• To introduce students to the basics of news writing, researching and interviewing</li> <li>• To provide students with a basic knowledge of the history and current practice of journalism locally, nationally and internationally</li> <li>• To encourage students to think critically about the social and cultural place of journalism, the production of news and the role of the media audience</li> </ul>
<b>Learning Outcomes:</b>	<p>At the completion of this unit student will:</p> <ol style="list-style-type: none"> <li>1. Have an awareness of the major theories, concepts and methods used in the study of the news media.</li> <li>2. Have been introduced to the basics of news writing, researching and interviewing.</li> <li>3. Have a basic knowledge of the history and current practice of journalism in locally, nationally and internationally.</li> <li>4. Be able to think critically about the social and cultural place of journalism, the production of news and the role of the media audience.</li> </ol>
<b>Required Texts:</b>	<p>J. Bainbridge, N. Goc and L. Tynan, <i>Media and Journalism: New Approaches to Theory and Practice</i> (2008) Melbourne: OUP. Available at the Co-op Bookshop</p>
<b>Recommended Texts:</b>	<p>You may also wish to refer to, but not necessarily purchase, the following recommended texts:</p> <p>Varley, Carolyn, and Tapsall, Suellen Maree. <i>Journalism: Theory in Practice</i>. South Melbourne, Australia: Oxford University Press, 2001.</p> <p>Kaplan, Bruce. <i>Editing Made Easy</i>, Melbourne: Penguin, 1999.</p>
<b>When Taught:</b>	<p><b>Lecture</b>  Mon 3.10-5.00pm, SB.Arts203.LT</p> <p><b>Tutorials</b>  Tutorials are offered at a variety of times. Students will be instructed on how to sign up for a tutorial group at the first lecture. Tutorials begin in the second week of semester (week 2).</p>
<b>Assessment:</b>	<p>Students must complete every assignment and sit the two-hour exam. Failure to do so will result in a fail grade in this unit.</p> <p><b>Assignment One:</b>  Essay 1000 words.  Due Week 5, Friday 27 March, 4pm. 20%</p>

**Assignment Two:**

- a) Write a news story from information provided at the media conference in Week Eight. 500 words.
  - b) An essay on news influences (properly referenced). 1000 words.
- Due Week 10, Friday 8 May 4pm. 30%

**Tutorial Assessment**

There are two tutorial tests and you need to sit ONE test worth 10%. The tests will be on the week's readings:

Test One is in Week 6

Test Two is in Week 10

The tests are only conducted in the tutorial, there are no extensions. You must be present.

Value: 10%

**Exam:**

Two hours. 40%

## HEJ101 LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week One 23 February	<p style="text-align: center;"><b><u>MODULE ONE: What is Journalism?</u></b></p> <p><b>First Hour: Introduction to Journalism, Media and Communications</b>  <b>Second Hour: Why Journalism Matters</b></p> <p><b>Reading:</b>            Bainbridge, Goc and Tynan. "Introduction." <i>Media and Journalism: New Approaches to Theory and Practice</i>. Melbourne: Oxford University Press, 2008. pp. xiv – xxv.</p>	1 <sup>st</sup> Hour: Nicola Goc introduces unit and staff: Miranda Harman, John Martinkus and Kate Nash.  2 <sup>nd</sup> Hour: Why Journalism Matters. Nicola Goc.
Week Two 2 March	<p><b>First Hour: The Fourth Estate</b>  <b>Second Hour: The First Mass Medium</b></p> <p><b>Reading:</b>            Goc, Nicola. "The First Mass Medium" in Bainbridge, Goc and Tynan, pp. 19- 36.            Goc, Nicola. "The Fourth (or Fifth) Estate" in Bainbridge, Goc and Tynan, pp. 36-54.</p>	Nicola Goc
Week Three 9 March  <b>Public Holiday</b>	<p><b>No Lecture. Tutorials will be held this week and students are required to complete reading: The Public Sphere. Students booked into the Monday tutorial will need to join another tutorial for this week only. (See noticeboard outside HUM 555 for times.)</b></p> <p><b>Reading:</b>            Bainbridge, Jason. "The Public Sphere" in Bainbridge, Goc and Tynan, pp. 3-18.</p>	
Week Four 16 March	<p style="text-align: center;"><b><u>MODULE TWO: Making News</u></b></p> <p><b>First Hour: News Values</b>  <b>Second Hour: News Culture</b></p> <p><b>Reading:</b>            Gillman, Sarah. "News Values and News Culture" in Bainbridge, Goc and Tynan, pp. 241-252.</p>	Miranda Harman
Week Five 23 March  <b>Assignment One due 4pm Friday 27 March</b>	<p><b>First Hour: Elements of Writing</b>  <b>Second Hour: News Language</b></p> <p><b>Reading:</b>            Tynan, Liz. "The Elements of Writing" in Bainbridge, Goc and Tynan, pp. 54-66.</p>	Miranda Harman

Week Six 30 March  <b>Tutorial Test ONE</b>	<b>First Hour: Finding Information</b> <b>Second Hour: News Language</b>  <b>Reading:</b> Tynan, Liz. "Subediting, News Language and Convention" in Bainbridge, Goc and Tynan, pp. 264-278. Hart, Elizabeth. "Finding Information" in Bainbridge, Goc and Tynan, pp. 288-296.	Miranda Harman
Week Seven split week 6 April	<b>First Hour: Interviews</b> <b>Second Hour: Writing News</b>  <b>Reading:</b> Tynan, Liz. "Print Media and Broadcast Interviews" in Bainbridge, Goc and Tynan, pp. 72-80.	Miranda Harman
<b>Easter Break – 9-15 April</b>		
Week Eight 20 April	<b>Media Conference</b>	Miranda Harman Nicola Goc
Week Nine 27 April	<b>First Hour: Broadcast News</b> <b>Second Hour: Broadcast News</b>  <b>Reading:</b> Tynan, Liz. "Broadcast News: Keep It Simple" in Bainbridge, Goc and Tynan, pp. 252-263.	Kate Nash John Martinkus
Week Ten 4 May  <b>Assignment Two Due 4pm Friday 8 May</b>	<b><u>MODULE THREE: Frameworks</u></b>  <b>Ethics in Journalism</b> <b>Video: Frontline</b> <b>Readings:</b> Goc, Nicola and Tynan, Liz. "Ethics in Communication" in Bainbridge, Goc and Tynan, pp. 299-313. Goc, Nicola. "Chequebook Journalism and the Changing Nature of Celebrity" in Bainbridge, Goc and Tynan, pp. 314-322.	Nicola Goc
Week Eleven 11 May	<b>First Hour: Media law. Defamation.</b> <b>Second Hour: Media law. Contempt.</b>  <b>Reading:</b> "Media Law" Online Resource Centre <a href="http://www.oup.com.au/orc/bainbridge">www.oup.com.au/orc/bainbridge</a> .	Brendan Gogarty
Week Twelve 18 May	<b>First Hour: The Future of News</b> <b>Second Hour: Citizen Journalism</b>  <b>Reading:</b> Tynan, Liz. "Blogging and Citizen Journalism" in Bainbridge, Goc and Tynan, pp. 409-418.	Miranda Harman

Week Thirteen 25 May	<b>Exam preparation</b>	Miranda Harman Nicola Goc
	<b>Study Period: 1-5 June</b>	
	<b>Examination Period: 6-23 June</b>	

## ASSESSMENT

Assignments should be handed in by 4pm on the due date to the box at the office of the School of English, Journalism and European Languages in room HUM 557.

**Your assignments MUST include the following (See also Additional Information page):**

1. A signed HEJ assignment cover sheet stapled to the front of your assignment. Please do not use any other coverings, such as plastic sleeves, folders, etc. Assignments cannot be accepted by e-mail or fax.
2. The assignment cover sheet must show the Unit code (e.g., HEJ101), due date, your name and student number, and the title of the assignment (e.g., Assignment One).
3. Assignments must be typed, double-spaced, in 12 font, black ink on an A4 page, and should be appropriately referenced in Harvard Style. Please be aware this style may differ from other Schools.

**Before handing in, ensure you have:**

1. Read and understood the plagiarism statement contained in this unit outline.
2. Edited and redrafted your assignment.
3. Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences.
4. Kept a copy of your assignment. Essays and the exam will assess learning outcomes 1, 2, 3, and 4.

### ASSIGNMENT ONE

Due date: Week 5, Friday March 27, 4pm

Length: 1000 words

Value: 20%

Discuss the following quote:

“Television and newspapers will be with us for the long term, but the inescapable fact for all mainstream media is that to secure their future, they will have to come to grips with the web and its power. ... As information becomes ubiquitous, traditional gatekeepers of information will have to embrace the new technology of the Internet or risk becoming superfluous.” (Lachlan Murdoch 2000)

In discussing this quote you should focus on whether news journalism, and journalists as “traditional gatekeepers of information”, can still claim to be the Fourth Estate in today’s online world. To do this you will need to address the following issues.

Define what the Fourth Estate is

- Outline the history of the Fourth Estate. How has it changed and developed?
- Discuss the relationship between the Fourth Estate, the Public Sphere, and the gatekeeper role.
- Consider the context in which the Fourth Estate operates (technological, historical, social.)
- You may also want to refer to brief examples of the Fourth Estate that you are familiar with (both online and in traditional media such as television and print).

The exact weight and number of words you give to each one is entirely up to you. Addressing each of the issues as outlined above may also help structure your essay.

## **ASSIGNMENT TWO**

Due date: Week 10, Friday May 8, 4pm.

Length: 1000 words + 500 words

Value: 30%

### **Guidelines:**

1. Write a news story from information provided at the media conference. (500 words)
2. Write an essay on news influences, properly referenced. (1000 words)
  - Your main task is to discuss in detail the notion of news values ('news ingredients') in relation to information presented at the press conference.
  - Before you start writing, read the chapter on news values in the text book.

Please submit the news story and essay together and attach ONE signed HEJ assignment cover sheet stapled to the front of your assignment.

## **TUTORIAL ASSESSMENT**

There are two tutorial tests and you need to sit ONE test worth 10%. The tests will be on the week's readings:

Test One is in Week 6

Test Two is in Week 10

You need only sit ONE of these tests. The test is only conducted in the tutorial, there are no extensions. You must be present.

Value: 10%

## **EXAM**

Date: The examination will be scheduled in the official examination period. The examination timetable is published on the UTAS website.

Length: 2 hours

Value: 40%

**PENALTIES:** Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter. Students should attend all tutorials. Failure to attend at least two-thirds of tutorials may result in being deemed ineligible to sit the examination or being required to submit additional work.

## FURTHER READING

- Carey, John, Ed. *The Faber Book of Reportage*. London: Faber and Faber, 1987.
- de Burgh, Hugo. *Investigative Journalism: Context and Practice*. London: Routledge, 2000.
- Didion, Joan. *Slouching Towards Bethlehem*. Middlesex, England: Penguin, 1974.
- Dunlevy, Maurice. *Feature Writing*. Geelong: Deakin University, 1988.
- Evans, Harold. *Eyewitness*. London: Book Club Associates, 1981.
- Evans, Harold M., ed. *The Best American Magazine Writing 2001*. Cambridge, MA: PublicAffairs, 2001.
- Glover, Stephen, ed. *The Penguin Book of Journalism*. London: Penguin Books, 2000.
- Granato, Len. *Newspaper Feature Writing*. Geelong: Deakin University, 1999.
- Hemingway, Ernest. *By-Line: Ernest Hemingway*, edited by William White. London: Collins, 1968.
- Hurst, John and Sally White, *Ethics and the Australian News Media*. South Melbourne: Macmillan Education Australia, 1994.
- Jackson, Dennis, and John Sweeney, eds. *The Journalist's Craft: A Guide to Writing Better Stories*. New York: Allworth Press, 2002.
- Leith, Denise. *Bearing Witness: The Lives of War Correspondents and Photojournalists*. Sydney: Random House Australia, 2004.
- McQuade, Donald, and Robert Atwan, eds. *Popular Writing in America: The Interaction of Style and Audience*. 5th ed. New York: Oxford University Press, 1993.
- Mencher, Melvin. *Basic Media Writing*. 6th ed. Boston: McGraw-Hill College, 1999.
- Orwell, George. "Politics and the English Language." In *Inside the Whale and Other Essays*. Middlesex: Penguin Books, 1946.
- Pearson, Mark. *The Journalist's Guide to Media Law*. St Leonards: Allen & Unwin, 1997.
- Reah, Danuta. *The Language of Newspapers*. 2nd ed. London: Routledge, 2002.
- Ricketson, Matthew. *Writing Feature Stories*. Crows Nest, NSW: Allen & Unwin, 2004.
- Ross, Lillian. *Reporting*. London: Mayflower Books, 1964.
- Sedorkin, Gail, and Judy McGregor. *Interviewing: A Guide for Journalists and Writers*. Crows Nest, NSW: Allen & Unwin, 2002.
- Strunk, William, and E.B. White. *The Elements of Style*. 4th ed. Allyn and Bacon: Boston, 2000.
- Tanner, Stephen. *Journalism: Investigation and Research*. Frenchs Forest: Pearson Education Australia, 2002.
- Wolfe, Tom. *The New Journalism*. London: Picador, 1973.
- Woods, Keith, ed. *Best Newspaper Writing 2002*. St Petersburg, Florida: Poynter Institute for Media Studies, 2002.

## 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. Requests for extensions should be directed to your tutor before the due date.

### 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.

### 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)