



School of English, Journalism  
& European Languages

---

## Unit Outline

### HEJ608 Journalism, Media and Communications Internship

Semester 3 (Summer) 2009  
[www.utas.edu.au/journalism/](http://www.utas.edu.au/journalism/)

<b>Convenor:</b>	<b>Dr Nicola Goc</b> Room: HUM 544 Phone: 6226 2473 Email: <a href="mailto:Nicola.Goc@utas.edu.au">Nicola.Goc@utas.edu.au</a>
<b>Consultation Hours:</b>	Tuesday 3pm-4pm Room 544 Thursday 4-5pm Room 544 Email: <a href="mailto:Nicola.Goc@utas.edu.au">Nicola.Goc@utas.edu.au</a>
<b>Unit Description:</b>	In this unit suitable students will undertake an internship of no less than 10 days with an industry provider to gain work-place experience. To be accepted into this unit students are required to arrange their own internship (in consultation with the unit coordinator) prior to the commencement of the semester. This unit will be offered in semesters 1,2,3 and Spring and Winter depending on staff availability. Students must gain approval of the program coordinator before being allowed to enrol in this unit.
<b>Unit Aims and Objectives:</b>	This unit offers students the opportunity to engage in-depth with industry-based practice, and to reflect in-depth on that practice. Through internship and associated scholarly work, students will enhance their knowledge and understanding of the practical and theoretical issues of journalism.
<b>Learning Outcomes:</b>	On successful completion of this unit, students will have: <ol style="list-style-type: none"><li>1. become better equipped to work in a professional work environment.</li><li>2. a better understanding of how media theory operates in practice.</li><li>3. a better understanding of media and industry relationships.</li><li>4. gained an understanding of the ethical and legal issues that</li></ol>

	confront journalists and media professionals. 5. an enhanced capacity to meet news writing and production deadlines under pressure.
<b>Required Texts:</b>	No required Texts. See list of recommended texts below.
<b>Recommended Texts:</b>	Grundy, Bruce 2007, <i>So You Want to be a Journalist?</i> Cambridge University Press, Port Melbourne.
<b>When Taught:</b>	Individual consultations with course co-ordinator.
<b>Assessment:</b>	8,000 words comprising of a 4,000-word essay and 4,000 words, or equivalent, industry portfolio.

### **Internship Supervision**

In consultation with the unit coordinator, you will decide on a suitable internship opportunity. It is then your responsibility to approach the internship provider and to arrange to start your internship no later than the start of the third week of semester if doing your internship in semesters one or two. Please note: if you are doing your internship during the spring, summer or winter semester you will need to decide on a suitable internship before the beginning of that semester and start your internship in week one. The internship is to be a minimum of 10 days.

Regular consultations with your supervisor will be necessary throughout the semester.

### **Assessment**

You must submit your work in hard copy form, with a signed cover sheet attached, to the School office in Hobart by 4pm on the due date. The word length is **8000** words (*excluding* references, but *including* all other material). You should meet this requirement but not exceed it by more than 800 words.

*The project due date is regarded as an exam date. Any request for an extension must be submitted in advance of the due date and be accompanied by the same level of documentation as an application for a deferred exam.*

### **Late projects will NOT be accepted so it is crucial that you submit your work on the due date:**

Semester 3 (Summer) 2009: Monday 2 February 4pm

### **Internship Assessment Criteria**

All projects will assess all of the Learning Outcomes for this Unit and will be marked according to the following criteria:

#### **For portfolio:**

**Your portfolio should provide evidence of the work you have completed while on internship. It must be evidence-based, including – for example – journalism drafts or published/broadcast stories, story boards, campaign proposals, track-changed editing, etc. In some cases, a diary will be appropriate. You may also be asked to seek formal verification from your internship provider about the nature and quantity of the input you had into the portfolio you present. This will be finalised in consultation with your supervisor.**

Your portfolio will be assessed according to the following criteria:

- Evidence of ability to gather information from a range of sources, including, for example, interviews, direct observation and documents
- Evidence of knowledge of the broader context of your work, including previous stories etc on the topic
- Evidence of an understanding of industry practice, including ethical and legal frameworks, and specific media genres, such as profiles, media releases and news features
- Ability to follow industry conventions in your presented work
- Presence of creative flair, including style and tone, within the boundaries of industry convention

**For critical component:**

An exegesis is a critical explanation or interpretation of your 'creative' component - in this case your portfolio. It should elaborate upon and contextualise your work, providing the opportunity for you to reflect upon your practice and that of others. However, it is important to remember that this is a scholarly piece of work, and not a simple 'diary' or anecdotal retelling of how your portfolio was produced. In some cases, it will only obliquely refer to your own work, focusing instead on a related scholarly question or problem in journalism and media studies. The content, relationship and weighting between your creative and critical components need to be agreed upon by you and your supervisor.

As such, assessment will be based on:

**1. Research skills**

- Evidence of well-developed information retrieval skills
- Evidence of familiarity with previous and recent work in the field of inquiry
- Ability to identify relevant materials
- Ability to formulate a viable topic
- Ability to identify and apply relevant media research methodology

**2. Clarity and strength of argument**

- Ability to construct an engaging, persuasive argument
- Capacity to develop and sustain the argument throughout the work
- Ability to present an effective conclusion that draws the work together

**3. Contribution to knowledge**

- Evidence of independent thinking
- Contribution to knowledge or understanding of a subject as appropriate to postgraduate coursework level

**4. Structure and writing style**

- Ability to structure your work in a clear and logical way
- Ability to write lucidly
- Accuracy of grammar, punctuation and spelling

**5. Presentation and observation of writing conventions**

- Quality of layout and general presentation
- Correctness of referencing techniques

And also:

- Evidence of in-depth reflection on industry practice
- Evidence of an understanding of the context for your industry work

**Internship Grades**

**HD 80-100**

These projects will be highly accomplished in all areas and will be characterised by a consistently excellent standard. A result at the higher end of this scale indicates that the student is producing publishable work.

**DN 70-79**

Work in this range will be very competent, but with some inconsistencies in meeting at least one of the assessment criteria.

**CR 60-69**

Work in this range will be competent, but will fall significantly short in relation to one or more of the assessment criteria.

**PP 50-59**

These projects will provide evidence of a serious attempt at postgraduate work, but will have major inadequacies in relation to the assessment criteria.

**NN 0-49**

There can be a variety of fundamental problems behind a fail assessment. Projects may fail if they demonstrate inadequate research and little critical engagement with the topic or relevant scholarship. The writing may be unintelligible, or the work may be too short to develop the topic. Work in this range fails to meet the minimum standard appropriate for a postgraduate degree.

**Additional Readings  
(on reserve in Morris Miller Library)**

**Broadcast:**

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

Johanson, 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* (2<sup>nd</sup> 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/pccsite/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**

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.

## 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: 10% of the available marks per day for the first five (5) working days and 50% on the following day. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a counsellor in the case of a serious non-medical reason.

### 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.

### Equipment

Please note that this unit may require access to sound and/or video recording equipment and that while the school will provide access to equipment 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.

### 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)