



COMM11007 Media Writing

Term 2 - 2018

Profile information current as at 06/05/2024 02:42 am

All details in this unit profile for COMM11007 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

Corrections

Unit Profile Correction added on 20-06-18

The CORRECT texts for this unit are: English for Journalists : Twentieth Anniversary Edition Author: Hicks , Wynford Edition: 4th Re ISBN: 9780415661720 MediaWriting : Print , Broadcast , and Public Relations Author: Whitaker, W. Richard, Edition: 4th Re ISBN: 9780415888035

General Information

Overview

This introductory unit will develop student writing skills and apply those skills to the formats expected in the media industry. Students will learn how to differentiate media genres through audience and channel, and select appropriate techniques to produce professional documents suitable for publication or broadcast in traditional and online media. This unit introduces media writing skills, which contribute to the skills required in professional communication practice.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2018

- Cairns
- Distance
- Mackay
- Rockhampton
- Townsville

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 25%

2. **Written Assessment**

Weighting: 45%

3. **Written Assessment**

Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Comments, Student evaluation Term 2 2017. Reviewed Course Enhancement Meeting, Dec 2017.

Feedback

Students noted they enjoyed the scaffolded assessment, opportunity for peer review, and support by/engagement with staff.

Recommendation

Maintain approach to assessment, peer review, and staff engagement.

Feedback from Comments, Student evaluation Term 2 2017. Reviewed Course Enhancement Meeting, Dec 2017.

Feedback

Orientation to technology required could be improved.

Recommendation

Identify specific helpful videos that assist students learning about technology.

Feedback from Comments, Student evaluation Term 2 2017. Reviewed Course Enhancement Meeting, Dec 2017.

Feedback

Students enjoyed the assessment and the fact that it was well-scaffolded. A few commented that it was at times overwhelming, and having a better idea of the big picture at the beginning of the unit would have assisted them.

Recommendation

Include overview of all assessment and how it fits together at the beginning of the unit.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Write effectively across a range of media writing genres.
2. Synthesise information and articulate it succinctly and accurately in formats appropriate to media writing.
3. Use technology effectively to support writing tasks.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Written Assessment - 25%	•	•	•
2 - Written Assessment - 30%	•	•	•

Assessment Tasks	Learning Outcomes		
	1	2	3
3 - Written Assessment - 45%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving	•	•	•
3 - Critical Thinking	•	•	
4 - Information Literacy	•	•	•
5 - Team Work			
6 - Information Technology Competence	•	•	•
7 - Cross Cultural Competence		•	
8 - Ethical practice		•	
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 25%	•	•	•	•			•	•		
2 - Written Assessment - 30%	•		•	•		•		•		
3 - Written Assessment - 45%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

N/A

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Lincoln Bertoli Unit Coordinator

l.bertoli@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Media Writing	Whitaker, Ramsey and Smith, Chapter 1 Hicks, Chapter 1	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Identifying News	Whitaker, Ramsey and Smith, Chapter 2 pp. 19 - 22	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Basic News Story	Whitaker, Ramsey and Smith, Chapter 6 pp. 113 - 138	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Voice, Attribution and Acknowledgement	Whitaker, Ramsey and Smith, Chapter 8 pp. 161 - 186	

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Writing for Social Media	Whitaker, Ramsey and Smith, Chapter 13 pp. 281 - 296	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 20 Aug 2018		
Module/Topic	Chapter	Events and Submissions/Topic
The Art of Curation	Details in the Study Guide Lesson - located on the unit website.	Assessment 1 - Modern Media Analysis Due: Week 6 Friday (24 Aug 2018) 17:00 pm AEST Modern Media Analysis Due: Week 6 Friday (24 Aug 2018) 5:00 pm AEST

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Writing for Speech and Vision	Whitaker, Ramsey and Smith, Chapter 11 pp. 335 - 346	

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Media Releases	Details in the Study Guide Lesson - located on the unit website.	

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Newsletters and Brochures	Whitaker, Ramsey and Smith, Chapter 15 pp. 319 - 334	

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Supporting the Story: Packaging and Supplementing your Writing	Details in the Study Guide Lesson - located on the unit website.	Assessment 2 - Modern News Reporting Due: Week 10 Monday (17 Sep 2018) 9:00 am AEST Modern News Reporting Due: Week 10 Monday (17 Sept 2018) 5:00 pm AEST

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Reviewing Your Work	Details in the Study Guide Lesson - located on the unit website.	

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Review Week	Details in the Study Guide Lesson - located on the unit website.	

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 3 - Reflection Due: Review/Exam Week Monday (8 Oct 2018) 9:00 am AEST Reflection Due: Review/Exam Week Monday (8 Oct 2018) 5:00 pm AEST

Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Modern Media Analysis

Assessment Type

Written Assessment

Task Description

In this assessment, you will select and analyse a long-form convergent media article from a credible, online media source. The media article must be at least 500 to 1,000 words long. Attach screen shots of the article as an appendix. Present your assessment as a 1,500 word written response under the following sub-headings:

Journalistic principles

Convergence

Design and layout

A reference list is also to be included.

Journalistic principles include:

- The 5Ws and H
- News values (including whether the article is hard news or soft news)
- Angle
- Sources

Convergence includes:

- Audio/video/image content
- The inclusion of social media and how it is relevant
- Links to other relevant information (excluding advertising) including websites, previous stories, background information

Design and layout includes:

- Placement of article within the news site
- Accessibility and navigability of multimedia elements
- Audience engagement (attention-grabbing headline, visual appeal, shareability)

Your response must identify and analyse the above elements with clear links to the unit content. The response must also include academic referencing.

Assessment Due Date

Week 6 Friday (24 Aug 2018) 5:00 pm AEST

Return Date to Students

Week 8 Friday (7 Sept 2018)

Assessments will be returned within two weeks of submission.

Weighting

25%

Assessment Criteria

Marking criteria will include:

- Quality of article selection;
- Appropriate identification of journalistic principles, convergence and design / layout;
- Link to unit content;
- Quality of academic writing;
- Quality of referencing.

A marking rubric is available on the Moodle site.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submitted as a single document no more than 100MB

Learning Outcomes Assessed

- Write effectively across a range of media writing genres.
- Synthesise information and articulate it succinctly and accurately in formats appropriate to media writing.
- Use technology effectively to support writing tasks.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

2 Modern News Reporting

Assessment Type

Written Assessment

Task Description

You will write and create content for a modern news media site using a wordpress blog site (if you already have a wordpress blog from previous units, you may use it).

This assessment comprises three phases.

Phase One: Attendance at an event

For this assessment, you will attend an event in your local area. This can be any event but it must occur prior to the end of Week Nine. Events may include music festivals, sporting matches, community open days and political announcements.

Set up a Twitter account (as required in your weekly forum activities).

Attend and record activities of the event via Twitter. Create a hashtag for your event (if one doesn't already exist).

Throughout the event, tweet interesting facts, quotes, photos and videos via your Twitter account. You must record a minimum of 15 tweets.

Also include #profcomm and @CQUni in your first tweet, so your event can be registered in our study twitter feed.

You will also take at least five newsworthy photos and shoot a 30-60 second video which will be used in Phase Two of this assessment. The photos and video can be shot and edited on your phone. The video can be a short wrap of the event, interviews with relevant talent/organisers/attendees, or a combination.

The photos need to incorporate different aspects of the event.

You are encouraged to be as creative as possible.

Phase Two: Writing a news article

Write a 400-word news story about your event. This must be written using the inverted pyramid, and have a strong lead paragraph/s that are based on the 5Ws and H. You will need to include some quotes from attendees or organisers. You may use sources and quotes from your tweets. (Ensure your sources are credible). You will include at least FIVE newsworthy photographs featuring different aspects of the event (with appropriate captions including names where relevant) to accompany your story.

Create a wordpress blog. Design the blog page in the style of an online news site and upload the article, images and the video.

Phase Three: Submission

If you want feedback prior to the due date, post the URL link to your wordpress blog site on the unit Discussion Forum.

You are welcome to provide constructive feedback on other students' blog sites. It has been our experience that those who are willing to share and receive feedback generally receive a higher grade.

Submit a word version of your story, images (including captions) and tweets (screen shots) on Moodle. Include a cover page with your details and links to your blog page, Twitter account and video sharing platform if necessary. (Ensure all platforms are set to 'public' so teaching staff can access them).

Before you submit, check that your article:

- Is newsworthy
- Has a strong introductory lead based on the 5WS and H
- Concludes appropriately; and,
- Uses correct grammar, spelling and punctuation.

Ensure your blog page is in the style of an online news site and that all links are active.

Assessment Due Date

Week 10 Monday (17 Sept 2018) 5:00 pm AEST

Return Date to Students

Week 12 Monday (1 Oct 2018)

Assessments will be returned within two weeks of submission.

Weighting

45%

Assessment Criteria

Marking criteria will include:

- Newsworthiness of article
- Overall effectiveness of storytelling as appropriate to the genre (news)
- Newsworthiness of images and video
- Design and layout of blog site
- Attention to requirements of the task

A marking rubric is available on Moodle.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit as a single word document no more than 100MB.

Learning Outcomes Assessed

- Write effectively across a range of media writing genres.
- Synthesise information and articulate it succinctly and accurately in formats appropriate to media writing.
- Use technology effectively to support writing tasks.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

3 Reflection

Assessment Type

Written Assessment

Task Description

For this assessment, you will write a 2,000 word reflection and justification of the modern news gathering process, undertaken as part of Assessment Two.

You will justify how you addressed journalistic principles, convergence and design / layout when crafting your blog site and writing your news article.

Your reflection will explain where improvements could have been made with reference to the unit content.

You may include references to other credible news sites to justify your arguments.

Discuss the quality and effectiveness of your images and video content, and where – if at all – you feel enhancements could be made.

You may choose to demonstrate how you would approach the same story with a different angle, and include an alternative lead paragraph/s.

This assessment is designed to develop your ability to self-reflect and constantly improve your craft, which is essential for even the most experienced media professionals.

Assessment Due Date

Review/Exam Week Monday (8 Oct 2018) 5:00 pm AEST

Return Date to Students

Exam Week Friday (19 Oct 2018)

Assessments will be returned within two weeks of submission.

Weighting

30%

Assessment Criteria

Marking criteria will include:

- Quality of self-assessment
- Standard of writing
- Adherence to requirements of the task
- Link to unit content
- Referencing

A marking rubric is available on Moodle.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit as a single word document no bigger than 100MB

Learning Outcomes Assessed

- Write effectively across a range of media writing genres.
- Synthesise information and articulate it succinctly and accurately in formats appropriate to media writing.
- Use technology effectively to support writing tasks.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem