



JOUR11005 *Introduction to Journalism*

Term 1 - 2020

Profile information current as at 13/12/2025 05:44 pm

All details in this unit profile for JOUR11005 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.

General Information

Overview

This unit will introduce you to historical, social and political contexts of journalistic practice. Topics covered include the history of 'journalism' in western and eastern cultures, a number of different genres of journalism, journalism as an institution, and media ethics. You will also consider the future of journalism and reflect on examples of best (and worst) practice as part of the unit.

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 1 - 2020

- Cairns
- Online
- 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: 50%

2. **Group Discussion**

Weighting: 50%

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 Term 1 2019 Student Evaluation comments

Feedback

Feedback was received around timetabling of on-campus classes which could have contributed to low class numbers.

Recommendation

It is recommended to request class times within standard business hours to encourage student attendance.

Feedback from Term 1 2019 Student Evaluation comments

Feedback

Students commented that weekly unit content was set out clearly and easy to refer back to during assessment.

Recommendation

It is recommended to maintain the current structure of the Moodle page.

Feedback from Term 1 2019 Student Evaluation comments

Feedback

Students commented that the assessment tasks required some additional clarification.

Recommendation

It is recommended that the assessment requirements be reviewed and updated where necessary to ensure clarity in future offerings.

Feedback from Term 1 2019 Student Evaluation comments

Feedback

Students commented that the videos were concise, engaging and easy to understand.

Recommendation

It is recommended to maintain the current style of clear, concise videos.

Unit Learning Outcomes

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

1. Discuss the social and historical development of journalism from a range of cultural perspectives
2. Explain differences between journalism genres and the way in which genre influences journalistic practice
3. Critique and discuss issues relevant to journalistic practice in a contemporary media environment

n/a

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 - 50%	•	•	•

Textbooks and Resources

Textbooks

JOUR11005

Prescribed

Media and Journalism - New Approaches to Theory and Practice

Edition: 3rd (2015)

Authors: Jason Bainbridge, Nicola Goc & Liz Tynan

Oxford University Press

South Melbourne , Victoria , Australia

ISBN: 978-0-19-558801-9

Binding: Paperback

Additional Textbook Information

Copies are available for purchase at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[View textbooks at the CQUniversity Bookshop](#)

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

Module 1 - Journalism as a Profession - Lesson 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Journalism In this lesson the key concepts of journalism will be introduced. Students will explore journalism as a profession and examine what it means to be a journalist in today's media environment.	Bainbridge, Goc and Tynan pp. xvii - xxix Bainbridge, Goc and Tynan Chapter 2 pp. 24 - 44	

Module 1 - Journalism as a Profession - Lesson 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

The Fourth Estate
This lesson will explore the term 'Fourth Estate' including how and when the term appeared, the meanings ascribed to it by journalists, editors, politicians and other public figures as well as its role in contemporary media.

Bainbridge, Goc and Tynan Chapter 3 pp.45 - 64

Module 2 - Law and Ethics - Lesson 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Journalism Law In this lesson students will be introduced to Commonwealth and Queensland laws that impact on journalists. You will explore defamation law, the legalities of court reporting, and examine the defences journalists use to support their editorial decisions.	Bainbridge, Goc and Tynan Chapter 17 pp. 382 - 404	Select Stories for Assessment One by the end of Week 3

Module 2 - Law and Ethics - Lesson 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Journalism Ethics Lesson Four will examine in greater depth the organisations and ethical codes that regulate the media. Students will learn about the implications for journalists and organisations who breach these codes.	Bainbridge, Goc and Tynan Chapter 17 pp. 382 - 404	

Module 3 - Genres of Journalism - Lesson 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Writing and Genre This lesson will examine the elements that underpin all journalistic writing and introduce different genres.	Bainbridge, Goc and Tynan Chapter 12 pp.280 - 293 Bainbridge, Goc and Tynan Chapter 14 pp.308 - 329	

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week	N/A	

Module 3 - Genres of Journalism - Lesson 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Genre as it Relates to Journalism Lesson Six will unpack the definition of 'genre' as it relates to journalism, building on introductory concepts and conventions of different journalistic genres.	Bainbridge, Goc and Tynan Chapters 8 - 16	

Module 4 - New Media - Lesson 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
New Media Traditions In this lesson students will be introduced to the concepts of 'new and old' or 'traditional and non-traditional' media. You will explore the differences between analogue and digital technology and discuss some widely used digital media tools.	Bainbridge, Goc and Tynan Chapter 4 pp. 65 - 92	News Analysis Due: Week 7 Monday (27 Apr 2020) 5pm AEST News Analysis Due: Week 7 Monday (27 Apr 2020) 5:00 pm AEST

Module 4 - New Media - Lesson 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Convergence

This lesson you will explore the impact new media is having on journalism. Students will be introduced to the concept of 'convergence' and discuss the future of journalism.

Bainbridge, Goc and Tynan
Chapter 19 pp. 439 - 457

Module 5 - Press and Media Freedom in Western Society - Lesson 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Freedom of the Press Lesson Nine will look at the history and development of the free press in the West, including government resistance, key players and processes in the United Kingdom, United States and Australia.	Bainbridge, Goc and Tynan Case Study 1 pp. 93 - 98 Bainbridge, Goc and Tynan Case Study 5 pp. 485 - 491	

Module 5 - Press and Media Freedom in Western Society - Lesson 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Ownership and Regulation This lesson will explore the issues that arise from concentrated media ownership, as experienced here in Australia, including a lack of diversity and increased political influence.	Refer to study guide readings	Part A - Discovery Project Due: Week 10 Friday (22 May 2020) 5pm AEST

Module 6 - Journalism in Non-Western Countries - Lesson 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Influence on Practice Lesson 11 will explore the differences in journalistic practice - including the art of storytelling - in developing and non-democratic countries.	Revisit Bainbridge, Goc and Tynan Chapter 12 pp. 280 - 293	

Module 6 - Journalism in Non-Western Countries - Lesson 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Perspective and Practice To complete the unit, students will review examples of journalistic practice in non-Western countries as examples of the different ways of storytelling.	Revisit Bainbridge, Goc and Tynan Chapter 12 pp. 280 - 293	

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
		Part B - Journalism of the Century Due: Review/Exam Week Monday (8 Jun 2020) 5pm AEST
		Discovery Project Due: Review/Exam Week Monday (8 June 2020) 5:00 pm AEST

Exam Week - 15 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Assessment Tasks

1 News Analysis

Assessment Type

Written Assessment

Task Description

This task requires you to analyse news in order to compare genres and approaches to journalistic practice. You should select and analyse three (3) contemporary news stories (published in the first three weeks of term), including:

One (1) Sports news story; AND

One (1) Police or Court news story; AND

One (1) Political news story.

STUDENTS WILL POST THE LINKS TO THEIR STORIES ON THE Q&A FORUM BY THE END OF WEEK 3.

At least one (1) of these three stories should be of extended length (more than 1000 words), either a feature item, investigative piece, media interview or current affairs segment.

You will need to submit copies of the three (3) news stories you have chosen as appendices to your essay. These appendices can be scanned copies of print articles, transcripts (if the story was broadcast), or a 'cut and paste' of an online article (including the original link to the story). The appendices of the news stories need to be in such a form that teaching staff **can refer to the original material**. You will also need to include the details of the news stories as references in your assessment's Reference List.

Analyse EACH of the three stories using the following criteria.

1. List the who, what, where, when, why and how of each story.
2. List and justify the dominant news values in each of the news stories.
3. List the sources used in each article including primary and secondary where relevant.
4. Identify the target audience based on the placement / presentation of each article. Which section? Was the story front page? Was it the top link? Was it the most prominent sports story?

Compare and contrast the three stories incorporating the following information.

Compare the differences in sources used in the three articles such as quoted facts and figures, personalities and/or identities.

What are the differences in the way the stories are written and presented? Account for differences in style, format and presentation. Consider the angle or the way the story is framed.

Discuss the significance of the three (3) stories in terms of their prominence and placement in the media outlet you have chosen.

What do the prominence and presentation of the three (3) stories tell you about the readership or audience of the local or state outlets in which they appear?

You are expected to reference your discussion. **The word count for your Compare and Contrast is 1,500 words.**

NOTE: WORD COUNT for written assignments

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assessment Due Date

Week 7 Monday (27 Apr 2020) 5:00 pm AEST

Online

Return Date to Students

Week 9 Monday (11 May 2020)

Assessments will generally be returned to students within two weeks of submission.

Weighting

50%

Assessment Criteria

A detailed marking criteria is available on the Moodle website.

Elements assessed include:

- Quality of news stories chosen
- Accuracy of referencing
- Standard of presentation including expression
- Relevance to unit concepts and textbook
- Depth of analysis (rather than description)
- Argumentation and appropriate use of examples
- Appropriate introduction and conclusion

Referencing Style

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

Submission

Online

Submission Instructions

Submit via Moodle site

Learning Outcomes Assessed

- Discuss the social and historical development of journalism from a range of cultural perspectives
- Explain differences between journalism genres and the way in which genre influences journalistic practice
- Critique and discuss issues relevant to journalistic practice in a contemporary media environment

Graduate Attributes

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

2 Discovery Project

Assessment Type

Group Discussion

Task Description

Task Description

There are two parts to this assessment: **1) Presentation and discussion (Team)** AND **2) Written submission (Individual)**.

1) Presentation and discussion (25%) (Team):

This assessment requires students to review the work of TWO journalists and present findings on those journalists.

Students will generally work in pairs with exceptions where necessary.

Each team must support your analysis with a slide presentation. Your final slide will include references.

All photographs used within the presentation must also be referenced. On-campus students can present this in class or preferably submit via the Moodle site; distance students will submit their presentation via Moodle. All presentations submitted online will need to include an embedded voice-over (maximum of 10 minutes). Guidance about creating effective presentations will be provided on the course website.

Ideally you will work in pairs for this task, but if you have extenuating circumstances, you may discuss the possibility of individual work with the Unit Coordinator.

You will need to choose one pair of journalists from the two options below and nominate your preference via the relevant Moodle forum. The unit coordinator will assign groups no later than Week 5, with the group presentation due in Week 10.

- **Option 1**

Kate McClymont (Australia)
Jamal Khashoggi (Saudi Arabia/USA)

or

- **Option 2**
Anderson Cooper (USA)
Emma Alberici (Australia)

The following criteria will help guide your research/structure for your presentations:

1. Provide a summary of this person's work.
2. Justify whether this person is a 'real' journalist using the definition of journalism in your textbook.
3. Explain whether the journalist's work reflects the ideals of The Fourth Estate.
4. Explain the genre for which the journalist is renowned.
5. Describe the journalist's most significant contribution to public knowledge or interest.
6. Describe the journalist's practice in terms of law and ethics.
7. List and explain the journalist's limitations/shortcomings.
8. Describe what you personally like the most about this journalist's work, and why.
9. Describe what you personally dislike about this journalist's work, and why.
10. Explain how the journalist might influence your approach to journalism as a profession, and why.

This is an introductory level task, and aims to: encourage you to meet and work with fellow students even if you're working by distance; introduce you to key concepts in journalism through practice; introduce you to research and presentation. It is supposed to be enjoyable. You are allowed to have fun.

Part A will be due in Week 10 (Friday, 22 May 5PM AEST).

2) Written submission (Individual) (25%):

All students will submit an individual written report that ranks (in their opinion) five (5) journalists in order, using the ranking criteria provided on Moodle with number one (1) being 'the best'. This should be 1,500 - 2000 words. You must discuss each of the four journalists from Part 1, plus an additional journalist of your choice, to be approved by the Unit Coordinator. A list of suggested journalists will be provided, but you can choose anyone who fulfils the definition of "journalist". Choose wisely. They need not be practicing as a journalist now (and they need not be alive). You will draw upon the concepts you have learned during the term in your presentation and discussions, and each journalist should have a paragraph summary, followed by a sentence as to why you ranked them in the order you have. An example will be posted on Moodle. Referencing is required, and does not count towards the word count. You will need at least two sources per journalist. (Journalists from exemplars provided will not be permitted).

NOTE: WORD COUNT for written assignments:

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assessment Due Date

Review/Exam Week Monday (8 June 2020) 5:00 pm AEST

Online

Return Date to Students

Exam Week Monday (15 June 2020)

Assessments will generally be returned to students within two weeks of submission.

Weighting

50%

Assessment Criteria

A detailed marking criteria is available on the Moodle website.

Elements assessed for the team component include:

- Quality of research
- Quality of presentation
- Level of engagement

Elements assessed for the individual component include:

- Quality of ranking
- Quality of analysis
- Standard of writing
- Quality of link to unit concepts
- Referencing

Referencing Style

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

Submission

Online Group

Submission Instructions

Submit via the Moodle site

Learning Outcomes Assessed

- Discuss the social and historical development of journalism from a range of cultural perspectives
- Explain differences between journalism genres and the way in which genre influences journalistic practice
- Critique and discuss issues relevant to journalistic practice in a contemporary media environment

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence

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