



# JOUR12039 News Writing and Reporting

## Term 1 - 2021

Profile information current as at 20/04/2024 07:02 am

All details in this unit profile for JOUR12039 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

News Writing and Reporting is designed to extend and develop the knowledge and skills gained in Media Writing. The exercises and assignments provide instruction and practice in news writing and news-gathering for print, online, and broadcast environments. Students will actively engage with their local community, reporting on events and community organisations, local courts, municipal councils and local political issues. Students will also engage with contemporary media issues that impact on news writing, such as ethics, law, representation and ownership.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: 36 Credit Points

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 - 2021

- Online
- Rockhampton

#### 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: 10%

#### 2. **Written Assessment**

Weighting: 45%

#### 3. **Written Assessment**

Weighting: 45%

### 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 2020 Student Evaluation comments.

##### Feedback

Students commented on the real-life testimonials/guest videos from professional journalists, friendly help and guidance from the lecturer and relevant weekly unit content.

##### Recommendation

It is recommended to maintain the real-life testimonials/guest videos from professional journalists, friendly help and guidance from the lecturer and relevant weekly unit content.

#### Feedback from Term 1 2020 Student Evaluation comments.

##### Feedback

Students commented on the lecturer's real-world experience and in-depth feedback around assessment pieces.

##### Recommendation

It is recommended to maintain the real-world elements and in-depth feedback around assessment pieces.

## Unit Learning Outcomes

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

1. Pitch newsworthy topics for different news writing genres
2. Apply appropriate news criteria when using news-gathering skills to address news and current affairs in a general news writing context
3. Write industry standard news articles in a variety of niche journalism genres
4. Produce a publishable news article in a specialist genre such as broadcast or feature
5. Reflect on news gathering and writing practice in a contemporary media environment.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

■ N/A Level   ■ Introductory Level   ■ Intermediate Level   ■ Graduate Level   ■ Professional Level   ■ Advanced Level

### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 10%	●				
2 - Written Assessment - 45%		●	●		
3 - Written Assessment - 45%				●	●

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - 10%	•		•	•				•		
2 - Written Assessment - 45%	•			•		•		•		
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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Christopher Lawson** Unit Coordinator

[c.j.lawson@cqu.edu.au](mailto:c.j.lawson@cqu.edu.au)

**Lincoln Bertoli** Unit Coordinator

[l.bertoli@cqu.edu.au](mailto:l.bertoli@cqu.edu.au)

## Schedule

### Week 1 - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to News Writing and Reporting Lesson One will review media writing principles from past units, focusing on techniques required to craft an effective news story.	See e-reading list on Moodle	

### Week 2 - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Principles of News Writing This lesson will re-introduce the concept of 'news values' in journalistic writing and further develop knowledge of writing in the journalistic style including the use of the 5Ws and H and Inverted Pyramid.	See e-reading list on Moodle	<b>Assessment One Genre and Pitch: Due Week 2 (Friday 19 March, 2021) 5:00pm AEST</b>  <b>Genre Selection and Pitch Due:</b> Week 2 Friday (19 Mar 2021) 5:00 pm AEST

### Week 3 - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
News Gathering Lesson Three will investigate the news gathering process, different types of sources, including primary and secondary and the importance of networking and contact development in the role of a journalist.	See e-reading list on Moodle	<b>DRAFT Story 1 - General News Story. Due:</b> Week 3 Friday (26 March 2021) 5:00 pm AEST

### Week 4 - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Sources, 'Voice' and Representation Lesson Four will cover the use of credible sources and the appropriate voice for story writing. Students will also learn the difference of use between direct quotes and paraphrasing when crafting a news story.	See e-reading list on Moodle	

### Week 5 - 05 Apr 2021

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

Reporting Institutions: Court and Government  
 This lesson will cover how the court system works in Australia, the roles of various personnel working in the judicial system and the behavioural requirements to attend, report on and write news stories based on a court case. Reporting on the three levels of government will also be discussed.

See e-reading list on Moodle

**DRAFT** Story 2 - Sport Story Due: Week 5 Friday (9 April 2021) 5:00 pm AEST

#### Vacation Week - 12 Apr 2021

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

#### Week 6 - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Reporting Institutions: Corporations Lesson Six will cover some of the issues associated with researching information within a corporate context; and explain the process of contacting and attributing information to a corporate source.	See e-reading list on Moodle	<b>DRAFT</b> Court / Council Story - Week 6 Friday (23 April 2021) 5:00 pm AEST

#### Week 7 - 26 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Reporting Minorities This lesson will investigate the issues associated with reporting minorities. Students will also assess their own attitudes toward minority groups and discuss how these may impact on the reporting of an issue.	See e-reading list on Moodle	

#### Week 8 - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Integrated Media On successful completion of this lesson, students will be able to demonstrate an understanding of the differences and similarities between writing for print, online, and broadcast media.	See e-reading list on Moodle	

#### Week 9 - 10 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Ethics and Legals in Journalism Lesson Nine will explore ethical and legal issues as they relate to journalistic practice.	See e-reading list on Moodle	

#### Week 10 - 17 May 2021

Module/Topic	Chapter	Events and Submissions/Topic

## Editing

Some of many roles in which a journalist may be employed during the course of their career include specific editorial roles - sub-editor, photo editor, copyeditor, deputy editor or editor. Upon successful completion of this week's lesson, students will be able to describe the range of editing roles in journalistic contexts, and apply editorial principles to their own work.

See e-reading list on Moodle

**Assessment 2 - News Stories Portfolio** Due: Friday Week 10 (21 May 2021) 5.00 pm AEST

**News Stories + Portfolio** Due: Week 10 Friday (21 May 2021) 5:00 pm AEST

### Week 11 - 24 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Tools of the Trade Journalism is no longer purely about writing, but creating content. Lesson 11 will explore the concept of becoming a 'one-person band' and the subsequent ability to produce complete media packages.	See e-reading list on Moodle	

### Week 12 - 31 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Adaption: Extending the Life of Your Story This lesson will conclude the unit by encouraging students to consider the future and examining the necessary tools to give a story/topic 'extra life'.	See e-reading list on Moodle	

### Review/Exam Week - 07 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Assessment 3 - Broadcast / Feature and Reflection</b> Due: Monday Exam Week (7 June 2021) 5.00 pm AEST
		<b>Broadcast / Feature Article and Reflection</b> Due: Review/Exam Week Monday (7 June 2021) 11:45 pm AEST

### Exam Week - 14 Jun 2021

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

## Assessment Tasks

### 1 Genre Selection and Pitch

#### Assessment Type

Written Assessment

#### Task Description

Submit an initial 300-500 word pitch for Assessment Three. You will select a genre from the options below:

- Broadcast (1min 30 seconds) Prepare and write a broadcast quality script for a television news story on a contemporary newsworthy issue in-line with industry standards including correct format, professional shot-listing and at least three credible talent.
- Long-form feature article: Produce a 2,000 word feature article on a contemporary newsworthy topic in-line with industry standards including correct structure, grammar and punctuation and at least three credible talent.

Your pitch will include why you have selected that genre, referencing the work of professional journalists/ media outlets

to justify your decision.

You will outline your topic and justify why it is newsworthy, referencing credible sources including the dominant news values that apply.

Your pitch will also include a list of at least three credible talent. **You are not interviewing mum and dad for this unit. This is an advanced unit and your proposed talent must be credible, or you will fail the assessment.**

A good tip is to also include a rough timeline of when you intend to interview your talent as this will take some planning. It will provide you with a schedule which will help you better manage your time.

**To pass you will need to address all of the elements of the assessment including credible references where necessary to justify and cite your sources. You need to pass this assessment to progress to the next assessment and pass the unit overall.**

### **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 2 Friday (19 Mar 2021) 5:00 pm AEST  
Online

### **Return Date to Students**

Week 3 Friday (26 Mar 2021)  
Assessments will be returned within one week of submission

### **Weighting**

10%

### **Assessment Criteria**

**To pass you will need to address all of the elements of the assessment including credible references where necessary to justify and cite your sources.**

**Students who demonstrate limited attention to the requirements of the task will Fail this assessment.**

**They will be required to resubmit this assignment until they receive a Pass grade to be allowed to proceed to Assessment Two and Three.**

Elements that will be assessed include:

- News value or interest of this subject is clearly established and appropriate
- Quality / credibility of proposed talent
- Aim of the article and what it seeks to achieve is clear
- Evidence of future planning is evident

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Submit as a Word or PDF document through Moodle.

### **Learning Outcomes Assessed**

- Pitch newsworthy topics for different news writing genres

### **Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Ethical practice

## **2 News Stories + Portfolio**

### **Assessment Type**

Written Assessment

### **Task Description**

This assessment requires you to research, write, and review three (3) news stories that demonstrate quality in news writing and reporting. The required stories are as follows:

#### **1. Hard news story (350 words)**

This is based on provided material available on the Moodle site. (CQ Day of Action)



## **2. Sports story (350 words)**

Attend and report on a sporting event. Your story must include quotes from interviews with a coach and a player. (350 words)

## **3. Council or Court story (350 words)**

Write a news article based on a meeting of your local Shire or Regional Council, or a report from a local court. Your report must include quotes from sources. This will require you to attend a Council meeting (online or in person) or a court case.

Your stories will be initially submitted as drafts, which will allow teaching staff to provide feedback on where you can improve and ensure your articles are in line with industry standards including:

- Strong lead paragraphs incorporating the 5Ws and H
- Correct tense and punctuation
- Credible talent
- Inverted pyramid structure

### **Submission of stories as drafts.**

You will be required to submit **Story 1 by Friday of Week 3; Story 2 by Friday of Week 5; and Story 3 by Friday of Week 6.**

This is so we can assess your drafts and provide feedback early in the unit. You may elect to submit earlier but will need to advise your teaching staff when you submit.

- Original submissions will be made via the Moodle site.
- You must retain copies of your original drafts as you will also include these to illustrate improvement when you submit your portfolio at the end of the unit.

### **Portfolio**

At the end of term, you will compile your stories as a single portfolio (Word document). This portfolio will comprise:

- A title page
- a Table of Contents
- 6 stories (your original and final version of each story)
- a short description of what you did to improve each article in response to feedback (2 paragraphs).

The portfolio should be structured as follows:

- Story 1:
  - Version 1
  - Final Version
  - Response to Feedback
- Story 2
  - Version 1
  - Final Version
  - Response to Feedback
- Story 3
  - Version 1
  - Final Version
  - Response to Feedback

Further guidance on this assessment will be provided on the Moodle site.

### **Assessment Due Date**

Week 10 Friday (21 May 2021) 5:00 pm AEST

Online

### **Return Date to Students**

Week 12 Friday (4 June 2021)

Assessments will be returned within two weeks of submission

### **Weighting**

45%

### **Assessment Criteria**

Stories will be marked against the following criteria:

- Exercise journalistic writing skills and research techniques to produce general news stories for print and online distribution.
- Apply appropriate news criteria when using news-gathering skills to address news and current affairs in a general news writing context.
- Demonstrate awareness of issues relevant to news writing in a contemporary media environment.

## Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

## Submission

Online

## Submission Instructions

Submit as a Word or PDF document through Moodle.

## Learning Outcomes Assessed

- Apply appropriate news criteria when using news-gathering skills to address news and current affairs in a general news writing context
- Write industry standard news articles in a variety of niche journalism genres

## Graduate Attributes

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

# 3 Broadcast / Feature Article and Reflection

## Assessment Type

Written Assessment

## Task Description

Following your assessment one pitch, you will submit your final article for the unit:

- Broadcast (1min 30 seconds) Prepare and write a broadcast quality script for a television news story on a contemporary newsworthy issue in-line with industry standards including correct format, professional shot-listing and at least three credible talent. A script template is provided on the Moodle site.
- Long-form feature article: Research and write a 2,000 word feature article on a contemporary newsworthy topic in-line with industry standards including correct structure, grammar and punctuation and at least three credible talent.

You will also submit a 1,500 - 2,000 word reflection of your news gathering process for writing a broadcast or feature article. You will justify how you addressed journalistic principles when 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 and where 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. This assessment must include academic referencing.

## **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 (7 June 2021) 11:45 pm AEST

Online

## Return Date to Students

Exam Week Friday (18 June 2021)

Assessments will be returned within two weeks of submission

## Weighting

45%

## Assessment Criteria

Elements assessed for this assessment will include:

- Attention to task requirements
- Quality of journalistic writing skills and research techniques to produce a news article for a specific genre
- Quality of academic writing (Reflection)
- Link to unit concepts and quality of referencing (Reflection)

## Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

## Submission

Online

## Submission Instructions

Submit as a Word or PDF document through Moodle.

## Learning Outcomes Assessed

- Produce a publishable news article in a specialist genre such as broadcast or feature
- Reflect on news gathering and writing practice in a contemporary media environment.

## Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Information Technology 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