



**University of Wollongong
Wollongong Campus
Faculty of Creative Arts**

SUBJECT OUTLINE

Subject Number: JOUR320
Subject Name: Journalism Project
Credit Points: 6
Pre-Requisites: All core 100 & 200 level Journalism units & non-journalism electives.
Co-Requisites: Nil
Session & Year: Spring 2009

Position	Name	Room	Telephone No.	Email	Consultation Times
Head of Academic Unit	Professor Stephen Tanner	25.124	(02) 42214940	stanner@uow.edu.au	By Appointment Ph: (02) 42213190

TEACHING STAFF:

Position	Name	Room	Telephone No.	Email	Consultation Times
Subject Coordinator and Lecturer	Marcus O'Donnell	25.G05A	4221 3774 0433 078 225	marcuso@uow.edu.au	Monday 15.30-17.30 Tuesday 10.30-12.30

TIMETABLE: 3hr Workshop per fortnight. **Workshops begin in Week 1**

Day	Class	Time	Room
Thursday	Workshop	15.30 – 18.30	25.159

* Timetable may be subject to change

SUBJECT DESCRIPTION:

In this subject students will work in a newsroom environment to write a series of stories on topics or issues that stem from their non-journalism studies. For example, a student studying Geology might write a series of stories on advances in mining exploration techniques or mine safety. A student studying Health and Behavioural Sciences might write a series of stories on health issues such as the discovery of a new vaccine that will treat both Hepatitis C and chronic alcoholism. In short, this subject provides students with an opportunity to embed themselves in another discipline and use the knowledge they have built in that area to help demystify it to the general populace. There are no lectures in this subject. Students, being in the final year of their degree, will work under the direction of a staff editor. They will be required to produce a portfolio of stories on a topic of their own choice. The only stipulation is that the work is produced in a journalistic format and provides a detailed explanation of an issue or series of related issues. Students will be expected to show advanced journalism skills, strong analytical skills in their chosen non-journalism discipline, and the ability to turn a complex topic into a package that can be readily understood by a broad, that is non expert, audience.

LEARNING OBJECTIVES:

On successful completion of this subject, students will be able to:

- Show that they have a strong understanding of a specialist discipline area and be able to present that information in a journalistic style;

- Engage experts in their chosen field in a level of discussion or debate that helps them to flesh out their stories to a high level;
- Reveal highly developed research skills;
- Show presentation skills of a very high standard (this could be written or broadcast, depending on the media selected).

GRADUATE QUALITIES:

Completing the learning and assessment tasks in this subject will assist students in developing the following UOW Graduate Qualities;

- **Informed** Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.
- **Independent learners** Engage with new ideas and ways of thinking and critically analyse issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.
- **Effective communicators** Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognise how culture can shape communication.

ATTENDANCE:

Attendance at tutorials/studios/practicals is compulsory and students who miss more than one tutorial without providing evidence of a serious medical or personal reason for their absence may be required to submit additional assessment material in order to pass the subject. A serious pattern of non-attendance will result in a fail.

ASSESSMENT

You are required to attempt all assessment tasks in order to be eligible for a pass in this subject. Those who do not meet this requirement may be awarded a Technical Fail (TF).

All assessment tasks to be submitted at the start of lecture the week the project is due, unless otherwise stated.

Plagiarism

You are responsible for submitting original work for assessment, without plagiarising or cheating, abiding by the University's policy on plagiarism as set out in the course rules.

For information about appropriate acknowledgement practice, how to paraphrase correctly, and the way to avoid plagiarism, the following website is recommended:

<http://www.uow.edu.au/handbook/courserules/plagiarism.html>

You should also refer to the Essential Information attached to this subject outline or to Dive In 2009

Plagiarism is intellectual property theft and will not be tolerated. Plagiarism has led to expulsion from the University. For further information, see:

<http://www.uow.edu.au/handbook/generalrules/StudentConductRules.pdf>

Referencing

The Faculty of Creative Arts uses the UOW Author-Date (Harvard) system for citing and formatting academic research and writing. Clear examples of how to reference correctly across a wide variety of source materials are to be found at:

<http://www.library.uow.edu.au/referencing/>

Note on electronic submission of assignments

All written assignments are to be submitted by email by the end of the week due. Assignments will be accepted if they are received by the Sunday following the weekly lecture. For example Assessment Task No 1 is due at the end of week five and submissions will be accepted until the Sunday.

Email submissions are to be sent to marcuso@uow.edu.au

Please make sure that you follow the instructions below:

- All assignments must come from the student's registered uow email address – not from hotmail, bigpond, yahoo or any other system;
- the name of the subject and the assignment must be in the subject line of the email – for example: Jour320 Content Analysis;
- Make sure you actually attach the file because mistakes such as “I forgot to attach the file” will not be accepted for failure to submit on time;
- Your surname and an abbreviated assignment name must form part of the attachment filename – for example smithCA.doc ie surname plus CA for Content Analysis;
- All assignments must be submitted in Microsoft Word or as an RTF file. If you use a word processing program other than word please use the “save as” function under your “file” menu to save as an rtf file.
- Copy “Electronic Assignment Cover Sheet” and place a completed version at the top of the first page of your assignment.

Electronic Assignment Cover Sheet

JOUR320 Journalism Project

Assignment Title:

Student Name:

Student no:

Tutorial day and time:

Declaration: By submitting this assignment:

1. I certify that this assignment is entirely my own work, except where I have given fully-documented references to the work of others, and that the material contained in this assignment has not been submitted for assessment in any formal course of study.
2. I have read the statement in the University Calendar on ‘Acknowledgment Practice/Plagiarism’

Assessment Task No 1: Content Analysis

Marked out of 100 – Weighting 40%

1. Assessment Task Description: Students will analyse a body of media texts that cover their identified area of interest.

2. Assessment Due Date: End of week 5.

3. Assessment Format: A research essay which analyses the identified media texts and describes current issues, angles and areas of controversy in media coverage of the area of interest. Students should identify issues that are covered strongly, problems in current coverage and gaps in current coverage. All these arguments must be developed from reference to an identified body of empirical data. The analysis should conclude with a series of five new story ideas that arise out of the identified gaps, strengths and weaknesses.

4. Assessment Criteria: The essay should demonstrate:

- Strong analytical skills;
- An ability to identify and analyse media texts; and
- An ability to present a clear and strong argument using empirical data.

5. Must attempt: Yes.

Assessment Task No 2: Portfolio

Marked out of 100 – Weighting 60%

1. Assessment Task Description: Portfolio of journalism which covers a designated specialist area. The Portfolio should include:

- four substantial pieces of journalism;
- associated photography (at least three original photographs).

2. Assessment Due Date: End of Week 13.

3. Assessment Format: Portfolio of work.

4. Assessment Criteria: The Portfolio should demonstrate:

- your ability to follow the conventions of journalistic writing and photography;
- your ability to identify strong news or feature angles; and
- your ability to research thoroughly a special area of interest.

5. Must attempt: Yes.

Performance Grades & Descriptors:

HD	High Distinction	85 –100%	<p>A High Distinction will be given for outstanding work that displays a thoughtful and creative approach.</p> <p>All such copy will be clean, showing that the writer takes editorial pride in their work and follows the appropriate journalistic or academic conventions.</p> <p>Journalism practice that achieves this grade will:</p> <ul style="list-style-type: none"> • be of publishable or near publishable standard; • display strong news judgement; • tell a story that is significant and relevant; • show a strong understanding of the subject matter being written about; • be presented in a lively and/or informative style; • display strong research and analytic skills (where required), and the ability to extract interesting or difficult to obtain information from interviewees. <p>In the case of essays, you will be expected to:</p> <ul style="list-style-type: none"> • have read widely; • incorporate a range of arguments in your writing; • present a critical analysis of these arguments and a strong presentation of your own point of view.
D	Distinction	75 – 84%	<p>To obtain a distinction, you will display above-average abilities. This will include:</p> <ul style="list-style-type: none"> • strong writing and presentation skills; • clean and complete copy that follows appropriate journalistic or academic conventions. <p>In the case of a journalistic task, your work will:</p> <ul style="list-style-type: none"> • reveal a good understanding of the subject under discussion; • a well-chosen and relevant topic; • demonstrate good research and appropriate use of talent. <p>In an academic piece, your skills will be displayed through:</p> <ul style="list-style-type: none"> • clear presentation of material; and • good use of academic resources. <p>You will display a good understanding of the literature and of the arguments for and against a particular proposition.</p>
C	Credit	65 – 74%	<p>Work that is awarded this grade will be fundamentally sound, but not particularly exciting. It will contain the core elements, although not of a standard that would warrant publication without considerable revision.</p> <p>This work will be deficient in at least one of a number of areas, including:</p>

			<ul style="list-style-type: none"> • writing; • structure; • inherent newsworthiness/relevance of the chosen topic; and • understanding of the topic.
P	Pass	50 – 64%	Such work will generally reveal significant flaws. This might include, but would not be confined to, a lack of understanding, superficiality, or poor writing. One major potential flaw is a failure to follow recognised journalistic formats.
PC	Pass Conceded	45 – 49%	This work will be of an inadequate standard, due potentially to a number of flaws, including an obvious lack of preparation or research on the part of the student, poor writing, editing and presentational skills. A student who has received this mark may have shown a lack of commitment to the subject.
F	Fail (unsatisfactory completion)	0 - 44%	Work that is accorded a fail mark will not have met the required criteria. The writing will be of a poor standard, showing inadequate information and may reveal considerable punctuation, grammar or spelling errors. Research will be superficial or non-existent. In the case of journalistic features, the use of talent will also be inadequate.
TF	Technical Fail		Where a student gains a mark of 45 or greater (for 100, 200, 300 and 400 level subjects) and does not meet a specified level in an assessment task required to pass the subject a Technical Fail grade shall be used.

Weekly Outline:

Students will meet as a group for the first two weeks and then will liaise individually with the subject co-ordinator.

Textbooks:

There are no set textbooks for this course.

Required equipment:

Each student must have a digital or tape recording device for conducting interviews. Students must bring this to each class.