



COURSE OUTLINE

CMN130 Introduction to Journalism

Course Coordinator: Renee Barnes (rbarnes1@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast
USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course introduces basic journalism skills employed in the dynamic world of news. It examines different types of journalism and the different professional roles journalists occupy. There is an explanation of news, news sense and news values – you will consider what makes news, and why. You will also learn about the way news reports are prepared for radio, television, print and the web. You will be introduced to the art of interviewing, consider the importance of professional ethics, and start learning how to write in journalistic style. The importance of spelling, grammar, punctuation and house style will be reinforced.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory – On campus laboratory for 12 weeks (or equivalent).	2hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

What is journalism and news?

Ethics in journalism

Finding stories

Interviewing for journalism

Writing news for different mediums

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Identify news values and apply them to news writing.	Knowledgeable Empowered
2 Apply news writing theory to provided information to construct a news story.	Empowered Engaged
3 Independently plan and write a news story of publishable standard.	Ethical Engaged
4 Demonstrate effective use of news style and presentation	Knowledgeable Creative and critical thinker Ethical

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback relating to Assessment 1 will be provided through tutorial activities in Weeks 3 and 4. Assessment Task 1 provides an opportunity to undertake journalistic writing and explore news value theory in an early, assessed task with minimal weighting. Significant written feedback is provided on all assessment.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
On campus	1	Written Piece	Individual	20%	150 words	Week 4	Online Assignment Submission with plagiarism check
On campus	2	Written Piece	Individual	35%	300 words and 25 secs	Week 8	Online Assignment Submission with plagiarism check
On campus	3	Written Piece	Individual	45%	350 words and 25 seconds	Week 13	Online Assignment Submission with plagiarism check
Online 1	1	Written Piece	Individual	20%	150 words	Week 4	Online Assignment Submission with plagiarism check
Online 1	2	Written Piece	Individual	35%	300 words and 25 secs	Week 8	Online Assignment Submission with plagiarism check
Online 1	3	Written Piece	Individual	45%	350 words and 25 seconds	Week 13	Online Assignment Submission with plagiarism check

On campus - Assessment Task 1: Identifying news values and writing intros - take home test

GOAL:	Demonstrate your knowledge and understanding of introductory concepts, news values and introduction constructions.													
PRODUCT:	Written Piece													
FORMAT:	You will answer quiz questions based on lecture materials and readings. You will be given information from which you will identify the main news values in accord with News as it Happens: An Introduction to Journalism. You will construct intros of no more than 25 words for hypothetical news stories based on supplied information.													
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Correct news-style sentence construction</td> <td>1 4</td> </tr> <tr> <td>2</td> <td>Correct use of style, spelling, punctuation and grammar</td> <td>4</td> </tr> <tr> <td>3</td> <td>Correct, accurate, engaging and appropriate intro</td> <td>2 4</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Correct news-style sentence construction	1 4	2	Correct use of style, spelling, punctuation and grammar	4	3	Correct, accurate, engaging and appropriate intro	2 4	
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On campus - Assessment Task 2: Writing a news story

GOAL:	Reflect your understanding of news writing and story construction, identifying story leads, sequential presentation of newsworthy information and appropriate style for quotations. Demonstrate understanding of the basic concepts of broadcast writing, in particular for radio news.
PRODUCT:	Written Piece
FORMAT:	You will be given source material, from which you will construct a news story. You will present information in news style, with relevant information presented in sequential order of importance and interest value, as it would in a real news report. You will also construct a radio news story based on the same source material. You will present suggestions of one new interviewee you would seek and one other specific information source (not an interviewee) you would use to strengthen the story, in class for peer review.

CRITERIA:	No.	Learning Outcome assessed	
	1	Effectiveness and impact of intro	1
	2	Effectiveness of news angle and correct structure of news story	2 3
	3	Effective use and correct presentation of indirect and direct quotes	2 4
	4	Effective use of radio news concepts	2
	5	Correct use of house style, spelling, grammar and punctuation	4
	6	Quality and relevance of specific suggestions of further interviews and sources presented in class in collaboration	3

On campus - Assessment Task 3: News story for your local community

GOAL:	Demonstrate your ability to produce a news story for print and radio using professional standards of story construction based on information provided to you.		
PRODUCT:	Written Piece		
FORMAT:	You will view video interviews undertaken by journalists working in industry, press releases and background Video News Release material (VNR) prepared by media and public relations professionals. Using this information you will write news stories for print and radio. The story must be presented in news style, following the inverted pyramid and Style Guide. You will present suggestions of one new interviewee you would seek to strengthen the story and a follow up story idea, in class for peer review.		
CRITERIA:	No.		Learning Outcome assessed
	1	Appropriateness of intro, angle and interviews	1 3
	2	Proper use of direct and indirect speech	4
	3	Effectiveness of newswriting style	4
	4	Proper use of house style, spelling, grammar and punctuation	4
	5	Application of broadcast format and style to the radio story	2 3
	6	Quality and relevance of follow up story idea and interviewee	3

Online 1 - Assessment Task 1: Identifying news values and writing intros - take home test

GOAL:	Demonstrate your knowledge and understanding of introductory concepts, news values and introduction construction.		
PRODUCT:	Written Piece		
FORMAT:	You will answer quiz questions based on lecture materials and readings. You will be given information from which you will identify the main news values in accord with News as it Happens: An Introduction to Journalism. You will construct intros of no more than 25 words for hypothetical news stories based on supplied information		
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	3	Correct, accurate, engaging and appropriate intro	2

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7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Lamble, Stephen	2016	News as it Happens: An Introduction to Journalism Third edition	Oxford University Press, South Melbourne

8.2. Specific requirements

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

9. How are risks managed in this course?

Risk assessments have been performed for all field activities and a low level of health and safety risk exists. Some risks concerns may include working in an unknown environment as well as slip and trip hazards. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au