



COURSE OUTLINE

CMN130 Introduction to Journalism

Course Coordinator: Rosanna Natoli (rnatoli@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Sunshine Coast
USC Moreton Bay

**BLENDED
LEARNING**

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

Online

ONLINE

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. You will consider what makes news, and why. You will also learn about the way news reports are prepared for radio, print and the web. You will also learn essential skills for capturing images for journalistic storytelling. 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
BLENDED LEARNING			
Learning materials – Self-directed online pre-workshop asynchronous learning materials	1hr	Week 1	13 times
Tutorial/Workshop 1 – On campus scheduled face-to-face workshop	2hrs	Week 1	10 times
Seminar – Live face-to-face seminar (recorded)	1hr	Throughout teaching period (refer to Format)	3 times
Information session – Online assessment task information session (recorded)	1hr	Throughout teaching period (refer to Format)	3 times
ONLINE			
Learning materials – Self-directed online pre-workshop asynchronous learning materials	1hr	Week 1	13 times
Tutorial/Workshop 1 – Interactive scheduled online workshop (recorded)	2hrs	Week 1	10 times
Seminar – Recording of live seminar	1hr	Throughout teaching period (refer to Format)	3 times
Information session – Online assessment task information session (recorded)	1hr	Throughout teaching period (refer to Format)	3 times

1.3. Course Topics

- What is journalism and news?
- Ethics in journalism
- Finding stories and sources
- Interviewing for journalism
- Writing news for the web, print and radio
- Photojournalism
- Pitching for success

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 Plan and create an engaging and newsworthy visual story	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 2, 3 and 4. Assessment Task 1 provides an opportunity to undertake journalistic writing and explore news value theory under authentic conditions. 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?
All	1	Written Piece	Individual	35%	500 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Individual	25%	1 to 2-minute oral presentation plus written component of 500 words	Week 9	In Class
All	3	Artefact - Professional, and Written Piece	Individual	40%	100 words + pic, 250 words, 25 seconds	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Breaking News Story

GOAL:	Demonstrate the ability to write news under industry conditions. This task has been designed to replicate the pressures of working in a newsroom while requiring you to produce a news story.	
PRODUCT:	Written Piece	
FORMAT:	You will be required to write a breaking news story using information provided to you in class or online in Week 5.	
CRITERIA:	No.	Learning Outcome assessed
	1	Demonstrated understanding of news values 1 2
	2	Quality of introduction and headline 1 2
	3	Demonstrated understanding of the online medium 2
	4	Quality of writing 2
	5	Adherence to house style, spelling, punctuation and grammar 2

All - Assessment Task 2: Story Pitch

GOAL:	Demonstrate an understanding of what makes an effective news story and how to find appropriate sources for interview.
PRODUCT:	Oral and Written Piece
FORMAT:	This task replicates the newsroom story pitch where you will pitch two story ideas, complete with interview sources, to the class in person or online. You will analyse why these ideas are newsworthy and what the interviewees add to the story. This is professional format. You will present orally and provide a written copy. As well as being assessed by your tutor, your presentation and story ideas will be given feedback by other class members. You will also provide feedback to the other presenters.

CRITERIA:	No.	Learning Outcome assessed	
	1	Newsworthiness of the story	1 4
	2	Appropriateness of sources	1 3
	3	Organisation - the pitch itself and the information included	1 4
	4	Content - the pitch covers the required elements	1 4
	5	Presentation - delivery	4
	6	Adherence to house style, spelling, punctuation and grammar	3

All - Assessment Task 3: Multi-platform news story

GOAL:	Demonstrate your ability to produce a multi-media news story for online platforms, print and radio using professional standards of story construction; appropriate writing styles; and production and selection of images.		
PRODUCT:	Artefact - Professional, and Written Piece		
FORMAT:	You will conduct at least two interviews and take photographs for an original news story. Using this information you will create stories for the web, print and radio. The story must be presented in news style, following the inverted pyramid and Style Guide.		
CRITERIA:	No.		Learning Outcome assessed
	1	Demonstrated understanding of news values and angles	1
	2	Quality of interviews as evidenced through direct and indirect quotes	1 3
	3	Effectiveness of news writing style	3 4
	4	Effectiveness of photograph production: content, composition and quality	1 4
	5	Demonstrated application of the conventions of radio news writing	3
	6	Adherence to house style, spelling, punctuation and grammar	3

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 Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

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. SafeUSC

USC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. 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.

10.6. 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.

10.7. 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.

10.8. 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: <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

USC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. 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