

Course Outline

Code: CMN237 Title: Online Journalism

School:	Communication & Creative Industries
Teaching Session:	Semester 1
Year:	2019
Course Coordinator:	Dr Peter English, penglish@usc.edu.au
Course Moderator:	Dr Jane Fynes-Clinton, efynes@usc.edu.au

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

The online world is constantly changing and this course is dynamic. It provides you with an understanding of online journalism, teaching you formats and skills for writing and producing news on the web. This course also delivers a basic understanding of multimedia journalism and factual, online storytelling. It examines the major theoretical debates around online news delivery and gives you the practical skills to produce specialist online reports. Influences on online journalism, such as participatory journalism, design considerations, multimedia, law, and copyright, are covered. You will participate in the online publishing process, build a portfolio of published articles and blog posts, and develop visual and photojournalism skills.

1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Not applicable

2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd 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?

Specific Learning Outcomes	Assessment tasks	Graduate Qualities or Professional Standards mapping
On successful completion of this course, you should be able to:	You will be assessed on the learning outcomes in task/s:	Completing these tasks successfully will contribute to:
Create journalism for the online medium that adheres to professional standards.	1, 2, and 3	Empowered. Engaged.

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Create in-depth web-based journalism, incorporating use of images and multimedia elements.	3	Engaged.
Demonstrate the ability to write under time pressures.	1, 2 and 3	Empowered.
Analyse the theoretical issues of the world wide web and the impact on journalism.	3	Creative and critical thinkers.

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 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

You will be able to identify a news story and have a basic understanding of how to write a news story.

6. How am I going to be assessed?

6.1 Grading scale

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

6.2 Details of early feedback on progress

Formative feedback on your academic progress will be provided in tutorials throughout the semester. An early formative assessment will also occur by Week 4 through an online test that will help with preparation for Assessment Task 1.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Written Piece	Individual	30%	500 words	Week 5	Online Assignment Submission with Plagiarism check

Course Outline: CMN237 Online Journalism

2	Artefact - Creative, and Written Piece	Group	40%	500 word text component, 90 second visual component	Week 10	To Supervisor
3	Artefact - Creative, and Written Piece	Individual	30%	5 minute podcast component, and 400 word text component	Week 13	In Class
			100%			

Assessment 1: Breaking news story

Goal:	This task has been designed to replicate the pressures of working in an online newsroom and to produce a news story.
Product:	Written Piece
Format:	Professional/industry format You will be required to write a breaking news story using information provided to you in class in week 5.
Criteria:	<ul style="list-style-type: none"> • demonstrated understanding of news values • quality of introduction and headline • demonstrated understanding of the online medium • quality of writing style • style and grammar

Assessment Task 2: Online news package

Goal:	For you to collaborate and demonstrate your ability to produce a multimedia news package for the web.
Product:	Artefact - Creative, and Written Piece
Format:	Professional/industry format In groups organised in class you will research and produce a multimedia news package on a topical issue. The package includes three components: a text-based element; interactivity and audience engagement; and an audio-visual story. Each component is based on the group's own newsgathering. All visual and audio elements must be taken and recorded by the group members. This is a web package using text, social media, visual and audio aspects to tell the story. The audio-visual component must include at least two grabs from sources who you have never met before. Grabs should be the original recordings as recorded by your group. The finished audio-visual product must be published on YouTube, and the story text and package overview emailed to your tutor.
Criteria:	<ul style="list-style-type: none"> • organisation and structure of news package • use and cohesion of visual and audio recording, mixing and editing, and appropriate sequencing • clarity and newsworthiness of text component • use of interactivity and audience engagement • journalistic inquiry

Assessment Task 3: Web production

Goal:	For you to create in-depth web-based journalism, and critically engage with contemporary journalism issues
Product:	Artefact - Creative, and Written Piece
Format:	Professional/industry format You will be required to plan, research, record, edit and produce a podcast of between 5 and 7 minutes. You will then complete a 400-word blog post about an issue raised during the podcast in the Week 13 tutorial.
Criteria:	<ul style="list-style-type: none"> • evidence of critical/analytical journalism • newsworthiness • demonstration of the use of the online medium • use and cohesion of audio recording, mixing and editing • style and grammar

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. 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.

Location:	Directed study hours for location:
Sippy Downs	Lecture: 1 hour Computer workshop: 2 hours

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

Please note that 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

Nil

8.2 Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student 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. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module 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

Eligibility for Supplementary Assessment

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

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will 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 and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 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>

10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane

Course Outline: CMN237 Online Journalism

- **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