



COURSE OUTLINE

CMN277 Broadcast Journalism

Course Coordinator: Rosanna Natoli (matoli@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

Moving pictures lead to news that is informative, exciting, engaging and entertaining. This course will introduce you to the skills necessary to create multi-media packages for broadcast journalism. You will develop the editorial, technical and presenting skills necessary to produce reports, with a focus on video. This is a highly practical course where you will learn broadcast story planning, discover how to write for the individual medium in a converged news environment, and create professional industry products. In doing so, you will develop a critical understanding of broadcast news and ethical considerations. By completing the activities, you will gain an appreciation of the skills required for successful broadcast journalism and video creation for the web.

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 2	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

- Broadcast industry conventions
- Interviewing for broadcast news
- Newswriting for television
- Shooting video news
- Editing video news
- Presenting to camera
- Voiceover
- Ethics in broadcast news

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

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 Apply news value theory in a broadcast journalism environment and observe legal and ethical obligations.	Knowledgeable Empowered
2 Effectively manipulate technology to produce broadcast journalism products.	Creative and critical thinker Empowered Ethical
3 Independently plan and create high quality, accurate and engaging television news stories.	Empowered Ethical Engaged

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)

This is a second level course so a demonstrated understanding of broadcast news writing, media ethics, news values and video production is required. This course builds upon radio newswriting, and video shooting and editing skills equivalent to those acquired in introductory level courses.

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

A short online quiz must be completed prior to the end of Week 3. Formative feedback and peer review of writing exercises will be provided in tutorial workshops.

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	Artefact - Creative, and Written Piece	Individual	20%	1 minute	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Individual	30%	1 minute 20 second television script, 15 second newsreader intro. 1 minute 20 second edited package.	Week 9	Online Assignment Submission
All	3	Artefact - Creative, and Written Piece	Individual	50%	1 minute 20 second edited television story, and script, plus 15 second newsreader intro (script-only).	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Vox Pop Video Story

GOAL:	Demonstrate the ability to identify, gather and edit video material within a defined time period to create an engaging video vox pop. Also demonstrate an understanding of the principles of broadcast scripting.		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	You will develop a newsworthy question and find at least five people to interview. You will edit these responses to be a self-contained 1-minute vox pop story and write the reader introduction for the story, along with a transcript. Your completed vox pop will be uploaded to YouTube and the link submitted with the transcript.		
CRITERIA:	No.		Learning Outcome assessed
	1	Quality of reader introduction and transcript	1 3
	2	News value of the story	1
	3	Quality of interviews conducted	2 3
	4	Demonstration of appropriate video editing techniques to create an engaging story	1 2 3

All - Assessment Task 2: Television Package and Scripts

GOAL:	Demonstrate an understanding of the way scripting elements and technology are implemented in television journalism practice.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	You will write a television news story and edit a package from television news raw footage (wilds) provided to you. You will record voice over to be incorporated in the video product. Your completed package will be uploaded to YouTube and the link submitted with the transcript.	
CRITERIA:	No.	Learning Outcome assessed
	1	Demonstrated understanding of the conventions of television news 2
	2	Adherence to broadcast news writing style, grammar and punctuation 2
	3	Appropriate use of technology to manipulate video grabs, and overlay including timecodes 2
	4	Correct formatting and timing of elements 2
	5	Demonstrated capacity to edit visual and audio elements to create a complete package 1 2 3

All - Assessment Task 3: Television News Production

GOAL:	Independently plan, research and create an engaging television story, demonstrating an understanding of news values, format conventions and technology in broadcast journalism. Demonstrate proficiency with shooting and editing technology and software. Produce appropriate presentation elements.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	You will produce a 1 minute 20 second (1:20) video featuring an original news story suitable for viewing in a television news bulletin, plus a written transcript including newsreader intro. You will shoot your raw footage with video cameras provided by the university or a mobile phone, and edit your footage using a program provided by the university, or similar. You will include voice over and standup. Your completed package will be uploaded to YouTube and the link submitted with the transcript.	
CRITERIA:	No.	Learning Outcome assessed
	1	Story Selection - Demonstrated understanding of news values 1
	2	Story Section - Selection of suitable interview sources 1 3
	3	Story Section - Demonstrated understanding of the constraints of broadcast news 3
	4	Scripts – Demonstrated understanding of writing style for broadcast including spelling, grammar and punctuation 2
	5	Scripts - Demonstrated application of formatting, timing and scripting conventions. 2
	6	Production - Demonstrated manipulation of technology and software for shooting video 2 3
	7	Production - Demonstrated application of appropriate editing techniques for news 2 3
	8	Production - Demonstrated production and implementation of appropriate voice over and standup presentations 2 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 Blackboard 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

Students undertaking the workshops FACE-TO-FACE will be required to bring headphones to every class. You will be required to bring a hard drive or very large capacity USB to every class. You may use a video camera provided by the university or a mobile phone to record video. If you choose mobile (highly recommended), you will need a cable to transfer files from your mobile phone to a computer at each class - this is typically your charging cable.

Students undertaking the workshops ONLINE will require a mobile phone or video recording device and will require a cable to transfer video footage from the device to a computer. Access to a tripod and microphone is highly recommended. Details will be available on Blackboard.

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:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au