



COURSE OUTLINE

CMN330 Newsroom

Course Coordinator: Jane Stephens (efynes@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast

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 is production-focused and designed to prepare you to work in a modern online newsroom. You will work to strict editorial deadlines and meet specified editorial standards and expectations to produce editions of an online news outlet. You will work in a team as well as individually, reflecting practises in the media industry, to produce editions of an online publication.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
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

1. Working in teams and individually
2. Ethics, sources and contact building
3. Producing stories across media
4. Headlines, captions and presentation
5. Fact checking and challenging people in power
6. Generating multiple publishable stories

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth 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	Demonstrate production efficiency.	Creative and critical thinker
2	Produce material for publication that is created ethically and professionally.	Ethical
3	Work effectively in a team.	Creative and critical thinker
4	Connect with the regional community to generate content for publication.	Sustainability-focussed
5	Produce news and features that are of a publishable standard.	Creative and critical thinker

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

Students will be provided with early feedback that reviews their relevant knowledge and gives them an indication of what to expect and at what standard they are expected to work in this course.

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	Quiz/zes	Individual	0%	N/A	Week 3	Online Test (Quiz)
All	1a	Artefact - Creative, and Written Piece	Individual and Group	30%	4-8 relevant articles, vision and/or related pictorial content as decided and determined in production meetings.	Week 5	Online Discussion Board
All	1b	Artefact - Creative, and Written Piece	Individual and Group	30%	4-8 relevant articles, vision and/or related pictorial content as decided and determined in production meeting.	Week 9	Online Discussion Board
All	2	Artefact - Creative, and Written Piece	Individual and Group	40%	1 x news stories each week for weeks 10, 11, 12 and 13.	Refer to Format	Online Discussion Board

All - Assessment Task 1: Online law, ethics and editing quiz

GOAL:	For you to achieve an acceptable result in a quiz in journalism ethics, law and editing	
PRODUCT:	Quiz/zes	
FORMAT:	Online quiz on Blackboard	
CRITERIA:	No.	Learning Outcome assessed
	1	A result of 80% or better in the Blackboard quiz. Multiple attempts are allowed.
	2	Assessment criteria are mapped to the course learning outcomes. 1 2 3 4 5

All - Assessment Task 1a: Features (non-news content)

GOAL:	For you to produce publishable features material for a specific section to a strict designated deadline.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	Working as an individual within a team, you will help bring an edition of the online publication to life by contributing story ideas, conducting interviews, researching, photographing, filming and writing according to a strict editorial schedule. All team members are responsible for editing and one mark will be given.	
CRITERIA:	No.	Learning Outcome assessed
	1	Quality of journalism; online/audience suitability of stories; ability to meet deadlines; production efficiency; spelling, grammar, style, punctuation, teamwork.

All - Assessment Task 1b: Features (non-news content)

GOAL:	For you to produce publishable features material for a specific section to a strict designated deadline
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Working as an individual within a team, you will help bring an edition of the online publication to life by contributing story ideas, conducting interviews, researching, photographing, filming and writing according to a strict editorial schedule. All team members are responsible for editing and one mark will be given.
CRITERIA:	No. Learning Outcome assessed

All - Assessment Task 2: News

GOAL:	For you to participate fully and produce required news stories for an online publication.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will produce written and visual news content for an online publication, generating ideas and content, working with others, meeting strict deadlines and ensuring published work is of a high standard. News stories due Weeks 10, 11, 12, 13.
CRITERIA:	No. Learning Outcome assessed
	1 Ability to meet deadlines; production efficiency; news sense/article suitability; consideration of journalistic merit; quality of product; teamwork.

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

Demonstrated basic understanding of media law; demonstrated news gathering and news writing skills across platforms; understanding and application of journalism ethics; familiarity with interviewing; familiarity with components of news production

9. How are risks managed in this course?

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