MDIA2002

Analysing Media Communication

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter White	prr.white@unsw.edu.au	by appointement (e.g. via Zoom, Skype etc.)	Robert Webster Building - Room 311F	n/a

School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

News feeds, YouTube channels, blogs and homepages are awash with opinion, argumentation and points of view. Everyone, it seems, wants to have their say on the behaviour of celebrities and politicians, on the merits of the latest album, video game or Netflix series, or on the current debate around, for example, Black Deaths in Custody, 5G, "cancel culture", movie sex scenes, live animal exports or the latest Instagram/TikTok sensation. But where's the 'quality' amidst this 'quantity'? Just how much of this opinion is fair, well-considered and persuasive? In this course you will explore print-style, audio and video journalistic opinion of all types – commentary pieces, arts-&-entertainment reviewing, travel writing/podcasting, etc. You will develop your own persuasive skills and individual journalistic voice in producing and publishing your own material, while at the same time critically examining professional journalistic opinion. You will explore the principled evaluation of journalistic opinion and argumentation (your own and other people's) as attention-grabbing or dull, fair or dishonest, well-founded or ill-founded and as actually having the potential to win people over to the author's point of view.

Course Learning Outcomes

1. Apply a variety of tools to enhance their production, analysis and evaluation of key communication and journalism texts
2. Place communication and journalism practices within relevant social, institutional and ethical frameworks
3. Demonstrate appropriate development of the skills of scholarly enquiry

Teaching Strategies

This course covers a range of media text types in order to provide students with a solid foundation for further study and professional practice. The course focuses on both practical and analytical skills to enable students to produce and critically evaluate media production. The course includes theoretical concepts to enable students to engage pro-actively and creatively in a range of professional contexts, equipping them to be potential leaders in their field.

This course uses tutorials of 150 minutes, and an online lecture of 90 minutes. Tutorials include collaborative and individual work, with students preparing readings, discussion points and media production materials in advance of each tutorial. For the most part, materials required for tutorial preparation and for assessment tasks will be made available via the course's Moodle website.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Advance Tutorial Preparation	10%	Not Applicable	1, 2, 3
Media Production and Analysis Assignment 3	30%	Not Applicable	1, 2, 3
Media Production and Analysis Assignment 1	30%	Not Applicable	1, 2, 3
Media Production and Analysis Assignment 2	30%	Not Applicable	1, 2, 3

Assessment Details

Assessment 1: Advance Tutorial Preparation

Details:

Students produce a portfolio of media production and analysis pieces by way of advance preparation for tutorials

Feedback via LMS

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Media Production and Analysis Assignment 3

Details:

Students produce and analyse their own commentary piece, review or other form of journalistic opinion

Up to 1500 words or as advised.

Feedback via LMS

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Media Production and Analysis Assignment 1

Start date: Not Applicable

Details:

Students produce and analyse their own commentary piece, review or other form of journalistic opinion

Up to 1500 words or as advised.

Feedback via LMS

Assessment 4: Media Production and Analysis Assignment 2

Start date: Not Applicable

Details:

Students produce and analyse their own commentary piece, review or other form of journalistic opinion.

Up to 1500 words or as advised.

Feedback via LMS

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

You must participate in a minimum of 80 percent of the tutorials (i.e. seven out of the nine tutorials). This includes completion during tutorials of designated in-tutorial activities and advance tutorial preparation activities. Some of these activities will be graded as part of the course assessment.

You must participate in a minimum of 80 percent of the lectures (seven out of nine) - either in-person or via online access. This "participation" includes submission of online of in-lecture activities, either during the lecture or at least by the the start of your next tutorial. Some of these activities may be graded a part of the course assessment.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 31 May - 4 June	Module	Introduction to MDIA2002 - Views Journalism Journalistic commentary part 1 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 2: 7 June - 11 June	Module	Journalistic commentary part 2 See Moodle for details of the course lectures, tutorials and assessment tasks.
Week 3: 15 June - 18 June	Module	Journalistic commentary part 3 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks
Week 4: 21 June - 25 June	Module	The journalistic review: arts-&-entertainment / lifestyle-&-leisure - part 1 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 5: 28 June - 2 July	Module	The journalistic review: arts-&-entertainment / lifestyle-&-leisure - part 2 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 6: 5 July - 9 July		Flexibility week - no tutes or lectures
Week 7: 12 July - 16 July	Module	The journalistic review: arts-&-entertainment / lifestyle-&-leisure - part 3

		See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 8: 19 July - 23 July	Module	The art of travel writing - part 1 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 9: 26 July - 30 July	Module	The art of travel writing - part 2 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.
Week 10: 2 August - 6 August	Module	The art of travel writing - part 3 See Moodle for details of lecture, tutorial preparations, tutorial activities and assessments tasks.

Resources

Prescribed Resources

There is no textbook. You are expected access a wide range of journalistic sources for the course - print-style and broadcast

Recommended Resources

There is no textbook. You are expected access a wide range of journalistic sources for the course - print-style and broadcast

Course Evaluation and Development

Informal and formal surveys will be undertaken at several points during the course to gain a sense of student engagement with, and uptake of, the course. These will be used to drive adjustments to course content and delivery, as appropriate. The course will also be subject, at its conclusion, to evaluation via the MyExperience process. Student observations, concerns and criticism offered in previous years' MyExperience surveys will also be attended to in ongoing revisions to, and refinements of, the course.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Image Credit

https://climateextremes.org.au/how-to-to-write-an-opinion-piece/

CRICOS

CRICOS Provider Code: 00098G

Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.