

CMN207 Podcasting and Radio News

School: School of Business and Creative Industries

2024 | Semester 2

UniSC Sunshine Coast
UniSC 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 usc.edu.au 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 develops journalistic knowledge and skills using sound for story delivery. You will explore the theories that underpin audio news and gain practical skills in editing and production. You will gather, develop and produce factual stories using sound in a style suitable for public audio broadcast and develop skills needed in radio news. You will also learn to create, market and distribute sound in other non-fiction storytelling modes, including podcast.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

Writing for sound

Interviewing

Designing and developing a podcast

Audio editing and production

Finding an audience

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 Interpret and analyse the capacities, limitations and socio-professional implications of journalistic practices in audio media.	Creative and critical thinker
2 Identify and research a story, conduct interviews and gather appropriate research and actuality material in the sound medium.	Engaged
3 Critically evaluate the structure, ethics and purpose of successful podcasts.	Empowered
4 Write and edit news stories based on the conventions of radio journalism .	Knowledgeable Ethical
5 Edit audio to create clear, concise, accurate and engaging journalistic podcasts using a variety of audio elements and narrative conventions in an audio environment.	Empowered Engaged

5. Am I eligible to enrol in this course?

Refer to the [UniSC 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 news writing, media ethics and news values is required. This course builds on radio news writing 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

Workshop activities will provide students with an opportunity to practice assessment tasks and receive early feedback. This will begin in week 1.

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	30%	250 words and 45 secs	Week 5	Online Assignment Submission with plagiarism check
All	2	Essay	Individual	25%	1000 words	Week 9	Online Assignment Submission with plagiarism check
All	3a	Artefact - Professional, and Written Piece	Group	30%	10 minutes and 500 words	Week 13	Online Submission
All	3b	Artefact - Professional, and Written Piece	Individual	15%	500 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: News story

GOAL:	To identify, and write an audio news stories and develop and record a voice report.									
PRODUCT:	Artefact - Creative, and Written Piece									
FORMAT:	Professional/industry format Using the interview material provided you will write and edit three versions of a radio news story. As it is common practice in a radio newsroom to prepare one story in multiple ways you will prepare a copy only story, copy and grab story, voice report in the correct radio news format									
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1 Quality of story structure</td> <td>2 4</td> </tr> <tr> <td>2 Demonstration of audio editing to create engaging stories</td> <td>5</td> </tr> <tr> <td>3 Adherence to rules of style, spelling, grammar, punctuation, style</td> <td>4</td> </tr> </tbody> </table>	No.	Learning Outcome assessed	1 Quality of story structure	2 4	2 Demonstration of audio editing to create engaging stories	5	3 Adherence to rules of style, spelling, grammar, punctuation, style	4	
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All - Assessment Task 2: Essay

GOAL:	To understand the elements that comprise a successful journalism podcast											
PRODUCT:	Essay											
FORMAT:	Academic essay You will critically analyse a successful podcast, interrogating its elements and structure to understand its appeal. Further details provided on Canvas.											
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1 Quality of analysis	1 3											
2 Interpretation of the genre's key devices and audiences	3											
3 Ethical academic writing and presentation	3											
4 Adherence to the rule of spelling, grammar, punctuation, style	1 3											

All - Assessment Task 3a: Podcast

GOAL:	To create a journalistic podcast	
PRODUCT:	Artefact - Professional, and Written Piece	
FORMAT:	Professional/industry format. In groups you will plan, research, record, edit and produce a podcast that includes interview grabs, narration, music and natural sound. You will also provide supporting documentation. Further details as per Canvas.	
CRITERIA:	No.	Learning Outcome assessed
	1	Evidence of public interest 2 4
	2	Integration of elements including quality of interviewees, music, narration and podcast conventions 2
	3	Demonstration of audio editing to create an engaging story 5
	4	Spelling, grammar, punctuation, style 4
	5	Ability to develop compelling podcast concept and identify market 1 3

All - Assessment Task 3b: Reflection

GOAL:	To undertake a self and peer reflection of production of the group podcast.	
PRODUCT:	Artefact - Professional, and Written Piece	
FORMAT:	You will submit a written assessment that reflects on your contribution and those of your group members in the production of the podcast.	
CRITERIA:	No.	Learning Outcome assessed
	1	Critical evaluation of your individual contribution 1
	2	Critical evaluation of each of your group members contribution 1
	3	Spelling, grammar and professional communication 1

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. 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

Access to computer/laptop and (free) audio editing software.

Online students will need access to a good quality stereo audio recording device.

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

Eligibility for Supplementary Assessment

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 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 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. SafeUniSC

UniSC 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 SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC 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:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au