COURSE OUTLINE

# CMN330 Newsroom

**School:** School of Business and Creative Industries

2026 | Trimester 1

| | | |
|---|---|---|
| UniSC Sunshine Coast | 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, unless your program has specified a mandatory onsite requirement. |

*Please go to unisc.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 is production-focused and designed to prepare you to work in a modern online newsroom. You will work to multiple strict editorial deadlines and editorial standards to produce publishable material across media. You will work in ways that reflect practises in the media industry.

### 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 and news conference | 2hrs | Week 1 | 12 times |
| **ONLINE** | | | |
| **Learning materials** – Interactive online learning activities. | 1hr | Week 1 | 12 times |
| **Tutorial/Workshop 1** – Scheduled online workshops and news conference (Recorded). | 2hrs | Week 1 | 12 times |

### 1.3. Course Topics

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

### 1.4. Mature Content

Adult themes

## 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 | Connect with the regional community to generate content for publication. | Sustainability-focussed |
| 4 | Produce news of a publishable standard. | Creative and critical thinker<br>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)

Not applicable

### 5.5. Microcredential Information

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 via an online formative quiz.

## 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 - Professional, and Written Piece | Individual | 20% | 250-300 words | Week 5 | Online Assignment Submission with plagiarism check |
| All | 2 | Artefact - Professional, and Written Piece | Individual | 40% | four news stories x 250 words | Week 10 | Online Assignment Submission with plagiarism check |
| All | 3 | Artefact - Professional, and Written Piece | Individual | 40% | Online news story 250-300 words plus photo. Radio news story of 200 words and recording. Social media post including original audio visual content. | Week 12 | Online Assignment Submission with plagiarism check |

**All - Assessment Task 1:** News conference

| | |
|---|---|
| **GOAL:** | For you to produce a publishable news story resulting from a news conference |
| **PRODUCT:** | Artefact - Professional, and Written Piece |
| **AUTHORSHIP STATEMENT:** | |
| **FORMAT:** | You will attend a news conference as directed. You will identify newsworthy elements, ask questions and add information from your own research and other interviews to prepare a publishable online news story to a tight deadline. |
| **CRITERIA:** | |

| No. | | Learning Outcome assessed |
|---|---|---|
| 1 | Demonstrated understanding of news values/appropriate angle/public interest | 2 |
| 2 | Quality of headline, introduction, story structure | 1 |
| 3 | Quality and dimension of newswriting | 4 |
| 4 | House style, grammar, spelling, punctuation, syntax | 4 |

| | |
|---|---|
| **GENERIC SKILLS:** | Communication, Organisation, Applying technologies, Information literacy |

**All - Assessment Task 2:** Court and council reporting

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|---|---|
| **GOAL:** | To produce online news stories as a result of engagement with the court and council news rounds that are newsworthy and in the public interest. |
| **PRODUCT:** | Artefact - Professional, and Written Piece |
| **AUTHORSHIP STATEMENT:** | |
| **FORMAT:** | You will attend court and council sessions in pursuit of news stories for publication. You will produce news stories that are accurate, balanced and of a professional standard. |

**CRITERIA:**

| No. | | Learning Outcome assessed |
|---|---|---|
| 1 | Quality of headline, introduction, structure | 4 |
| 2 | Demonstrated understanding of terminology and nuances of the news round | 2 |
| 3 | Quality of news writing including newsworthiness, accuracy, balance and appropriateness | 1 3 |
| 4 | House style, punctuation, spelling, grammar, syntax | 1 4 |

| | |
|---|---|
| **GENERIC SKILLS:** | Communication, Collaboration, Organisation, Information literacy |

**All - Assessment Task 3:** News story

| | |
|---|---|
| **GOAL:** | To produce a news story for more than one media platform from a news event within 24 hours of that event occurring. |
| **PRODUCT:** | Artefact - Professional, and Written Piece |
| **AUTHORSHIP STATEMENT:** | |
| **FORMAT:** | You will choose a news event in weeks 12 and complete multimedia news stories. You will write a radio script for the story and record it, including at least one grab. You will construct a multimedia social media post about the story including an original photograph or video. You will also support other class members' learning, including helping in the production of their stories. |

**CRITERIA:**

| No. | | Learning Outcome assessed |
|---|---|---|
| 1 | Demonstration of understanding of news values/appropriate angles/public interest | 2 3 4 |
| 2 | Quality of headline, introduction, story structure for medium | 1 |
| 3 | Quality of newswriting | 2 4 |
| 4 | House style, grammar, spelling, punctuation, syntax | 4 |
| 5 | Demonstration of support for others in pursuit of their stories, including editing and production | |

| | |
|---|---|
| **GENERIC SKILLS:** | Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy |

## 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

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?

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:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

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 submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

## 10.4. 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

## 10.5. 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.

## 10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- UniSC Student Central
- UniSC Adelaide Student Central