

# CMN330 Newsroom

School: School of Business and Creative Industries

2024 Semester 1

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](http://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 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
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops and news conference	2hrs	Week 1	12 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – 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

## 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 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

## 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 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: News conference

<b>GOAL:</b>	For you to produce a publishable news story resulting from a news conference																
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece																
<b>FORMAT:</b>	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.																
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstrated understanding of news values/appropriate angle/public interest</td> <td>2</td> </tr> <tr> <td>2</td> <td>Quality of headline, introduction, story structure</td> <td>1</td> </tr> <tr> <td>3</td> <td>Quality and dimension of newswriting</td> <td>4</td> </tr> <tr> <td>4</td> <td>House style, grammar, spelling, punctuation, syntax</td> <td>4</td> </tr> </tbody> </table>	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	
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															

All - Assessment Task 2: Court and council reporting

<b>GOAL:</b>	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.
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece
<b>FORMAT:</b>	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 <span style="float: right;">4</span>
	2	Demonstrated understanding of terminology and nuances of the news round <span style="float: right;">2</span>
	3	Quality of news writing including newsworthiness, accuracy, balance and appropriateness <span style="float: right;">1 3</span>
	4	House style, punctuation, spelling, grammar, syntax <span style="float: right;">1 4</span>

### All - Assessment Task 3: News story

<b>GOAL:</b>	To produce a news story for more than one media platform from a news event within 24 hours of that event occurring.	
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece	
<b>FORMAT:</b>	You will choose a news event in weeks 12 and 13 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 <span style="float: right;">2 3 4</span>
	2	Quality of headline, introduction, story structure for medium <span style="float: right;">1</span>
	3	Quality of newswriting <span style="float: right;">2 4</span>
	4	House style, grammar, spelling, punctuation, syntax <span style="float: right;">4</span>
	5	Demonstration of support for others in pursuit of their stories, including editing and production

## 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

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. 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)