

MECM40011 Writing for the Media

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	Admission to the postgraduate diploma or fourth year honours in media and communication, Master of Global Media Communication, Master of Publishing and Communications, Master of Cinema Management, or Masters in Arts & Cultural Management (Screen)
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Carolyne Lee, Prof Sean Cubitt
Contact:	Carolyne Lee carolyne@unimelb.edu.au (mailto:carolyne@unimelb.edu.au)
Subject Overview:	This subject provides students with the skills to write at an advanced journalistic level. Lectures will present students with techniques that will enhance skills in interviewing, news judgement, narrative technique, researching, framing ideas, developing contacts and using off the record information. Students will also deal with issues of fairness and objectivity, plagiarism, libel and codes of conduct. On completion of this subject, students will have developed advanced skills in feature writing.
Objectives:	On completion, students will: <ul style="list-style-type: none"> # be able to develop practical knowledge of different journalistic writing styles; # have gained a critical understanding of interviewing, the role of sources and researching; # have become aware of ethical and legal issues in contemporary journalism; and # have acquired high level skills in feature writing.
Assessment:	A news exercise of 1500 words 20% (due early in semester), a major news feature of 3000 words 60% (due at the end of semester), a seminar presentation of 500 words 10% and participation in seminars 10%. Students are required to attend a minimum of 80% of classes in order to qualify to have their written work assessed. All required written work must be submitted in order to pass the subject.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to effectively research and write extended length journalistic stories; # have gained an understanding of the practical implications of on-going debates over journalistic conduct in relation to their own writings; and # be able to demonstrate an understanding of the relationship between the mass media and other forms of communication in contemporary society.
Related Course(s):	<p>Bachelor of Arts (Honours)(Media and Communications) Master of Global Media Communication Master of Publishing and Communications Postgraduate Diploma in Arts (Media and Communication)</p>
Related Majors/Minors/ Specialisations:	<p>Media and Communication Media and Communications Moving Image</p>