

## MECM40011 Writing for the Media

<b>Credit Points:</b>	12.5
<b>Level:</b>	4 (Undergraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: A 1-hr lecture and a 2-hr tutorial per week Total Time Commitment: Total expected time commitment is 170 hours cross the semester, including class time.
<b>Prerequisites:</b>	Admission to the postgraduate diploma or fourth year honours in media and communication, Master of Global Media Communication, Master of Publishing and Communications, or Masters in Arts & Cultural Management (Moving Image).
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Mr Douglas Hendrie
<b>Contact:</b>	<a href="mailto:dhendrie@unimelb.edu.au">dhendrie@unimelb.edu.au</a> ( <a href="mailto:dhendrie@unimelb.edu.au">mailto:dhendrie@unimelb.edu.au</a> )
<b>Subject Overview:</b>	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.
<b>Learning Outcomes:</b>	On completion, students will: <ul style="list-style-type: none"> <li># be able to develop practical knowledge of different journalistic writing styles;</li> <li># have gained a critical understanding of interviewing, the role of sources and researching;</li> <li># have become aware of ethical and legal issues in contemporary journalism; and</li> <li># have acquired high level skills in feature writing.</li> </ul>
<b>Assessment:</b>	A group seminar paper equivalent to 500 words 10% (due during the semester); a news feature equivalent to 1500 words 35% (due in weeks 8, 9 or 10); a major theoretical essay 3000 words 45% (due in the examination period); and participation in tutorials/workshops 10%. Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.

<b>Prescribed Texts:</b>	A subject reader will be available.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> <li># be able to effectively research and write extended length journalistic stories;</li> <li># have gained an understanding of the practical implications of on-going debates over journalistic conduct in relation to their own writings; and</li> <li># be able to demonstrate an understanding of the relationship between the mass media and other forms of communication in contemporary society.</li> </ul>
<b>Related Majors/Minors/ Specialisations:</b>	<p>150 Point Master of Arts and Cultural Management  150 Point Master of Arts and Cultural Management - Moving Image Specialisation  150 Point Master of Global Media Communication  150 Point Master of Publishing and Communications  200 Point Master of Arts and Cultural Management  200 Point Master of Arts and Cultural Management - Moving Image specialisation  200 Point Master of Global Media Communication  200 Point Master of Publishing and Communications  Graduate Certificate in Arts (Advanced) - Media and Communications  Graduate Diploma in Arts (Advanced) - Media and Communications  Media and Communications  PC-ARTS Media and Communications</p>