

# RESEARCHING AND WRITING STORIES

## UNIT FEATURES

**Unit Code: OA504**

**12 Seminars**

**36 Hours Duration**

**Intermediate Skill Level**

**100% Online; Study Abroad**

**English Language**

**Optional Assessments**

**Nil Prerequisites**

This unit introduces students to the practice of journalism in the 21st century with a focus on researching and writing stories. Students study theories and concepts related to responsible and audience-centric journalism then apply this knowledge to practical / real-world assessment tasks. The unit explores a wide range of journalism topics including the media landscape, news values and the editorial process, structure and storytelling, photography, audio and video, multimedia, social media, using data in stories and media laws and ethics. Seminars will be delivered in the style of 'editorial and production meetings' in a lab environment.

## LEARNING OUTCOMES

On successful completion of this unit students will be able to:

- 1 Apply the principles of writing and story structure to print, audio, video and online news platforms.
- 2 Apply news values and editorial processes to news stories.
- 3 Critically evaluate how media outlets report the news.
- 4 Demonstrate an understanding of the relationship between the media, genre, platforms and audiences.

## CERTIFICATION

The optional assessment tasks associated with this unit provide an opportunity for participants to consolidate their learning and to benchmark their understanding against the standard set by Chancellor Institute. Participants enrolled in this unit who successfully complete the optional assessments will qualify for a grade, academic transcript and certificate of completion for that unit.

For further details about the assessments, please contact our course advisors. Additional unit fees apply for students electing to undertake assessments. Participants who elect not to complete the optional assessments for this unit will receive a certificate of participation for the unit.

## TOPICS

- The journalism landscape and media convergence
- Researching stories
- News values and the editorial process
- Structure and storytelling
- News stories
- Feature Stories
- Writing for the web
- Images and information graphics
- Audio and video
- Data and journalism
- Social media and journalism
- Law and ethics in journalism

## ASSESSMENTS (OPTIONAL)

No.	Type	Week Due	Weighting (% of total marks for unit)
1	Analysis of a news event	4	30%
2	News Story	6	20%
3	Cross platform feature story	12	50%

## UNIT FEES

Chancellor Institute charges fees on a per subject basis. To view a schedule of our current fees, please visit our website: <https://chancellor.education/fees/>



## CONTACT INFO

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