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Journalism

macleay college



Welcome

Welcome to Macleay and thank you for considering studying with us. Choosing where to study is a big decision so we hope this brochure helps you decide not only where you'd like to study, but just as importantly, how you'd like to study.

Before we go any further, we think it's important to talk about why studying at Macleay might be different to perhaps studying somewhere else. It's important because our approach to education is different.

Our approach is to focus very much on offering premium learning experiences for our students which includes understanding that everyone's learning experience is different and individual. We do this because it works. It works for us because it gives us lots of student success stories and it works for our students because they are the success stories. Simple really.

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Creative learning

The way you'll be learning with us is also different. For a start, you'll be studying in a creative learning environment where everyone gets to weigh in on story ideas, filming and editing. It's an environment which provides plenty of opportunity to develop your journalism skills - you could be making a documentary on the One Laptop Per Child program in Africa, or writing about fashion trends or travelling the world as a foreign correspondent. You could be writing and presenting news on your favourite band or sports club. Or you could be covering politics and business. Wherever your interests lie, you'll be in our newsroom where you'll be assigned news stories.

Another reason why studying at Macleay is different is that we actively encourage our students to be as entrepreneurial as they would like. We're excited about ideas and seeing them come to life. And we're comfortable with the idea that it's OK to fail fast and fail often because it's an important part of the road to success.

Individual pathways

We understand that different people are looking for different outcomes when they come to Macleay. We also understand that everyone's journey is different, that where we've come from is different and where we're going is different.

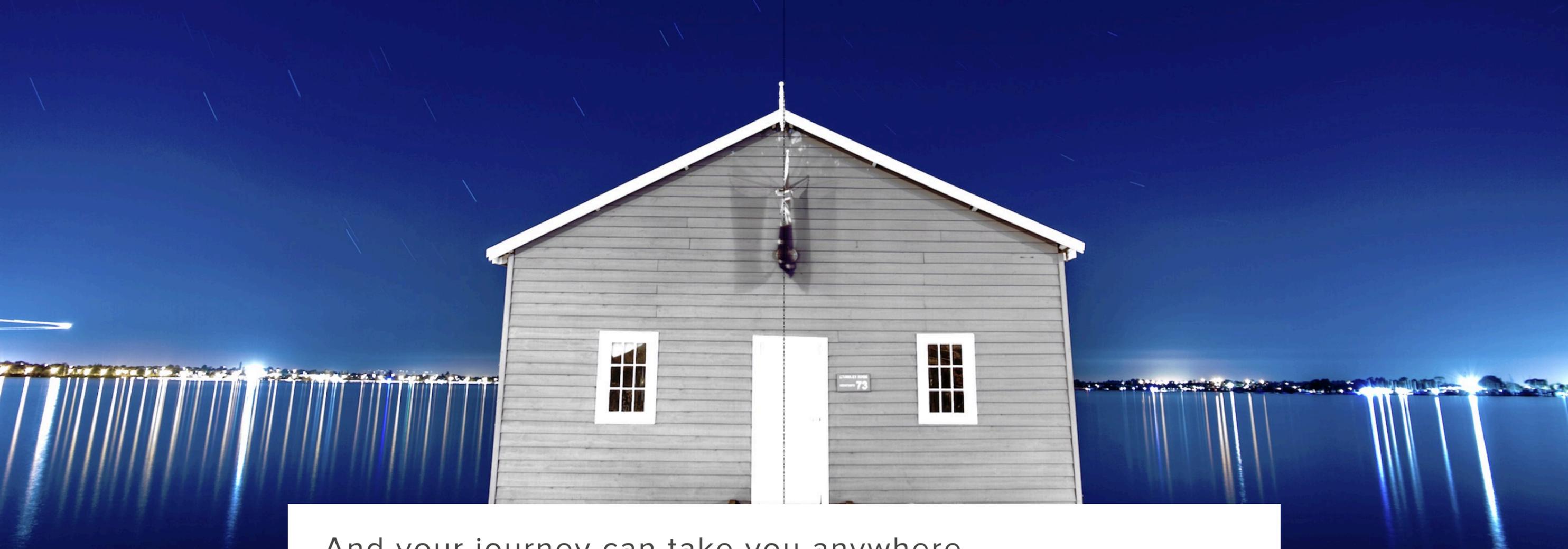
Perhaps you're finishing high school and you're looking to start building a career. Maybe you're at university but would either like to expand your world view by learning from industry based teachers or would like to learn in smaller classes. Maybe you're already working and would like to change the world but need to change your world first by learning something new. And maybe it's none of these things. Maybe you simply want to learn about something you're interested in and then see where your journey takes you.

POSITIVE EDUCATION | We adopt the principles and practices of positive education at Macleay.

We teach students how to adopt a growth mindset and how to capitalise on their strengths.

Students develop skills that support relationship development, enhance personal reliance, adopt mindfulness and gratitude and encourage a healthy lifestyle. These qualities will help them respond constructively to challenges in their studies as well as their broader personal and work life.

This empowers individuals to realise their potential and flourish.



And your journey can take you anywhere

Journalism is a noble profession. At its heart is truth seeking. You might be interested in truth-seeking in politics, or economics, or fashion, or sport. You might be more interested in photojournalism than investigative reporting, or business reporting than music. You might be a radio person. Or an aspiring television reporter. Then again, you might be interested in combining all of these in multimedia journalism that will have you reporting from far-flung places on issues that we'd never otherwise learn about. The choice is yours.

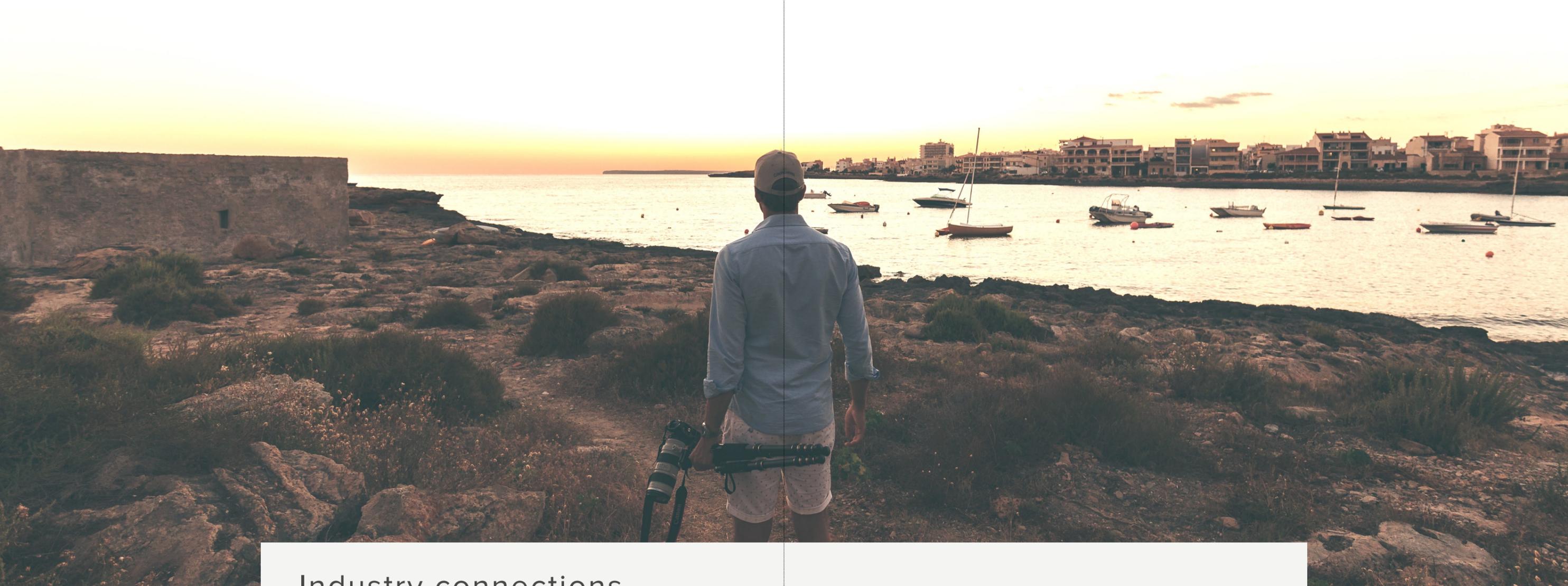
Different pathways also recognises that everyone learns in different ways. Some people prefer learning by doing while others are more academically inclined. If you enjoy learning in a more practical hands-on way, our Diploma and Bachelor program is for you. Graduating with a Diploma gives you an industry entry level qualification and just as importantly, a pathway into a Degree. In fact, graduating with a one-year Diploma means you're halfway towards a Degree. .

If you already know you'd like to study for a higher qualification, you can enrol straight into our two-year Degree. As you know, most Degrees are three years but 3 can go into 2. We've checked. And it was industry we checked with. It's industry that's telling us having a qualification is essential - not necessarily because of the qualification but because of what you learn during your studies. From their point of view, if a two-year Degree is more disciplined and industry focused than a three-year Degree that can only be a good thing.

The idea that everyone's journey is different also applies to our entry criteria. There are a number of different pathways to enrolment and all the information you'll need can be found on our website by clicking [here](#). However, as with most things, it pays to do the research. And the best way to find out about enrolling is to get in touch with us and we can talk you through what your options are. It's also a really good way for you to keep finding out what's different about us and for us to start finding out what's different about you...and in the process, be reminded that being different is what unites us all.

Course overviews

	INTAKES	DURATION	NO OF SUBJECTS	FEES	INTERNSHIPS
DIPLOMA OF JOURNALISM	FEBRUARY MAY SEPTEMBER	1 YEAR FULL-TIME OR TWO YEARS PART-TIME	12	12 SUBJECTS @ \$2,900	40 HOURS
BACHELOR OF JOURNALISM	FEBRUARY MAY SEPTEMBER	2 YEARS FULL-TIME OR 4 YEARS PART-TIME	24	24 SUBJECTS @ \$2,900 OR 12 SUBJECTS @ \$2,900 FROM THE DIPLOMA + 12 SUBJECTS @ \$2,900	80 HOURS OR 40 HOURS + 40 HOURS FROM THE DIPLOMA
GRADUATE CERTIFICATE OF FUTURE JOURNALISM	FEBRUARY MAY SEPTEMBER	1 TRIMESTER FULL-TIME OR 2 TRIMESTERS PART-TIME	4	4 SUBJECTS @ \$2,900	



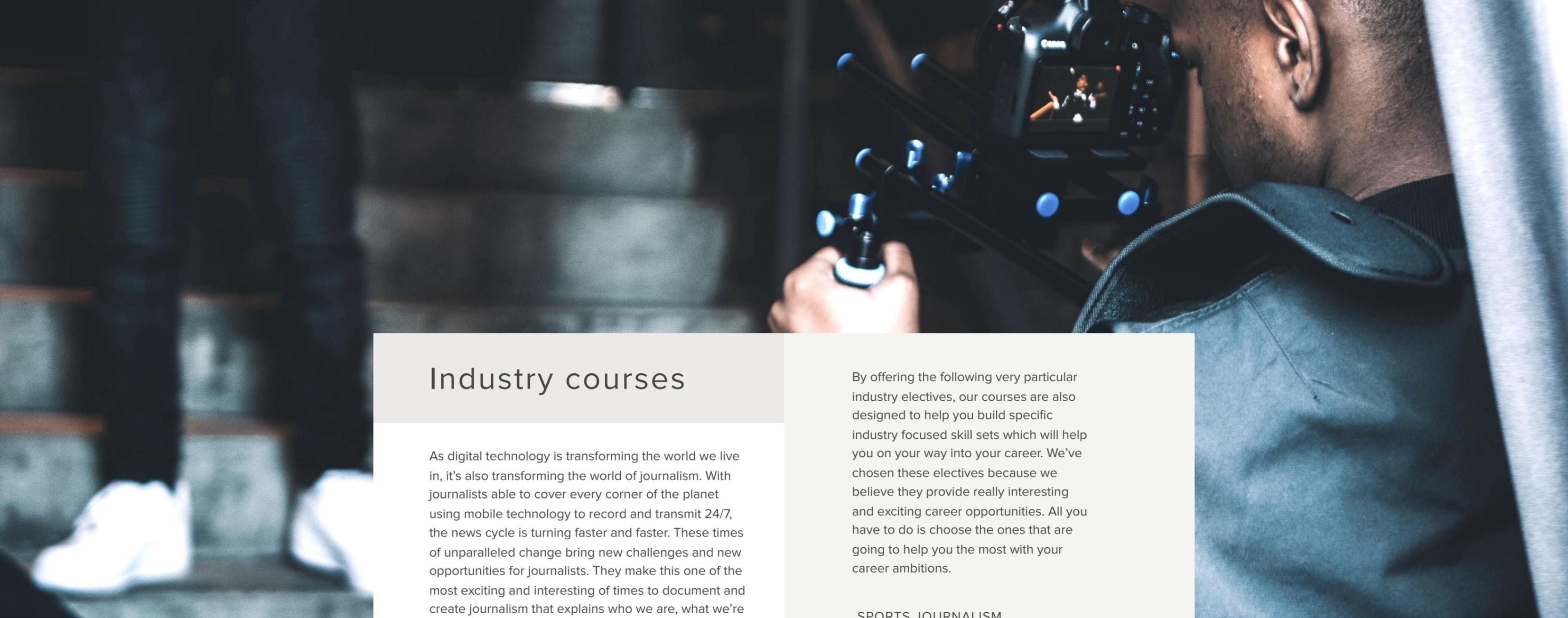
Industry connections

The whole point of a professional qualification is to help you join the industry you'd like to be a part of, or to become better qualified in an industry you're already in. Either way, getting as much industry exposure as you can while you're studying is always going to be a good thing. That's why learning from as many industry people as possible is really important. And it's why all our teachers are industry professionals who work or have worked in media in areas which relate to the subjects they teach. This means they deliver their subjects from an industry perspective.

As well, our industry based teachers, you'll also meet and hear from a range of industry guest speakers and you'll visit newsrooms, big and small, traditional and digital.

Another important way to connect with industry is through internships. We'll help find you an internship that's suited to you and which is going to help you keep learning. Internships not only provide you with valuable work experience, there's always the chance they might lead to an amazing job opportunity.

Industry based teachers, industry guest speakers, industry visits and internships are an essential part of your studies and combine to provide you with a wide range of professional insights. They're also an excellent way to help you build an industry network.



Industry courses

As digital technology is transforming the world we live in, it's also transforming the world of journalism. With journalists able to cover every corner of the planet using mobile technology to record and transmit 24/7, the news cycle is turning faster and faster. These times of unparalleled change bring new challenges and new opportunities for journalists. They make this one of the most exciting and interesting of times to document and create journalism that explains who we are, what we're doing and why we're doing it. By learning how to question, how to research and how to analyse, and how to record all of this, you too can be a journalist who makes a difference by explaining the world.

Our Journalism courses are centred around being as creative and innovative as possible. Each course also involves active experiential learning which includes allowing you to work individually and in teams.

Job opportunities include:

POLITICAL REPORTER | DIGITAL JOURNALIST |
FASHION JOURNALIST | RADIO JOURNALIST | TV
REPORTER | SPORTS JOURNALIST |
INVESTIGATIVE REPORTER | FOREIGN
CORRESPONDENT

By offering the following very particular industry electives, our courses are also designed to help you build specific industry focused skill sets which will help you on your way into your career. We've chosen these electives because we believe they provide really interesting and exciting career opportunities. All you have to do is choose the ones that are going to help you the most with your career ambitions.

SPORTS JOURNALISM

PHOTO JOURNALISM

FASHION WRITING

MUSIC JOURNALISM

FOOD, LIFESTYLE AND TRAVEL

INVESTIGATIVE REPORTING

BUSINESS JOURNALISM

SHORTHAND



Journalism

DIPLOMA SUBJECTS

YEAR 1		
MEDIA HISTORY AND ETHICS OF NEWS	MEDIA LAW AND PRACTICE	REPORTING GOVERNMENT AND INSTITUTIONS
FOUNDATIONS OF NEWS	VIDEO JOURNALISM	RADIO JOURNALISM
NEWS RESEARCH	FEATURE WRITING	PROFESSIONAL NEWS PRACTICE INTERNSHIP
DATA JOURNALISM	MOBILE JOURNALISM (MOJO)	ELECTIVE

SPORTS JOURNALISM	← ELECTIVES
PHOTO JOURNALISM	
FASHION WRITING	
MUSIC JOURNALISM	
FOOD, LIFESTYLE AND TRAVEL	
INVESTIGATIVE REPORTING	
BUSINESS JOURNALISM	
SHORTHAND	

Journalism

BACHELOR DEGREE SUBJECTS

GRADUATE
CERTIFICATE
SUBJECTS

YEAR 1

MEDIA HISTORY AND ETHICS OF NEWS	MEDIA LAW AND PRACTICE	REPORTING GOVERNMENT AND INSTITUTIONS
FOUNDATIONS OF NEWS	VIDEO JOURNALISM	RADIO JOURNALISM
NEWS RESEARCH	FEATURE WRITING	NEWS PHOTOGRAPHY
DATA JOURNALISM	MOBILE JOURNALISM (MOJO)	PROFESSIONAL NEWS PRACTICE INTERNSHIP

ELECTIVES →

YEAR 2

MEDIA AND NEWS ENTREPRENEURSHIP	SOCIAL MEDIA JOURNALISM	MULTIMEDIA PROJECT
NEWSROOM 1	NEWSROOM 2	NEWSROOM 3 INTERNSHIP
ELECTIVE	ELECTIVE	ELECTIVE
INTERNATIONAL REPORTING	GLOBALISATION	FUNDAMENTALS OF CODING



- SPORTS JOURNALISM
- PHOTO JOURNALISM
- FASHION WRITING
- MUSIC JOURNALISM
- FOOD, LIFESTYLE AND TRAVEL
- INVESTIGATIVE REPORTING
- BUSINESS JOURNALISM
- SHORTHAND

1 TRIMESTER

TRANSMEDIA JOURNALISM
ETHICS AND DEVELOPING LAW OF FUTURE JOURNALISM
ELECTIVE
ELECTIVE



- CODING
- SOCIAL MEDIA JOURNALISM
- MOBILE JOURNALISM
- DRONE JOURNALISM
- TRANSMEDIA BASED PROJECT
- DATA JOURNALISM

Core subjects

Trimester 1

Media History and the Ethics of News

In this subject you'll be developing and enhancing your understanding of the media – its role, culture, power and effect as well as the ethical dilemmas faced daily by journalists. The subject encourages the analysis of current media, recognising the diverse treatment and presentation of news in Australia and abroad. The subject helps you broaden your knowledge of current affairs and newsworthy events in Australia and internationally and you'll be reviewing and discussing the coverage of news stories as they happen. The issue of journalistic ethics underpins all tutorials and discussions and you'll be considering these issues in conjunction with writing-based exercises to help you develop your news writing skills.

ASSESSMENT | In-Class Assessment 20%; Essay 30%; Exam 50%.

Foundations of News

This subject is designed to help you learn the basic elements of news gathering, reporting and writing in a news style. The primary goals of the subject are to develop the foundation skills of a reporter - news values, how to recognise and assess the merits of stories, how to write a newsworthy introduction, how to structure a story and get the facts in the right order and how to cover events in real time at press conferences and court cases.

ASSESSMENT | Assessment 25%; Article 25%; Article 25%; Assessment 25%.

News Research

In this subject you'll be introduced to traditional and digitally driven news research. You'll be learning about and discussing the best way to develop and research story ideas and the tools needed to find what's true and accurate, particularly in the current 'post truth' and 'fake news' era. The subject also demonstrates that the best story ideas are borne out of critical and original thinking.

ASSESSMENT | Set Task 30%; In-Class Exercise 40%; Practical Exercise 40%.

Data Journalism

Data journalism is a journalistic process based on analysing and filtering large data sets to find news stories. Sourcing and importing data, scraping for data and creating your own data sets have become core skills in digital newsrooms around the world. You'll be learning how to perform these tasks as well as how to visualise data so that it's easily comprehensible to an audience. Whilst data driven journalism deals with open data that is freely available online and analysed with open source tools, this subject introduces you to the ethical and legal limits of the craft.

ASSESSMENT | Essay 30%; Essay 30%; Assessment 40%.

Trimester 2

Media Law and Practice

In this subject you'll be developing a fundamental understanding of media law and its role in protecting the rights of the journalist, the public and the publisher. This includes learning about the legal risks associated with news-gathering and with published content. The subject helps you develop the skills necessary to recognise questionable information and potential breaches. You'll be examining the law as it relates to different platforms and different jurisdictions. You'll also experience a court in action and be shown how media laws shape coverage of current events.

ASSESSMENT | In-Class Exam 10%; Class Tests 20%; Assessment 30%; Essay 40%.

Video Journalism

In this subject, you will learn the skills needed to be a video or TV journalist in the digital age. You'll be learning about how to perform in front of the camera, how to shoot a story, editing, script writing, and packaging using editing systems like Final Cut Pro and Premier.

ASSESSMENT | Essay 30%; Assessment 30%; Video and Peer Assessment 40%.

Feature Writing

In this subject you'll be introduced to different styles of feature writing and pitching ideas to magazines and newspapers. You'll be learning about the differences between hard news stories and features, the different structures used by feature writers to engage with their audience and the differences between writing long form stories for hard copy newspapers and digital publications. The subject also teaches the craft of writing the perfect sentence, the perfect paragraph and, therefore, the perfect feature. Student projects in this subject are often published on the Macleay student journalism website.

ASSESSMENT | Memoir 30%; News Feature 40%; Assessment 30%.

Mobile Journalism (MOJO)

Mojo is the name given to the way journalists conceive, research, shoot and edit their stories on mobile devices and it's fast becoming a core and required skill in all newsrooms. In this subject you'll learn about the various work flows available and the technical fundamentals associated with digital media production with a strong emphasis on mobile platforms (iOS, Android, Mobile PC). The subject teaches you how to troubleshoot and work with the ever increasing number of app libraries and how to apply this knowledge to produce broadcast quality radio and video packages.

ASSESSMENT | Exam 30%; Assessment 30%; Assessment 40%.

Trimester 3

Reporting on Government and Institutions

This subject explains the roles of central and local government and examines the relationship between journalists and these institutions. It also explores the public role of other important institutions such as religious organisations and NGOs.

You'll be covering local councils and national politics in practical exercises and will be learning how to assess the comparative news value of government decisions. You'll

be learning how and where to obtain information from council agendas and central government records and how to distinguish between news and government spin. And you'll also be looking at the intersection between the public role of the journalist and the public interest in effective government.

ASSESSMENT | Story 25%; Story 25%; Essay 50%.

Radio Journalism

In this subject you'll be developing the skills you need to produce audio content including scriptwriting, packaging using phone apps and podcasting. You'll be learning these skills in the context of digital, multimedia productions. The subject includes helping you to develop a radio voice as well as your reporting skills. You'll be learning how to work in a radio newsroom, broadcast live and produce podcasts and will be producing audio packages for the Macleay Newsroom website.

ASSESSMENT | Assessment 40%; Assessment 60%.

Professional News Practice/Internship

In this subject you'll be developing a good understanding of the unique industry you're hoping to enter – the way it operates and the opportunities it can provide you. The subject covers the information and skills you need to help you establish a complete set of proactive job-seeking skills and tools. You'll be learning about the skills required for job applications and interviews as well as the value and importance of networking. You'll be using your writing, production and web skills to produce a CV and how to develop a social media profile as an engaged and aware journalist.

ASSESSMENT | Assessment 20%; Interview 10%; Article 40%; Internship 30%.

Elective

The electives are listed on page 24.

Core subjects

Trimester 1

Media History and the Ethics of News

In this subject you'll be developing and enhancing your understanding of the media – its role, culture, power and effect as well as the ethical dilemmas faced daily by journalists. The subject encourages the analysis of current media, recognising the diverse treatment and presentation of news in Australia and abroad. The subject helps you broaden your knowledge of current affairs and newsworthy events in Australia and internationally and you'll be reviewing and discussing the coverage of news stories as they happen. The issue of journalistic ethics underpins all tutorials and discussions and you'll be considering these issues in conjunction with writing-based exercises to help you develop your news writing skills.

ASSESSMENT | In-Class Assessment 20%; Essay 30%; Exam 50%.

Foundations of News

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ASSESSMENT | Assessment 25%; Article 25%; Article 25%; Assessment 25%.

News Research

In this subject you'll be introduced to traditional and digitally driven news research. You'll be learning about and discussing the best way to develop and research story ideas and the tools needed to find what's true and accurate, particularly in the current 'post truth' and 'fake news' era. The subject also demonstrates that the best story ideas are borne out of critical and original thinking.

ASSESSMENT | Set Task 30%; In-Class Exercise 40%; Practical Exercise 40%.

Data Journalism

Data journalism is a journalistic process based on analysing and filtering large data sets to find news stories. Sourcing and importing data, scraping for data and creating your own data sets have become core skills in digital newsrooms around the world. You'll be learning how to perform these tasks as well as how to visualise data so that it's easily comprehensible to an audience. Whilst data driven journalism deals with open data that is freely available online and analysed with open source tools, this subject introduces you to the ethical and legal limits of the craft.

ASSESSMENT | Essay 30%; Essay 30%; Assessment 40%.

Trimester 2

Media Law and Practice

In this subject you'll be developing a fundamental understanding of media law and its role in protecting the rights of the journalist, the public and the publisher. This includes learning about the legal risks associated with news-gathering and with published content. The subject helps you develop the skills necessary to recognise questionable information and potential breaches. You'll be examining the law as it relates to different platforms and different jurisdictions. You'll also experience a court in action and be shown how media laws shape coverage of current events.

ASSESSMENT | In-Class Exam 10%; Class Tests 20%; Assessment 30%; Essay 40%.

Video Journalism

In this subject, you will learn the skills needed to be a video or TV journalist in the digital age. You'll be learning about how to perform in front of the camera, how to shoot a story, editing, script writing, and packaging using editing systems like Final Cut Pro and Premier.

ASSESSMENT | Essay 30%; Assessment 30%; Video and Peer Assessment 40%.

Feature Writing

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ASSESSMENT | Memoir 30%; News Feature 40%; Assessment 30%.

Mobile Journalism (MOJO)

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ASSESSMENT | Exam 30%; Assessment 30%; Assessment 40%.

Trimester 3

Reporting on Government and Institutions

This subject explains the roles of central and local government and examines the relationship between journalists and these institutions. It also explores the public role of other important institutions such as religious organisations and NGOs.

You'll be covering local councils and national politics in practical exercises and will be learning how to assess the comparative news value of government decisions. You'll be learning how and where to obtain information from

council agendas and central government records and how to distinguish between news and government spin. And you'll also be looking at the intersection between the public role of the journalist and the public interest in effective government.

ASSESSMENT | Story 25%; Story 25%; Essay 50%.

Radio Journalism

In this subject you'll be developing the skills you need to produce audio content including scriptwriting, packaging using phone apps and podcasting. You'll be learning these skills in the context of digital, multimedia productions. The subject includes helping you to develop a radio voice as well as your reporting skills. You'll be learning how to work in a radio newsroom, broadcast live and produce podcasts and will be producing audio packages for the Macleay Newsroom website.

ASSESSMENT | Assessment 40%; Assessment 60%.

News Photography1

This subject introduces you to news and feature photography. You'll be examining the power of still imagery and learning about the key works in the genre. You'll also be learning how to use a DSLR camera and how a technique that began as an art form has been adapted to the language of news.

ASSESSMENT | News Photo-Timed Assessment 40%; Feature Portrait 30%; Food, Lifestyle and Travel Assignment 30%.

Professional News Practice/Internship

In this subject you'll be developing a good understanding of the unique industry you're hoping to enter – the way it operates and the opportunities it can provide you. The subject covers the information and skills you need to help you establish a complete set of proactive job-seeking skills and tools. You'll be learning about the skills required for job applications and interviews as well as the value and importance of networking. You'll be using your writing, production and web skills to produce a CV and how to develop a social media profile as an engaged and aware journalist.

ASSESSMENT | Assessment 20%; Interview 10%; Article 40%; Internship 30%.

Core subjects

Trimester 4

Media and News Entrepreneurship

Media is in a state of flux. But flux isn't all bad news. It can be great news if you have ideas, energy and ingenuity. In this course, you'll be learning how to use your creativity and business acumen to create new media ideas. Using your entrepreneurial skills you'll be working on a project to come up with new ideas to keep journalism relevant and vital whilst keeping journalists employed.

ASSESSMENT | Business Plan and Pitch 50%; Evaluations and Presentations 50%.

Newsroom 1

As well as attending timetabled classes in this subject, you'll also be practicing what you're learning in our Newsroom at the campus. There's also an expectation that when you're not in a Newsroom 1 class or any other class, you'll be producing your own news items. You'll be able to choose to cover daily stories or you might prefer to choose to work on longer form, investigative stories. Work that meets the College's editorial standards will be uploaded to the student website.

ASSESSMENT | Content Plan 30%; Content Development 70%.

Elective

The electives are listed on the next page.

International Reporting

In this subject you'll be engaging with the issues of reporting in a world without borders - where all stories can be local. You'll be learning how to deal with issues of culture and language and will also be examining the ethics of

parachute journalism and how to responsibly report in countries you may be just visiting. The subject includes discussions around the modern implications of the Mark Twain rule - how a lie can go around the world before the truth gets its boots on. This subject also uses case histories to study the do's and don'ts of being a foreign correspondent.

ASSESSMENT | Assessment 40%; Analytical Essay 60%.

Trimester 5

Social Media Journalism

This subject introduces you to the global phenomenon of social media and analyses its impact on journalism. Social media platforms are integrated into every aspect of story production - from content gathering and verification, to editing, distribution and story production. The subject examines how social media impacts news coverage and you will learn how to create, gather, receive and distribute content on social media platforms.

ASSESSMENT | Essay 40%; Story Verification (In Class) 20%; Story Production and Reflection 40% .

Newsroom 2

The subject allows you to practise advanced disciplines of digital journalism. Working in the on-campus Newsroom on campus, you'll be part of a team running an online operation showcasing student work, including daily stories they may wish to produce or be directed to produce. The Newsroom runs as a daily operation three days a week but you'll be expected to carry out news gathering assignments on other days and to keep a weekly log of your published stories.

ASSESSMENT | Content Plan 30%; Content Development 70%.

Elective

The electives are listed on the next page.

Globalisation

Journalists today are able to reach distant audiences faster and more directly than ever before. In such a globally connected news environment, what role does the "fourth estate" play in shaping the news? From Google operating in China, to Al-Jazeera offices in Manhattan, to a young woman blogging about an attack on her school in Afghanistan - how is journalism adapting to a more globalised media?

This subject explores globalisation in theory and practice. It looks at media models from around the world and is designed to help you develop your understanding of the global news environment. You'll be assigned a country to follow through news events reported by their local media and by Australia's and will be asked to critically assess the difference.

ASSESSMENT | Tutorial Participation 20%; Essay 40%; Essay 40% .

Trimester 6

Multimedia Project

This subject is a trimester long project which gives you the chance to explore, in depth, an area of interest to you using your journalistic writing and storytelling skills. You'll be tackling a subject that's different from your written project and will be producing a long form visual essay. The essay could be in the form of a documentary or short film or a gallery of photojournalism.

ASSESSMENT | Project Pitch 30%; Major Work 50%.

Newsroom 3/Internship 2

This subject allows you to practice the disciplines of digital journalism at an advanced level in an internship. The subject encourages you to identify and discuss the ethical and legal dimensions of fast-paced 24/7 digital journalism in a Newsroom setting. You'll also be encouraged to think critically about the challenges the industry faces in response to the continually changing world of journalism.

Working in the on-campus Newsroom on campus, you'll be part of a team running an online operation showcasing student work, including daily stories they may wish to produce or be directed to produce. The Newsroom runs as a daily operation three days a week but you'll be expected to carry out news gathering assignments on other days and to keep a weekly log of your published stories.

ASSESSMENT | Essay 15%; Essay or Non-Text Journalistic Piece 15%; Internship 30%; Participation 40%.

Elective

The electives are listed on the next page.

Fundamentals of Coding

In the world of digital media and news production, being able to understand and speak the language of coders is invaluable and increasingly essential. In this subject you'll be learning these skills and in the process, how to create your own website which you can use to post your journalism.

ASSESSMENT | Practical Website Build 60%; Practical Build from Data journalism 40%.

Electives

Sports Journalism

In this subject you'll be learning about the challenges of covering events, both live and in retrospect, that may have been seen by millions of people who all think they know what happened. You'll be looking at the challenges of covering sports stars and sporting institutions and the commercial and emotional pressures of covering the 'home team'. Most importantly you'll be learning how important it is to place sport in a wider cultural space that allows you to evaluate and critically analyse its impact on Australia.

ASSESSMENT | Match Report 25%; Podcast (in group) 35%; Feature 40%.

Fashion Writing

Learn the skills of fashion reporting, from catwalks to factories, from hard news to consumer reviews. This subject looks at the various ways journalism engages with the industry – reporter, critic, reviewer – and practices each. The subject also teaches you about the critical importance fashion writing plays in a wider socio-cultural environment in Australia.

ASSESSMENT | Presentation 30%; Social Media Portfolio 30%; Feature Article 40%

Music Journalism

Music is a part of our daily lives and is a huge international industry. This subject studies the history of reporting music, the different genres of music reporting, the emotions involved and how to reflect these in writing. It also covers the ins and outs of accessing information about a specialist area and how to profile music and musicians.

ASSESSMENT | Music Genre Presentation 40%; Written Music Review 30%; Podcast Review 30%.

Food, Lifestyle and Travel

Food and lifestyle writing has seen a revival in the last five years and has become a specialist genre of media production. In this subject you'll be learning about the different styles of media production in food, lifestyle and travel, including blogging and magazine restaurant reviewing.

ASSESSMENT | Food Memoir or Blog 30%; Feature or Review 30%; Practical Exam 40%.

Investigative Reporting

In this subject you'll be studying the history of international reporting, the development of foreign correspondents and their role in informing world opinion. You'll also be looking at how these roles have changed in the age of the Internet. You'll be examining the tensions between the theory and practice of reporting from countries outside a journalist's home country and you'll be developing the knowledge and skills needed to make critical judgements on the ethical issues involved.

ASSESSMENT | Essay 40%; Analysis of Reporting Assignment 60%.

Business Journalism

Covering business and the economy is one of the growth areas of journalism. In this subject you'll be learning how business functions and why news about the economy is so important.

ASSESSMENT | Feature Length Profile 50%; Exam 50%.

Photojournalism

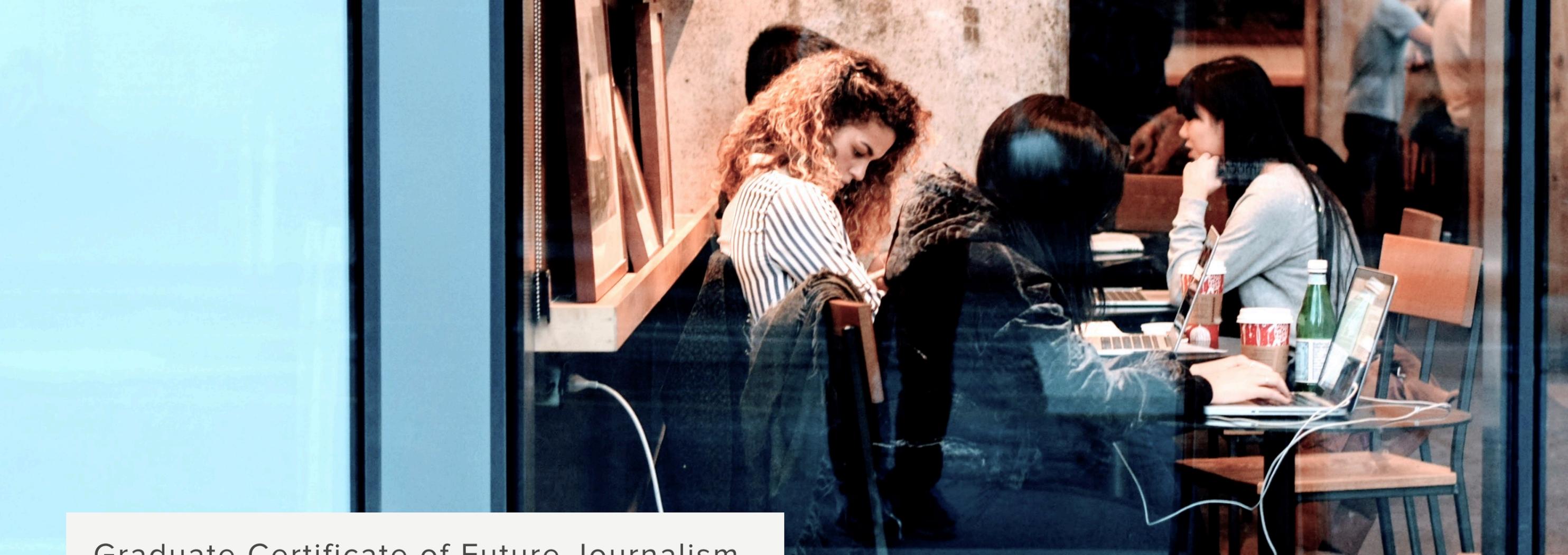
In this subject you'll be learning the theoretical and practical fundamentals needed to be able to produce great photo essays. You'll be exposed to the potential of photojournalism through the exploration of current reportage and documentary photography in print and digital mediums.

ASSESSMENT | Portrait Assignment 20%; Sport Action Assignment 20%; Written Proposal for Final Assignment 10%; Photo Essay Final Project 50%

Shorthand

In this subject you'll be learning how to use Teeline Shorthand. The subject focuses on helping you develop your practical skills and knowledge and skills with theoretical concepts presented and explored in class. You'll be learning the correct Teeline techniques and how to produce transcripts in Teeline.

ASSESSMENT | In-Class test 10%; Theory Exam 20%; Written Exam 70%.



Graduate Certificate of Future Journalism

The one-trimester Graduate Certificate of Future Journalism is designed for Bachelor of Journalism graduates, early or mid-career journalists and Masters' graduates.

The current news environment is produced both by traditional and non-traditional players, amongst them journalists, activists, technologists, citizen reporters, social media users and data analysts.

There are however, more and more non-traditional forms in which to produce news and many new and different platforms from which people can consume news. The tension between the old and new is dissipating rapidly as the silos of television, radio and newspapers collapse and fold in to each other.

The technological strides are not confined to the 'back end': they are being made and embraced by journalists who are

finding new ways to present information. Nor are they confined to start ups. Indeed, the changes are being embraced by mainstream media as enthusiastically as those in the digital-only world. The New York Times for example, recently rolled out its first online virtual reality story.

This course harnesses some of the new methodologies, some of which are currently available whilst others are nascent, in such a way that they can be applied to the production of long form, short form and investigative news gathering.

The course has two core subjects, focused on Transmedia Journalism (the newest trend in multimedia, cross platform journalism) and the Ethics and Law of New media. It also includes six electives from which you'll need to choose two.

Core subjects

Transmedia Journalism

Transmedia storytelling uses multiple media platforms in a narrative form.

Each piece, which can include text, video, audio, video games, apps, film, animation, is a component of the experience. Each can stand alone, whilst forming a part of the broader narrative. No piece repeats information contained in another. Each adds to the narrative with new information to build a complete picture, one richer and more detailed than that which came before. It may include character backstories and interviews, fact checking nuggets or plot lines to aid in the consumption of a complex story. It may also include data graphs and audio/podcast breakouts.

It is also audience focused and therefore includes audience participation beyond commentary on text-based journalism. It may therefore, include social collaboration with interested citizens or experts, creating a flow through interest to encourage others to also participate.

Each story can be told simply across multiple platforms. It's designed to encourage and entice consumers to seek out more information by engaging with a range of different platforms.

Ethics and Developing Law of Future Journalism

History and practice has given traditional media a set of parameters from which to determine the ethical boundaries within which journalists operate. To date, the combination of no such history and limited practice has left new media struggling to create the same set of rules for itself.

There is on-going academic discussion and research into the boundaries of new media ethics and the laws which should frame this area. However, the pace of technological development means new media ethics and law are struggling to keep up. Cases brought to the courts so far have been limited in number and scope.

There are two dimensions which frame this subject, each dependent on the type of technological platform journalists deal with:

1. Familiar technology with known ethical parameters. For example, the technology to allow phone tapping or data collection (as per the Panama Papers and/or the Nauru files) in which both the technology and the ethics and laws applying are established and generally known.
2. Unfamiliar technology with unknown ethical and legal dimensions. For example, drone journalism and virtual reality where the technology is driving new forms of journalism but ethics/law is yet to establish parameters.

The issues this subject addresses include:

- Whether it possible to develop a universal ethical code for all digital journalism?
- What does Australian law currently say about the inner and outer limits of digital journalism?
- Should the law be developed by practitioners or lawyers?
- Should some forms of digital journalism, eg. drone journalism, be treated differently in the eyes of the law because of the safety and privacy issues they attract?
- Are there specific ethical and legal issues which apply to drone journalism, data journalism, social media journalism and transmedia journalism? If so, what are they and what effect do they have on practice?

Electives

The electives are listed on the next two pages.

Electives

Coding

Industry standard coding language when a journalist is building data, images and sound for digital productions will become as familiar as newsroom language. In this subject you'll learn about what happens behind the screen, behind the presentation of journalism and most critically, the language skills you'll need in order to speak with coders whilst they are building your journalism.

The subject gives you the skills to understand what coding is, what it's used for and the role it plays in the development of digital media journalism. Understanding this language and being able to explain and demonstrate the activities involved in coding an application will become core skills of digital journalism. Applying these to the 'user experience' will deepen your journalistic offering.

Social Media Journalism

Social media is changing the content and distribution of journalism. The Reuters Institute estimates we spend 5½ hours a day on social media platforms such as Twitter and Facebook. Increasingly we look to social media for instant information and news development; within seconds of the 2013 Boston Marathon bombing, the location and assassination of Saddam Hussein, the 2015 bombing of the Bataclan Theatre in Paris and many other turning points in contemporary history, social media - rather than mainstream media - was at the forefront.

The veracity of 'citizen-inspired-social-media journalism' is questionable. But it has undoubtedly become a media phenomenon with the advent and increasing sophistication of platforms such as Twitter, Instagram and to a greater extent Facebook to which people turn when breaking news occurs. Indeed, social media journalism has inspired a new generation of start-ups, some of which have become globally successful, such as *Storyful* which seeks to verify information and photographs appearing on social media in unverified form.

Increasingly both citizen journalists and trained journalists are using social media platforms to inform and provide analysis. Indeed, in recognition of the growing prevalence of social media in news reportage, mainstream media encourages its journalists to publish information on social media platforms ahead of publication on their outlet sites. A less welcomed development is that journalists are often judged on their social media followers and penetration.

Convergence is deemed by journalism academics as the new media business model. Consider the following formula developed by Reuters as an indication of the importance of just one social media platform, Twitter:

The Twitter Effect = (original tweet x followers) + (retweets x followers of retweeters) + (retweets of retweets x followers of those)

The next phase in the development of social media journalism will come if and when Twitter moves to permit limitless words on its platform. This will ensure Twitter's

evolution from a curation platform to a media "outlet". Similarly, there is heated speculation that Facebook's *Instant Articles*, which allows them to publish articles on its platform ahead of publication on the generators' platforms, may eventually evolve to see publishers publishing *only* on Facebook. With this, will come an increasing financial imperative to broaden the base of "providers". In an age when mass media is no longer central to the discussion, Twitter and Facebook are the new mass purveyors of information. Industry experts and commentators predict they will become primary publishers in the foreseeable future.

Further, as Transmedia Journalism takes hold, the prospect of multi-platform publishing will embrace social media more deeply.

This subject explores:

- Whether mass media is passé
- Whether it has been replaced by personal media
- Whether the opportunities and the margins for error will increase at the same pace
- How a legal framework can be developed and whether it can keep pace?
- Whether citizen journalism has already morphed into networked journalism, as evidenced by The Guardian's

plea to its audience to help mine data for information, or The Huffington Post's "*Off the Bus*" project during the recent primaries in the US

- Whether there is a difference between publishing in MSM and social media
- What role will transmedia journalism play in the increasingly noisy social media space?

Mobile Journalism (MOJO)

This subject is currently taught as part of our Diploma of Journalism and Bachelor of Journalism courses (Please refer to pages XX and XX).

Mojo is first and foremost about journalism. It is not about technology. Adaptation of the technology to the story telling is the core of this subject, rather than the other way around. This leap is made in the Graduate Certificate course.

In this subject, you'll be introduced to advanced mobile journalism practice. You'll become familiar with mobile blogging, using mobile journalism to enhance your social media standing and how to turn your mobile phone into a means for producing journalism from news reports to data journalism to documentaries. You'll also be exposed to the vast opportunities mobile journalism presents to deliver drone, data and transmedia journalism from news stories through to documentaries.

Electives

Drone Journalism

Drone journalism has had a difficult birth. At first seen as a means for journalism to deliver accurate, eye witness reportage, drone journalism soon confronted the law. In the US, recent legal changes have finally opened the gates for drone journalism to be practiced in geographic regions where news stories are unfolding, to record civil uprisings, protests and otherwise inaccessible footage.

In Australia, recent changes to the law allow limited drone usage as well. These limitations prevent drone usage in urban areas but reasonably unfettered use in non-urban areas. Further changes are expected. The use of drones to harness pictures in difficult news environments however has galloped ahead of the law. Take for example, the recent drone pictures of the war torn Syrian city of Aleppo which were widely shared on social media and tripped various western governments to return to the diplomatic negotiating table.

This subject introduces you to the practice of drone journalism, its opportunities and limitations, its legal parameters and which stories are told best via drones. You'll be given the opportunity to use the College's drone to cover a news story within the current legal limitations.

Transmedia Based Project

It is one thing to study the ethics, law and technical boundaries of new media. It is another to practice them.

In this subject, you'll get the opportunity to use your transmedia skills and knowledge by working collaboratively in small groups to prepare a multi-platformed, multi channelled story garnered from the news cycle and involving multiple characters and storylines.

You'll be learning about the theoretical dimensions of transmedia journalism and how to apply that knowledge to the important question of platform choice. Importantly, this subject helps you develop the depth of your journalistic research and storytelling skills and how to apply these to a new digital tool.

Data Journalism

We live in a digital world where almost anything can be, and usually has, numbers at its core. Data journalism is journalism based on and presented by numbers, across platforms, using different narrative forms - graphs, infographics, pictures, text etc.

Data journalism can break down complex stories and tell them simply. Take as an example, the story of global child poverty. Told in text form, the facts presented in words can bamboozle and lose impact; it's limited by place and time. Told in graphic form using data which has been analysed, the story can be grasped easily and immediately. Data journalism transcends these boundaries and limitations and at the same time, challenges pre-conceived ideas in ways traditional media cannot. Some startups have recognised the enormous capacity of data journalism to

create change: Gapminder.org for example, uses data to challenge assumed facts. In this subject you'll learn how to effectively and accurately work with the enormous amount of data available to journalists. The essence of these skills can be reduced to three basic steps; finding data, analysing data and visualising data. This subject will give you the knowledge you need to work through these steps and how to build on this process to create data driven journalism.



How to enrol

Choosing where you'd like to study is one of the most important decisions you'll make towards starting your career. It's no less important if you're already working and thinking about learning new skills or if you're thinking about changing careers.

Speak to us today

We are here to support you with all the information you need to select the right course for you. Our Admissions Team is always available to answer your questions on the courses we offer and our enrolment process. Get in touch today – we are here to help! (link to [contact page](#)).

Apply now

We accept direct applications and you can start the process now. You can complete an application at any time throughout the year so you don't have to wait to secure a place in our next intake (apply to enrol [here](#)).

You can also preference Macleay College on UAC or VTAC, however you don't need to wait for this process to confirm your place with us. You can complete a direct application now.

Admission criteria

The admission criteria differ for each course. We encourage you to speak to our Admissions Team who can walk through the criteria for your course and how they're applied to your individual circumstances.

FEE-HELP

FEE-HELP is a Commonwealth Government loan scheme available to eligible students to help pay for part or all of their fees.

As an approved higher education provider, FEE-HELP is available for our Diploma and Degree courses. For more information about FEE-HELP please click [here](#) to go the Government FEE-HELP website.

Frequently asked questions

Enrolment and deferment

Q | What is the Admissions Policy at Macleay?

A | The criteria for admission to our courses are detailed in our Admissions Policies. You can view the Admissions Policy for Domestic Student [here](#).

Q | If I enrol as a full-time student, can I change to part-time study after I've started the course?

A | You may change your study load from full-time to part-time, and vice versa, during your studies. However, to avoid academic and/or financial penalty, you should make any changes to your enrolment prior to Census Date for that trimester.

Applications to change your study load can be accessed [here](#) or by calling 1300 939 888 to speak to your Faculty Coordinator if you have any questions.

Q | Can I defer the start of my course?

A | You can defer the start of your course for up to a maximum of 12 months. If you want to defer for a longer duration, you'll be required to withdraw from the course and re-apply when you are ready to recommence your study at Macleay College.

Applications to defer your enrolment should be made before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application to Defer the Commencement of Study.

For more information about deferring your enrolment, click [here](#) for the Enrolment Policy or call 1300 939 888 to speak to your Faculty Coordinator to discuss your enrolment options.

Q | What is the longest time I can take to complete a course?

A | How long you take to complete your course of study at Macleay depends on a number of factors such as the duration of your course, your study load, your academic progression and if you take any time away from your studies. Generally, the maximum number of subjects you can take per trimester is four (for a full-time study load); and the minimum number of subjects per trimester is two (for a part-time study load).

For more information about course progression and study loads, call 1300 939 888 to speak to your Faculty Coordinator.

Q | Can I enrol in two courses of study at the same time?

A | You are only allowed to enrol in one course at a time, however you may transfer courses by contacting registrar@macleay.edu.au

Q | Can I take a break from my course to travel overseas?

A | You can suspend your enrolment to take a leave of absence (to go travelling for example) for up to 12 months. If you want to suspend your enrolment for longer, you'll be required to withdraw from the course and re-apply when you're ready to continue with your studies.

Applications to suspend your enrolment should be made no later than five working days before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application for a Leave of Absence.

For more information about deferring your enrolment, click [here](#) for the Enrolment Policy or call 1300 939 888 to speak to your Faculty Coordinator to discuss your enrolment options.

Q | What is a Census Date?

A | Census Dates are the official deadline for finalising your enrolment and fees without incurring any academic and/or financial penalties. For example, if you wish to withdraw your enrolment or change to a part-time study load, you must do so before the relevant Census Date to avoid a 'Withdrawn Fail' on your academic transcript and incurring a fee liability for those subjects.

Each trimester has its own Census Date and these are listed in the Academic Calendar and Student Handbook. Click [here](#) to see the 2018 Census Dates.

Course Credit and RPL

You may be eligible for course credit via recognition of prior learning (RPL) for the subjects you have completed.

Q | I have completed subjects at another institution, can I get credit towards my course at Macleay College?

A | If you have studied at a university or other tertiary institution, you may be eligible for course credit for the subjects you have completed. This is known as Recognition of Prior Learning (or RPL) and may result in course credit via the grade 'Advanced Standing'. Advanced Standing recognises your previous study and may reduce the number of subjects required to complete your course at Macleay College.

For more information you can view the Course Credit for RPL Policy [here](#) or call 1300 939 888 to speak to our Course Advisors about how to apply for course credit.

Q | What is the maximum amount of credit I can get from prior study towards a course at Macleay College?

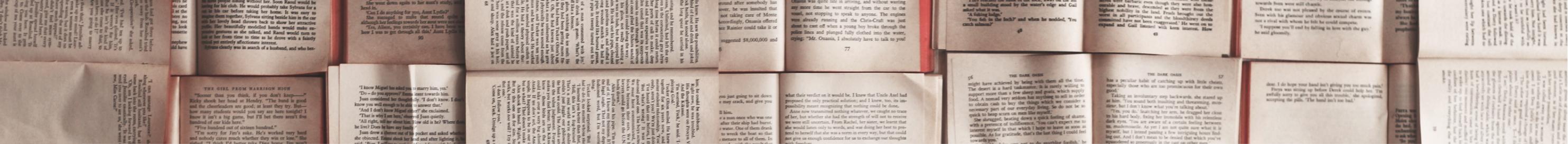
A | The maximum number of subjects for which exemption (course credit) may be granted is 50% of the total credit points of your course at Macleay College.

Q | How do I apply for course credit?

A | You apply for course credit by submitting an Application for Course Credit attaching the following documents in relation to the subject/s for which you are seeking exemption:

- Academic transcript(s) of previous courses of study including year completed and grades attained
- Subject outlines and/or course description including information on learning outcomes.





Applications for course credit need to be made before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application for Course Credit, or call 1300 939 888 to speak to a Faculty Coordinator if you need assistance to complete your application.

Q | I completed a Diploma course at Macleay, can I get credit if I enrol now into one of the College's Bachelor Degrees?

A | If you passed all 12 subjects of a Macleay Diploma course, you may then articulate into a Macleay Bachelor Degree course. The maximum number of subjects for which credit may be granted is 12 subjects, but this depends on the Diploma you completed and the Bachelor Degree you're enrolling into. Click [here](#) for an Application for Course Credit and [here](#) for the Course Credit for RPL Policy, or call 1300 939 888 to speak to a Faculty Coordinator if you need assistance to complete your application.

University pathways

Q | Can I go on to study a Bachelor Degree at another institution after I finish my Diploma?

A | You may apply for enrolment to any university undergraduate or post graduate course. Please note that completion of a Diploma at Macleay College does not guarantee automatic entry into university. Please contact the individual universities to obtain details of application and possible exemptions.

Q | Can the College help me with University applications?

A | We can assist in providing all the relevant information for you to continue your education path into university. The application process is your responsibility, but we'll help you where possible.

Fees and payment

Q | How can I pay my course tuition fees?

A | You can pay your course tuition fees one of three ways. You can pay either with an upfront invoice, via the FEE-HELP loan system or a combination of both.

Q | Can I pay my tuition fees by instalment?

A | Yes, your tuition fees are charged and payable each trimester making it three equal instalments each year. Tuition fee payment is due by Census Date each trimester.

Q | Do I get a discount if I pay my fees upfront?

More frequently asked questions

A | There is no discount for upfront fee payment.

Q | How can I make my tuition fee payment upfront?

A | We accept the following upfront payment options:

CREDIT CARD | Complete a Payment Authority Form to authorise payment by credit card. Click [here](#) for a Payment Authority Form.

BANK TRANSFER | Please include your name as the reference

BANK | National Australia Bank (NAB)

BSB | 082 057

ACCOUNT NUMBER | 199 594 482

ACCOUNT NAME | Macleay College Pty Ltd

Q | Can I pay my tuition fees by FEE-HELP?

A | Yes, Macleay College is an approved FEE-HELP Provider. Find out more about FEE-HELP and how to apply below.

Q | How do I apply for a fee refund?

A | You can apply for a refund of fees paid up front or re-credit of your FEE-HELP balance by submitting an 'Application for Fee Refund' with the Registrar before Census Date.

Our Tuition Fee Refund Policy for Domestic Students contains important information about the process to obtain a fee refund (click [here](#) to see the policy).

Q | Do I have to pay extra fees if I fail a subject?

A | If you're required to repeat a subject you'll be charged to re-do it at the current fee schedule.

Q | Does Macleay have tuition fee protection assurance coverage?

A | Yes, Macleay is covered by TAFE Directors Australia Tuition Assurance Scheme (Higher Education) which ensures tuition protection for students enrolled in a course of study with us. Click [here](#) for our Statement of Tuition Assurance.

FEE-HELP

Q | What is FEE-HELP?

A | FEE-HELP is a Commonwealth Government loan scheme that helps eligible students pay their tuition fees. If eligible, you can borrow up to the amount of the tuition fee being charged by your provider for your subject of study. However, over your lifetime you can borrow only up to the FEE-HELP limit (this amount is indexed each year). The Commonwealth Government will pay the amount of the loan directly to the College. You then repay your loan through the taxation system once your income is above the minimum threshold for compulsory repayment. Find out more by downloading the 2017 FEE-HELP Guide [here](#).

Q | How do I apply for FEE-HELP?

And even more frequently asked questions

A | To apply for a FEE-HELP loan, you'll need a Tax File Number and a 'Request for FEE-HELP Assistance Form'. Find out more about applying for FEE-HELP by downloading the 2017 FEE-HELP Guide [here](#) and visiting the Study Assist website [here](#).

Q | Where do I get a FEE-HELP assistance form?

A | A 'Request for FEE-HELP Assistance Form' can only be obtained from the College. Our Course Advisors will provide you with a 'Request for FEE-HELP Assistance Form' during the application process. Alternatively, you can request a form be posted to you by emailing registrar@macleay.edu.au

Q | Where do I get a Tax File Number?

A | The 'Request for FEE-HELP Assistance Form' will ask for your Tax File Number (TFN).

If you don't have a TFN, you must apply for one through the Australian Taxation Office (ATO). While your application is being processed, you can attach a 'Certificate of Application for a TFN' with your completed 'Request for FEE-HELP Application Form'. Your certificate is available from the Australian Taxation Office (ATO) after you have submitted your TFN Application. For more information about applying for a TFN, click [here](#) or contact the ATO on 13 28 61.

Q | How do I apply for a fee refund?

A | You can apply for a refund of fees paid up front or re-credit of your FEE-HELP balance by submitting an 'Application for Fee Refund' with the Registrar before Census Date. Our Tuition Fee Refund Policy for Domestic Students contains important information about how to obtain a fee refund (click [here](#) to see the policy).

Internships

Q | How many hours do I have to do for my internship/work placement? Do I get paid for it?

A | Journalism Diploma students are required to complete a minimum of at least 40 hours of internships. While Journalism Degree students are required to complete 120 hours of internship.

If you're studying one of our other Diplomas, you're required to complete a minimum of 84 hours of internships. If you're studying one of our Degrees you are required to complete 164 hours of internship. However, you are encouraged to do more intern hours in order to increase job-readiness after you graduate. Find out more about our Internship Program [here](#).

Q | Will the College help me get my internship/work placement?

A | We constantly receive offers from employers in the media and business industries requesting interns. Our lecturers are industry practitioners and can also help you to find work placement in an



area of your interest. It is however your responsibility to select the internship of most interest to you and make an application.

Employment

Q | Do Macleay graduates find jobs after they finish their course?

A | Many of our graduates find jobs soon after graduation and some are offered work as a result of their internships. You can read more about our graduates [here](#).

Q | How many hours do I have to do for my internship/work placement? Do I get paid for it?

A | Journalism Diploma students are required to complete a minimum of at least 40 hours of internships. While Journalism Degree students are required to complete 120 hours.

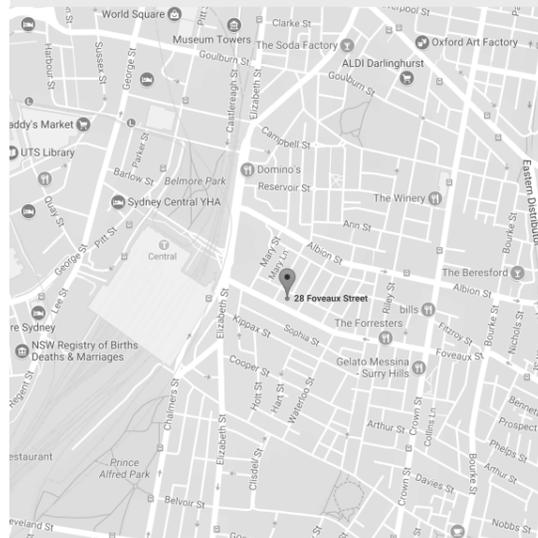
If you're studying one of our other Diplomas, you're required to complete a minimum of 84 hours of internships. If you're studying one of our Degrees you are required to complete 168 hours of internship. However, you are encouraged to do more intern hours in order to increase job-readiness after you graduate. Find out more about our Internship Program [here](#).

Q | Will the College help me get my internship/work placement?

A | We constantly receive offers from employers in the media and business industries requesting interns. Our lecturers are industry practitioners and can also help you to find work placement in an area of your interest. It is however your responsibility to select the internship of most interest to you and make an application.



Our campuses



Sydney

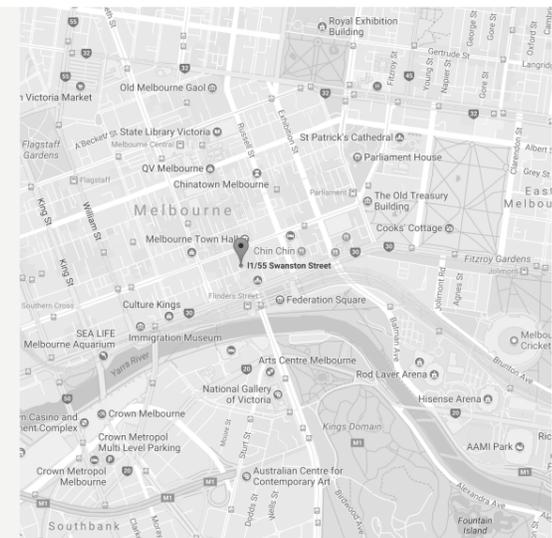
L2, 28 Foveaux Street, Surry Hills, 2010

Our Sydney campus is right in the heart of Surry Hills and a two minute walk from Central Station (trains and buses). Surry Hills sits on the edge of Sydney's CBD and much of its character is due to the number of original industrial buildings and warehouses still there, many of which have been converted into apartments and work spaces. The area is also home to many of Sydney's exciting new cafés and interesting restaurants. This, plus a high number of local businesses being involved directly or indirectly with the creative industries, Surry Hills is recognised as one of Sydney's most creative suburbs.

Melbourne

L1, 55 Swanston Street, Melbourne 3000

A couple of minutes walk from the iconic Flinders Street Station and Federation Square which is host to galleries, shops and ACMI (the Australian Centre for Moving Image), our Melbourne campus could hardly be more central or more accessible. Sitting on the southern edge of Melbourne's CBD and metres away from where Collins Street and Swanston Street meet, the College is surrounded by an eclectic mix of cafés and shops. The National Gallery of Victoria, Australia's longest running, largest and most visited art museum, is just across the Yarra River.





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Macleay College Pty Ltd
RTO No. XXXX
CRICOS PROVIDER No. 00899G
CRICOS CODE 056023G - Diploma
CRICOS CODE 092900B - Bachelor



Operação
Comercial do
Monotrilho da
Linha 15 - Prata.
As estações
Vila Prudente e
Cratério estão
funcionando
todos os dias,
das 6h às 22h.



Em 15

