

# COMM 3015 DIGITAL JOURNALISM PRODUCTION

**Credit Points** 20

**Legacy Code** 102057

**Coordinator** Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

**Description** Digital technologies have revolutionised news delivery. Journalists in every area of the profession now require video, audio, online and print skills to work across multiple platforms and contexts. This subject introduces students to multiplatform digital journalism and the ways in which multiple media can be used to tell stories for a range of contexts. Students develop their own blog site, that is populated using digital devices for working with video, audio and text to engage with a range of social media storytelling modes to extend stories across multiple media contexts. Based on an understanding of ethical and informed journalism practices, students are encouraged to develop their own voice as an independent thinker and writer into the public domain of online publishing.

**School** Humanities & Comm Arts

**Discipline** Audio Visual Studies

**Student Contribution Band** HECS Band 4 20cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** COMM 3036 - Television Journalism COMM 3030 - Radio Journalism

## Restrictions

Successful completion of 80 credit points and at least 20 credit points from COMM 2027 News Reporting, COMM 2017 Feature Writing, COMM 2022 Journalism Research & Investigation, COMM 2029 Photo Journalism, PERF 1009 Introduction to Sound Technologies, DESN 2014 Researching the Visual, PERF 1019 Sound Synthesis and the Sound Environment or DESN 1021 Web and Time Based Design.

## Assumed Knowledge

Basics of news writing for broadcast media and news gathering. Knowledge of legal issues affecting journalism and Journalism Ethics.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate practical skills in newsgathering, research and production
2. Use digital audio and video devices to record material appropriate for news stories
3. Use desktop editing systems and blog templates to assemble basic audio and video stories
4. Explain the legal and ethical issues relevant to digital journalism
5. Work in teams and individually.
6. Critically analyse multi-media journalism
7. Adequately assess the risk involved in professional production projects.

## Subject Content

1. Video and audio news and current affairs
2. Finding stories
3. Scripting, narrating and constructing audio and video news stories
4. Use of digital video and audio capture equipment and desktop editing
5. Online and social media delivery of news material
6. The social role of digital journalism

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type              | Length   | Percent | Threshold | Individual/<br>Group Task | Mandatory |
|-------------------|--|---------|-----------|---------------------------|-----------|
| Practical         | Equivalent 750 words (Web site, plus Youtube, FB, Twitter)   | 10      | N         | Individual                | N         |
| Professional Task | Video Story (scripted) 2 minutes; Accompany Facebook/ Blog post 100 words  | 20      | N         | Group/<br>Individual      | N         |
| Professional Task | Video story (scripted) 3 minutes; Accompanying Facebook post/Blog post 250 words, FacebookLive Report 1.5 minutes, and Tweet with picture. | 30      | N         | Group/<br>Individual      | N         |

|               |  |   |            |   |
|---------------|--|---|------------|---|
| Portfolio     | Completed 30   | N | Individual | N |
|               | Blog<br>portfolio;<br>containing<br>story<br>package<br>content<br>1 and 2<br>plus links,<br>plus 3 best<br>weekly<br>class<br>tasks.<br>Reflection<br>on multi-<br>platform<br>writing<br>process as<br>additional<br>blog post<br>(600<br>words) |   |            |   |
| Participation | Weekly 10  | N | Individual | N |
|               | production<br>exercises,<br>Group<br>participation   |   |            |   |

#### Prescribed Texts

- Alysen, B. (2012), The Electronic Reporter: broadcast journalism in Australia, 3rd edition, UNSW Press, Sydney.

#### Teaching Periods

## Autumn (2025)

### Parramatta - Victoria Rd

#### On-site

**Subject Contact** Margot Dunphy ([https://directory.westernsydney.edu.au/search/name/Margot Dunphy/](https://directory.westernsydney.edu.au/search/name/Margot%20Dunphy/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM3015\\_25-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM3015_25-AUT_PS_1#subjects))

## Sydney City Campus - Term 2 (2025)

### Sydney City

#### On-site

**Subject Contact** Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=COMM3015\\_25-SC2\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM3015_25-SC2_SC_1#subjects))