

Mary Citizen

Student Number: 20*****

WORK 300 Placement: The Armidale Express

Semester Two 2***

Assessment task one: Portfolio

Due Date: Friday 3 November 2006

Word Length: As appropriate

Weighting: 30%

Description- Portfolio of work by the student completed whilst working for *The Armidale Express*. Such work will include articles written by the student and articles to which the student contributed research or other input. Percentage contribution to each piece (if not 100%) to be attached. Annotations may be included, as part of the Portfolio and/or in the Work diary/journal, on any problems, opportunities or constraints that affected the writing and publication of articles, or resulted in work undertaken but not necessarily resulting in published items.

Marking criteria- Marking will be based upon the amount and quality of work produced (within opportunity for that production). Presentation and documentation including date produced, when and where published, including page number, will also be taken into account.

Assessment task two: Work diary/journal

Due date: Friday 3 November 2006

Word Length: 300-500 edited words per full day of placement, total word count to be attached.

Weighting: 30%

Description- The work diary/journal is to be completed weekly including a reflective component on the student's experience and learning. The diary will comment and reflect upon-

- the expectation of the student prior to beginning work placement
- the daily experiences of the student, including new skills learned and skill development
- any problems, challenges and successes achieved
- steps taken to resolve problems and meet challenges
- the relationship between old/traditional and new (internet, digital, converging) media forms in the journalistic environment
- the articles written by the student including the processes involved
- the overall learning process of the student during the placement

Marking criteria- the marking of the work diary/journal will be dependent upon:

- Clarity and coherence of reflection including expression punctuation, grammar and spelling
- Quality and depth of reflection and sustained reporting
- Literary/editing quality
- Demonstrated familiarity with workplace practices and conventions

Assessment task three: Written assignment

Due date: Friday 3 November 2006

Word length: 2000 words

Weighting: 40%

Description- Essay question:

- 1) Discuss *The Armidale Express* as a community newspaper. What does the newspaper function to do and how important is the role of the journalist in a regional community? How important is *The Armidale Express* to its regional audience and what role does it play within the context of rural Australia?

- 2) How has your experience working at *The Armidale Express* improved your knowledge and understanding of the media in particular journalism and its role within the area of communication?

Marking criteria- standard academic essay criteria including:

- Demonstrated evidence of reading and research relating to regional and rural media organisations, policies and practices and evidence of synthesis of sources
- Evidence of capacity to integrate information/observation from Workready experience in the final report
- Evidence of capacity to identify issues of journalism practice and theory implicit in the workplace
- Coherence of essay structure and quality of analysis
- Clarity and coherence of presentation of materials for assessment, including expression, punctuation, grammar, spelling and referencing
- At least ten references properly cited
- Working within word limits