COMMS201 Tutorial Plan- Week 5: Media Ethics and Writing News Copy

1. Which of the following journalistic practices can be ethical?
2. Plagiarism
3. Deception
4. Breaching copyright
5. Fabrication
6. What is the role of the Broadcasting Standards Authority?

a)    To determine broadcasting regulations and inform Government policy

b)    To rule on complaints about the media made by the public

c)     Give out Broadcasting awards on an annual basis

d)    Decide Broadcasters editorial agendas

1. As a journalist, you are required to disclose information/the identities of your sources if

a) The police question you.  
b) You are asked to give evidence in a court of law.  
c) You suspect that your source is involved in criminal activity.   
d) Your employer wants to know who your sources are

1. Discuss these terms related to ethical journalism, and how they are interrelated:

a)  Fairness

b)  Accuracy

c)   Balance

Deception

*How to Sell a Massacre* was an undercover sting by Al Jazeera television, which revealed that the One Nation Party, a right-wing anti-immigration party, was working with the National Rifle Association (US) in an attempt to overturn Australia’s tough gun laws which were put in place after a massacre in Tasmania in the 1990s.

Watch introduction and section on media:

<https://www.aljazeera.com/investigations/howtosellamassacre/>

(Media section: 12.45-16)

What does this section say about the relationship of ‘mainstream media’ to the gun lobby?

What does the ALJ investigation reveal about processes of media, lobbying and democracy?

Do you think the deception, usually an unethical practice, by ALJ in this instance was ethical? On what basis?

* Worth reading: https://www.smh.com.au/national/al-jazeera-s-one-nation-sting-was-dramatic-but-was-it-ethical-20190327-p5180a.html

Writing news copy

Read through Assignment 3 on Canvas. Discuss preparation for the Press Conference.

<https://www.theguardian.com/books/2008/sep/25/writing.journalism.news>

**Assessment criteria**

* Article written using the ‘inverted pyramid’ structure
* Headline short, catchy and accurate
* First sentence catchy, conveys story angle and can stand-alone
* Angle clearly articulated
* Article includes at least some if not all of the 5 x W’s and the H
* Draws on information from Press Release and Press Conference and your research
* Uses direct quotes
* Uses clear concise sentence structure throughout
* Factual information accurate