TECH1502-18 Coursework C - Brief and Assessment Criteria

Component C - Community Media Reporting Group Project (30%)

Community life in the United Kingdom is said to be divided and increasingly unequal. While the mainstream media is concerned with trying to satisfy customers, local people living in often marginalised areas don't have a voice, and are unable to express their views in a way that is meaningfully recognised by the people who run our public services and businesses. Community media seeks to redress this imbalance by addressing issues of voice poverty and encouraging people to get involved in discussing and debating issues of civic concern.

Ordinary people's voices are often excluded from public debates about the future of their local services and the development of their communities, and the mainstream media is regarded as biased by many people in those communities. Only telling certain kinds of stories, and discussing issues that are relevant to a small number of people, who are often unaware of the diverse interests and backgrounds that make community life vital.

Your task in this assignment is to take on the role of a community reporter, produce a community newspaper, and tell stories that are relevant to a particular community in Leicester. Your tutor will guide you and help you to develop the skills that you need to do this, and will help you to identify the communities that you will be working with.

You will be undertaking the following tasks:

- Planning, researching, and producing a community newspaper.
- Researching topics and issues of discussion to include in this newspaper.
- Interviewing people and finding out what they want to discuss, then writing these interviews as stories to be included in the newspaper.
- Writing about topics and issues that are important to the social and civic development of the identified communities.
- Formatting and presenting stories that are interesting and engaging, and which tell these stories in an engaging way.
- Using media to enhance these stories, such as producing video or audio, taking photographs, using social media, and so on.
- Using social media to share these stories, and as a way to promote your final newspaper.

Your newspaper will be published, launched and distributed at the International Community Media Expo event that is being organised by the final year BA Communication Arts students.

An exhibition of your work will take place on **Wednesday 9th May between 10am and 4pm**. This exhibition, will consist of posters from each learner that illustrate the activities and events that have taken place as part of this module. Creative design work is encouraged. Learners from TECH1502 and TECH2503 will be exhibiting their work under the guidance of learners from TECH3501.
https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo

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1. Assignment Requirements

You will be expected to organise and write about your work using the DMU Commons resources:

- Using the DMU Commons Wiki as the main platform, you will work in a group of no more than four people to collaborate, develop, try-out and reflect-on your community media reporting topics.
- Your job will be to create and develop a community newspaper, and to describe how this will be done on a dedicated page on the DMU Wiki, that will help people to get together and to take part in your allocated activity.
- You are encouraged to use social media to manage and develop this process, and to include people as participants and co-developers.
- Discussion in your groups can either take place using the 'discussion' tab on the wiki page, or by using the DMU Commons discussion forum https://talk.our.dmu.ac.uk
- Groups and topics will be allocated by your tutor in your lab sessions. The list of topics, with links to projects undertaken in previous years can be found here: https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Community_Media_Group_Project

- Time will be allocated in the lab sessions for the investigation and the planning of the topics, so group membership is fixed by your lab session.
- Your project will be based on the research your group has undertaken in coursework B.

Your final Community Media Reporting Group Project Wiki page will include:

- A definition of what your project is.
- Examples of this type of activity that have been undertaken elsewhere.
- Instructions and essential information about getting started.
- Examples of how your group tried-out the activities.
- Links to video footage, photographs, audio capture, blog write-ups, links to Tweets, Facebook Groups, Google Groups, pages, and so on, that show how the activity was undertaken.
- Comments from participants from beyond the group that have been drawn-in to join the group and participate in the activity.
- You are expected to keep a journal that records your involvement and level of participation through the process of developing your Community Media Reporting Group Project.
- Ten entries will be posted to your blog, one each week and listed on your personal wiki profile page.

2. Blog Journal

What you will actually be marked on is your blog journal. You are expected to keep a journal that records your involvement and level of participation through the process of developing and putting into practice your Community Media Reporting Group Project.

Entries will be posted to your blog each week and listed on your personal wiki profile page as done in the previous assignment.

The final blog post will consist of a video presentation lasting no longer than three minutes, that reflects on what you have personally learnt about this community media reporting project, how you have improved and developed your creative media skills, and how this relates to the content that you will have posted to your own blog site and the module wiki.

Minimum Work: <u>Ten</u> blog posts published, at least one each week 15 to Week 22.

Deadline: Week 22, 10am Monday 12th March 2018**.**

Submission: Individual Links clearly marked on DMU Commons Wiki Profile.

Marking & Feedback: Thursday 11th April 2018.

You are being assessed on your ability to:

- Research information about the activity your community media reporting project is based on.
- Share and collaborate as a group to develop your community media reporting.
- Present and manage information to users of your community media reporting project.
- Reflect on the process of developing your community media reporting project.
- Keep an individual reflective account of your community media reporting project.

This grid will be used to provide feedback:

TECH1502-18 Community Media Reporting Group Project [C]		
Student Name:		
Group Members:		
Social Activity:		
Blog Link:		
Wiki Page Link:		
Group Wiki Page:		Mark (20%):
Project Definition:		
Activity Examples:		
Instructions:		
Try-Out:		
Captured Media:		
User Comments & Feedback:		
Individual Blog Entry Feedback:		Mark (80%):
Blog 1:	Date Posted: Comment:	
Blog 2:	Date Posted: Comment:	
Blog 3:	Date Posted: Comment:	
Blog 4:	Date Posted: Comment:	
Blog 5:	Date Posted: Comment:	
Blog 6:	Date Posted: Comment:	
Blog 7:	Date Posted: Comment:	
Blog 8:	Date Posted: Comment:	
Blog 9:	Date Posted: Comment:	
Blog 10	Date Posted: **[Reflexive Video Blog]** Comment:	
Overall Comments:		
Total Mark:		0%

TECH1502 Coursework C Assessment Criteria:

	Blogs	Project Management	Evaluation	Writing	Media	Wiki Profile
0 – 20%	• Poorly written. • Does not cover the project given in the brief. • Contains obvious errors and poor use of language. • No consistency between each blog post.	• No links to online discussions or planning of the project. • No evidence of discussion of the project in group. • Does not cover the specific project brief.	• No evaluation based on reflection or review of project actions. • Makes assumptions based on own opinion. • Does not relate to the project specified.	• Poorly written, with significant errors. • Informal and colloquial writing. • Does not focus on or explain project.	• No embedded or linked media. • Media does not work or is of poor quality. • Media is not related to the project.	• No links to individual blogs. • No comment on each of the blogs. • Poor formatting and writing.
20 - 40%	• Poorly written. • Basic cover of the project given in the brief. • Contains some errors with poor use of language. • Largely inconsistent posts.	• Basic links to project discussions online. • Limited evidence of group project activity. • Covers the project actions but in a limited way.	• Limited evaluation that is general in nature and does not specifically relate to the project. • General assumptions are made based on own experience.	• Writing is basic but clear. • Some errors. • Limited use of language and some casual phrases. • Gives some focus to the project and how it was implemented.	• Some media is used but it is limited. • The quality of the media is inconsistent. • The media has some relation to the project, but it is not clear.	• Some links to the blogs but these are not consistent. • The comments are limited and basic. • The wiki is poorly formatted and the writing is inconsistent.
40 – 60%	• Clear writing that is logical and makes sense. • Covers the project issues given in the brief. • Contains small number of errors, with competent use of language. • Consistent posts.	• Links well identified and clearly used in each post. • Evidence of discussion of the project actions in the group. • Range of issues related to the project implementation consistently.	• Evaluation is useful and related to the project. • While there are assumptions from own experience, there is some evidence of reflection from evaluation and project actions.	• Writing is clear and presented consistently. • Use of language is mature, giving a sense of competence to the reader. • The project is mostly well explained in an engaging and direct manner.	• Media is used consistently, relating well to the project. • Quality of the media is consistently produced. • The media relates directly to the project and illustrates issues concisely.	• The links are clear and easy to find, follow and access. • The description of each blog is clear and relevant. • The writing is well structured and explains the content of the blogs consistently.
60 – 80%	• Engaging writing that is evocative and makes a strong point. • Gets to the heart of the project activity given in the brief. • No obvious errors, with a rich use of language. • Consistent posts.	• Links to examples of project actions in feeds that are well chosen and relevant to the project. • Clear evidence of lively and engaged project activity in the group.	• Evidence is clear and well related to the topic. • There are few or no assumptions being made. • Evidence is drawn from distinct examples and situations.	• Writing is clear, expressive, consistent. • Language is used creatively and presents issues in an engaging manner. • Points are made succinctly and encourage further evaluation.	• The media is imaginative and relates specifically to the project. • The media is produced well to an appropriate quality level. • The media imaginatively relates to the project and is inventive.	• The links are very easy to find and access. • The description of each blog identifies something of interest and relevance. • The writing engages the reader as an example of good practice.
80 – 100%	• Rich and evocative use of language making direct points. • Goes beyond the brief to make a point of wider social or academic value. • Rich use of language and no errors. • Consistent posts.	• Challenging and thought-provoking use of links that move the project forward. • Discussion is well founded, engaging and direct. • Issues that are explored are challenging and thought provoking.	• Innovative and imaginative use of source material for evidence. • No assumptions are made, and each source is interrogated thoroughly. • Based on clear and direct examples.	• There is a sense of pleasure and playfulness in reading the posts. • The language is mature and sophisticated. • Issues are engaged with creatively and expressively.	• The media is imaginatively presented and produced. • The quality of the media is very 'shareable'. • Creativity and imagination are clearly expressed in the media.	• The links are clear and easy to access. • The description of each blog posts identifies its key features and qualities. • The writing gives a strong sense of engagement with the topic.