



JOUR12040 Narrative Journalism

Term 1 - 2024

Profile information current as at 12/07/2025 11:36 am

All details in this unit profile for JOUR12040 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Narrative Journalism is designed to further develop the knowledge and writing skills gained in prerequisite journalism units, with dedicated focus on narrative and long-form journalism ranging from true crime, biographies, nature and travel writing. In this unit, you will critically analyse selected pieces of long-form narrative journalism including the identification of suitable topics, selection of talent, use of prose and techniques for extending the story. You will learn how extensive research can allow narrative journalists to form deep personal connections with their subject matter, inherently becoming part of the narrative. You will then apply these techniques to your own assessment projects as you pitch, plan and develop your own professional works of long-form narrative journalism over the course of the term, with a view to getting your work to a publishable standard.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisites - 36 Credit Points

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2024

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 15%

2. **Written Assessment**

Weighting: 35%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Head of Course review

Feedback

The assessment items and unit content may not reflect real world relevance.

Recommendation

Review assessment items for currency and real-world relevance.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Pitch and justify a proposal for a narrative journalism project
2. Identify and distinguish between traditional and long-form narrative journalism
3. Analyse notable works of narrative journalism including the identification of suitable topics, talent, use of prose and joining the narrative
4. Develop a publishable work of long-form narrative journalism with a view to getting published
5. Reflect on critical differences between traditional journalistic writing and narrative journalism.

NA

Alignment of Learning Outcomes, Assessment and Graduate Attributes



N/A
Level



Introductory
Level



Intermediate
Level



Graduate
Level



Professional
Level



Advanced
Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 15%	•				
2 - Written Assessment - 35%		•	•		
3 - Written Assessment - 50%				•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving		•			•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
3 - Critical Thinking			•		•
4 - Information Literacy	•	•		•	
5 - Team Work					
6 - Information Technology Competence	•		•	•	
7 - Cross Cultural Competence		•	•		
8 - Ethical practice	•			•	
9 - Social Innovation	•	•	•	•	•
10 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 15%	•			•		•		•		
2 - Written Assessment - 35%	•	•	•	•		•	•			
3 - Written Assessment - 50%	•	•	•	•		•		•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Amantha Perera Unit Coordinator

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Schedule

Week 1 - Introduction to Narrative Journalism - 04 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Narrative Journalism Lesson One will introduce you to the concept of narrative journalism, including standard definitions and contemporary examples by the some of the best in the business.	See e-reading lists on Moodle page	

Week 2 - Getting the Basics Right - 11 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Getting the Basics Right In Lesson Two you will explore some of the not-so-subtle differences between standard journalism and narrative writing, including choosing a suitable topic, scene development, dialogue and characters.	See e-reading lists on Moodle page	

Week 3 - Primary Research - 18 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Primary Research In Lesson Three you will explore how primary research provides the foundations on which to build your story including backgrounding, previous media coverage, and narrowing your search terms.	See e-reading lists on Moodle page	Pitch / Identification of Narrative Journalism Due: Week 3 Friday (22 Mar 2024) 11:45 pm AEST

Week 4 - Sourcing Credible Talent and Interviews - 25 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Sourcing Credible Talent and Interviews Lesson Four will expand on sourcing credible talent for your interviews as well as noted techniques for eliciting interesting and in-depth answers.	See e-reading lists on Moodle page	

Week 5 - Immersion: Becoming Part of the Story - 01 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Immersion: Becoming Part of the Story Narrative writers, unlike more traditional news journalists, often play a role within their story. In this lesson you will learn how to immerse yourself in your narrative, as well as the difference between writing in first, second and third person.	See e-reading lists on Moodle page	

Vacation Week - 08 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - Setting the Scene - 15 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Setting the Scene A picture is worth a thousand words... so they say! Thus, Lesson Six will expand on your ability to paint your readers a picture with your writing, not only bringing the setting to life but ensuring it actively contributes to the overall plot of your narrative.	See e-reading lists on Moodle page	

Week 7 - Reconstructing Past Events - 22 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Reconstructing Past Events As writers you have an obligation to recount experiences and events accurately, and truthfully. But the truth is often subjective, and walking the fine line between ethical and artistic clarity can be tricky. In this lesson you will explore techniques to factually reconstruct past events while still entertaining your reader.	See e-reading lists on Moodle page	Interviews and Immersive Research Due: Week 7 Friday (26 Apr 2024) 11:45 pm AEST

Week 8 - Literary Voice and Style - 29 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Literary Voice and Style Lesson Eight is arguably the most important of the entire unit. From here your primary work of narrative journalism should be starting to take shape, and your own unique writing style becoming apparent in the form of plot, characters, and dialogue.	See e-reading lists on Moodle page	

Week 9 - Structuring Your Article - 06 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Structuring Your Article By the end of this lesson, you will be able to describe narrative techniques that support your writing and apply them to your own assessment piece, ensuring that your narrative is high impact and provokes an emotive response from the reader.	See e-reading lists on Moodle page	

Week 10 - Editing - 13 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Editing By the end of Lesson 10 you will be able to describe techniques that will assist editing your work to ensure it is accurate, well-written, and effective as a piece of narrative journalism.	See e-reading lists on Moodle page	

Week 11- Pitching... and pitching again! - 20 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Pitching... and pitching again! This lesson will delve into helping you identify a potential market for publishing your work including audience identification and structuring a pitch.	See e-reading lists on Moodle page	

Week 12 - Review - 27 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Review	See e-reading lists on Moodle page	

Review/Exam Week - 03 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Narrative Journalism Article / Reflection Due: Review/Exam Week Monday (3 June 2024) 11:45 pm AEST

Exam Week - 10 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Pitch / Identification of Narrative Journalism

Assessment Type

Written Assessment

Task Description

There are two parts to this assessment.

PART A: Define Narrative Journalism (300 - 500 words)

Define narrative journalism and explain how it differs from traditional journalism and news writing.

In your response, consider the work of prominent narrative journalists and how they have used narrative techniques in their writing including the use of prose, setting a scene and introducing characters. Include references to justify.

Examples are available on Moodle.

PART B: Pitch (300-500 words)

Pitch your story ideas for Assessment Three (Narrative Feature Article) inline with industry standards which are covered in the unit content.

Your pitch should specifically consider the following:

- The topic / subject of your article
- Credible Sources (Primary and Secondary)
- News values or interest in this topic / relevance to public discourse
- Evidence of planning (what you are going to do and when)

To pass you will need to address all of the elements of the assessment including credible references where necessary to justify and cite your sources.

Students who demonstrate limited attention to the requirements of the task will Fail this assessment. They will be required to resubmit this assignment until they receive a Pass grade to be allowed to proceed to Assessment Two.

NOTE: WORD COUNT for written assignments

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assessment Due Date

Week 3 Friday (22 Mar 2024) 11:45 pm AEST

Online

Return Date to Students

Week 4 Friday (29 Mar 2024)

Assessments will be returned within one week of submission

Weighting

15%

Assessment Criteria

To pass you will need to address all of the elements of the assessment including credible references where necessary to justify and cite your sources.

Students who demonstrate limited attention to the requirements of the task will Fail this assessment and will be required to resubmit before moving on to the next assessment.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit as a Word or PDF document through Moodle.

Learning Outcomes Assessed

- Pitch and justify a proposal for a narrative journalism project

Graduate Attributes

- Communication
- Information Literacy
- Information Technology Competence
- Ethical practice

2 Interviews and Immersive Research

Assessment Type

Written Assessment

Task Description

There are two parts to this assessment.

PART A: Interviews

Interview two credible talent who will be used within your narrative journalism article in Assessment Three and provide the transcripts / recordings of those interviews.

Aim for the interviews to be at least 5 - 7 minutes in length. You will be graded on the following elements:

- Primary Research
- Subject Matter
- Talent Credibility
- Quality of Questions
- Ability to Build Rapport

Remember your talent must be credible by industry standards, so interviewing fellow students, friends, mum/dad is not acceptable.

PART B: Written submission (1,000 - 1,500 words)

From one of your interviews (Part A) produce a 1,000 - 1,500 word written submission where you, as the journalist, have immersed yourself in your research and become part of the story (Examples are available on Moodle).

It should be written in first person narrative prose and will ultimately become part of your narrative feature article (Assessment Three). **NOTE: It doesn't necessarily have to be the introduction, but this written submission should form a substantial part of your narrative article (Assessment Three).**

Your work will be graded on the following elements:

- Spelling / Grammar / Punctuation
- Use of prose
- Setting the scene
- The quality of talent

Assessment Due Date

Week 7 Friday (26 Apr 2024) 11:45 pm AEST

Online

Return Date to Students

Week 9 Friday (10 May 2024)

Assessments will be returned with two weeks of submission

Weighting

35%

Assessment Criteria

A marking rubric is available on Moodle.

Your work will be graded on the following elements:

- Spelling / Grammar / Punctuation
- Use of prose
- Setting the scene
- The quality of talent

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit as a Word or PDF document through Moodle.

Learning Outcomes Assessed

- Identify and distinguish between traditional and long-form narrative journalism
- Analyse notable works of narrative journalism including the identification of suitable topics, talent, use of prose and joining the narrative

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

3 Narrative Journalism Article / Reflection

Assessment Type

Written Assessment

Task Description

There are two parts to this assessment.

PART A: Polished Narrative Journalism Article (4,000 - 5,000 words)

From your initial pitch in Assessment One and interviews / research in assessment two, write a 4000-5000-word narrative journalism article.

Your article should be written in line with industry standards and incorporate the narrative journalism techniques covered through the unit.

It will be graded on the following elements:

- Quality of writing including punctuation / grammar / tense
- Use of prose
- Immersion
- Depth of research
- Quality of talent

PART B: Reflection (2,000 words)

Produce a 2,000-word reflection on your writing process.

You will justify how you utilised narrative journalism principles in the modern news gathering process and how long-form writing differs from contemporary news writing, including immersive research and becoming part of the narrative.

Explain where potential improvements to your article could have been made with reference to relevant theories, arguments and literature covered in the unit content this term. You may include references to the work of credible narrative journalists / media outlets to justify your arguments.

Discuss the quality and effectiveness of your talent and interviewing techniques and where – if at all - you feel enhancements could be made. You may choose to demonstrate how you would approach the same story with a different angle, and include an alternative lead paragraph/s.

This assessment is designed to develop your ability to self-reflect and constantly improve your craft, which is essential for even the most experienced media professionals. This assessment must include academic referencing.

Your reflection will be graded on the following elements:

- Referencing
- Link to unit content
- Adherence to requirements of the task
- Standard of writing
- Quality of self-assessment

NOTE: WORD COUNT for written assignments

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assessment Due Date

Review/Exam Week Monday (3 June 2024) 11:45 pm AEST

Online

Return Date to Students

Assessments will be returned within two weeks of submission

Weighting

50%

Assessment Criteria

A marking rubric is available on Moodle.

Your feature article will be graded on the following elements:

- Quality of writing including punctuation / grammar / tense
- Use of prose
- Immersion
- Depth of research
- Quality of talent

Your reflection will be graded on the following elements:

- Link to unit content
- Quality of self-assessment
- Adherence to requirements of the task
- Standard of writing
- Referencing

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit as a Word or PDF document through Moodle.

Learning Outcomes Assessed

- Develop a publishable work of long-form narrative journalism with a view to getting published
- Reflect on critical differences between traditional journalistic writing and narrative journalism.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem