

**City University of Hong Kong**

**Information on a Course  
offered by School of Creative Media  
with effect from Semester A in 2008 / 2009**

This form is for completion by the *Course Co-ordinator*. The information provided on this form will be deemed to be the official record of the details of the course. It has multipurpose use: for the University's database, and for publishing in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the *Explanatory Notes* attached to this Form on the various items of information required.

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**Part I**

Course Title: Writing for Mass communication

Course Code: SM1202

Course Duration: One semester

No. of Credit Units: 3

Level: A2/B3

Medium of Instruction: English

Prerequisites: (Course Code and Title) SM1012A Creative Writing (English) or  
SM1012B Creative Writing (Chinese)

Precursors: (Course Code and Title) Nil

Equivalent Courses: (Course Code and Title) Nil

Exclusive Courses: (Course Code and Title) Nil

**Part II**

**1. Course Aims:**

This course provides essential hands-on training for writing in printed publication and mass media. For those students who want to include writing in their career, they must know the nature of the mass media, the content and format for popular publications and their target audience of different channels. Students learn in a hands-on practice approach to prepare their story and apply such editing skill useful for newspapers, magazines, books, on-line publications, websites and personal web-logs and other form of popular publications.

Students who work individually or in groups, for special topics projects and feature stories, will find their interest in the exploration of new angle, content and writing skills. We emphasize a step by step approach on locating area of interest, research process, interviewing skills, writing and packaging the content and how to illustrate - a formidable match of visual image to its literal content. Students graduated from this course will be capable of handling individual assignments with illustrations in publications and abundant know-how as well as creativity to handle writing commissions of various type. We lead the course in a workshop style. Employing different assignments as the basis, we will examine the elements and technique from both journalistic and creative angles. Each assignment will go through the process from setting up, research, interview, write-up and headline setting. Emphasis will also be put on how to dig out interesting topics, angle of reporting and interviewing technique. Students will present in class, pitch their idea, report on the progress and deliver the final outcome from their own projects.

## 2. Course Intended Learning Outcomes (CILOs)

*(state what the student is expected to be able to do at the end of the course according to a given standard of performance)*

*Upon successful completion of this course, students should be able to:*

	CILOs	Weighing (if applicable)
1.	Explore creative ideas and interesting themes to generate a piece of magazine article	
2.	Acquire the “Know how” of preparing interview, delivering questions and summarizing into a piece of personality interview	
3.	Formulate a package for special topics in print media as a fashionable item or trend setting report	
4.	Combine visual elements: photos and editing techniques, headline, caption to deliver an illustrated issue for a popular publication	

## 3. Teaching and Learning Activities (TLAs)

*(designed to facilitate students' achievement of the CILOs)*

*Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.*

ILO No	TLAs	Hours/weeks (if applicable)
CILO 1	‘Meet the Celebrity’ in a public event	
CILO 2	Attend a press conference / field trip	
CILO 3	Visit to magazine and its editorial team	
CILO 4	Class Presentation of Writing topics, ideas, planning, execution and its outcome	

## 4. Assessment Tasks/Activities

*(designed to assess how well the students achieve the CILOs)*

*Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.*

<b>ILO No</b>	<b>Type of assessment tasks/activities</b>	<b>Weighting (if applicable)</b>	<b>Remarks</b>
CILO 1	Assignment 1: Personality interview and Writing	25%	
CILO 2	Assignment 2: Case Study - Adapting documentary or real life rapport to fictional content as a magazine story	25%	
CILO 3	Assignment 3: Write Up on special topics: e.g. fashion, food, travels, style manual	25%	
CILO 4	Assignment 4: Generate a feature story from publicity material, press conference, interview and background research	25%	

**5. Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations and to the Explanatory Notes.

Homework assignment: 100% (each 25%)

Grading pattern: Standard (A+, A, A-...F)

Grading is based on performance in assessment tasks / activities.

**PART 3**

Syllabus Keywords:

Area of Interest -Newspaper, monthly magazine, weekly magazine, on-line publication, publicity kit

Anatomy of an editorial team and its function

Searching special Topics /theme of public interest

Interviewing Technique

Research Technique

Trends and Style

Celebrity/Personal Interview and Write Up

Publicity and PR Write Up

Adapting news to fiction from psychological point of view

Feature on City Life

*Returned by:*

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