

COM2201: NEWS WRITING AND REPORTING

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

News Writing and Reporting

Subject Code

COM - Media and Communication

Course Number

2201

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English

[For practicum: English and Chinese]

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

English supplemented by Chinese

This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN3512 News Writing and Reporting

Exclusive Courses

Nil

Part II Course Details**Abstract**

COM2201 is designed to train students to write publishable stories in the Chinese and international contexts. The course incorporates role plays, discussions, debates, workshops and various in-and after-class writing exercises. In an interesting, interactive and informative setting, it exposes students to the operation of news organizations and equips students with skills in identifying, gathering, verifying, analyzing, organizing and writing news stories about various issues and events under tight deadline by using Chinese and English that is accurate, concise, organized, readable, and correct in grammar and style. The course also include a section on how journalism is expanded and challenged by new technologies in the 21st century. As journalistic writing is the foundation of all writings in the mass communication industry, students will master the core abilities, most importantly the effective writing and communication, via this course, and thus get prepared for careers in both traditional and new media organizations, and other related opportunities.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify and explain news values	10		x	
2	Justify and apply basic reporting and interviewing skills, and the ability to fact-check and research on a given subject matter	10	x	x	
3	Demonstrate how to spot a pitch and develop a story	50		x	
4	Write publishable news stories	30			x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures & class discussions	Students will gain conceptual overview of news values by using different pieces of news with similar topic/headline, from a comparative perspective	1	

2	Lectures & class discussions	Students will engage in class discussions on reporting, researching and fact-checking skills. Students are required to read the selected news of the week and share their analysis and insight during classes.	2	
3	Drills	Students will participate in drills on interviewing techniques and writing exercises in English and Chinese. Students are required to engage the in-class activities proactively	2, 4	
4	Drills	Students will develop writing skills for various types of news stories with different leads in class under time pressure and outside class.	2, 4	
5	Lectures	Students will discuss, clarify and debate media industry practices and ethics.	3	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Pop quizzes	1	10	English
2	Individual assignments	2, 3	55	Consists of several after-class tasks and one independent writing exercise
3	One long feature	4	30	Can be done alone or by teamwork
4	Class participation	1	5	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Pop quizzes

Criterion

Understand the basics of journalism

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

In-class writing exercises and participation

Criterion

1. The story idea is a good pitch, and structure is well-developed
2. the student generate insightful ideas and actively participate in the class throughout the semester

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

After-class individual assignment

Criterion

1. the student does find a story that contradicts journalism principles, and provide solid suggestions to improve
2. The interview request is well-developed and convincing

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Final Project

Criterion

1. Idea and structure are good
2. incorporate necessary quotes and contexts
3. the story is fair and balanced

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

News writing and reporting skills; Clear, and concise writing; Journalists and their role; Operation of news organizations.

Reading List**Compulsory Readings**

	Title
1	Mckane, Anna (2013), News Writing (2nd Edition) SAGE Publications
2	James G. Stovall (2014), Writing for the Mass Media, Pearson
3	Mencher, Melvin (2006). News Reporting and Writing (9th ed.).
4	The Associated Press Stylebook and Briefing on Media Law (latest edition)
5	康文久、高紅玲(編) (2002)。實用新聞寫作。北京市：新華出版社

Additional Readings

	Title
1	傳媒法規與倫理 / 王軍
2	Mingpao
3	The South China Morning Post

4	BBC News
5	The New York Times