# **COM2202: WRITING FOR THE MEDIA**

#### **Effective Term**

Semester A 2022/23

# Part I Course Overview

#### **Course Title**

Writing for the Media

#### **Subject Code**

COM - Media and Communication

# **Course Number**

2202

#### **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**

EN4533 Writing for the Media

#### **Exclusive Courses**

Nil

# Part II Course Details

#### **Abstract**

This course aims to Develop students' writing abilities for a wide range of mass media channels in both English and Chinese. Focus on developing and applying different writing skills required for each area of mass communication, such as writing for broadcast, print or new media covering a range of document types. Examine and apply general writing principles across functional genres when writing for information, entertainment, interpretation, persuasion and promotion. Develop students' ability to be flexible when moving from one medium to another and from one kind of writing to another for a variety of purposes. Prepare students to take up jobs as editors, broadcasters, advertising executives, advertising copywriters, journalists, public relations executives, freelance writers, corporate affairs executives.

#### **Course Intended Learning Outcomes (CILOs)**

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze various kinds of media writing critically	20	X	x	
2	Discover knowledge of the general principles of media writing	20	X	X	
3	Write publishable stories for various media (specifically for broadcasting, public relations and advertising)	40	x	x	x
4	Appraise the writing of English and Chinese correctly in terms of accuracy, conciseness, expression, grammar, and style	20		x	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.

## **Teaching and Learning Activities (TLAs)**

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will - acquire knowledge of the various genres and styles of media writing, such as news reports, press releases and advertising copies (especially news values, structure, audience awareness)	1	3 weeks

2	Lectures	Students will - generate new ideas on selected topics - detect the nature and major features of various genres of media writing - construct and substantiate a story with quality quotes and background - identify and avoid common pitfalls in media writing	2	4 weeks
3	Writing Laboratory	Students will - apply the principles of good writing in writing exercises and - critique media writing in English and Chinese - construct and write various kinds of media writing (news, broadcast, press release, ad copy and so on)	3	6 weeks
4	Discussion and troubleshooting various issues in the media industry	Students will - evaluate critically English and Chinese writing in terms of accuracy, conciseness, expression, grammar, and style - enhance media literacy awareness	4	Throughout the course

# Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Pop quizzes	2, 4	10	
2	In-class exercises and participation	3	60	
3	Final group project	3	30	

# Continuous Assessment (%)

100

Examination (%)

n

Assessment Rubrics (AR)

Assessment Task

Pop Quizzes

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#### Criterion

Ability to grasp the knowledge and gain understanding of general principles of Media industry

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

#### Failure (F)

Plagiarism (if confirmed by the College Academic Conduct Committee) or other serious problems

#### **Assessment Task**

In-class writing exercises and participation

#### Criterion

Capacity to produce media writing pieces in various formats including those relevant to Print News, Broadcast News, Public Relations Texts, and Advertising Copies, etc.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

## Failure (F)

Plagiarism (if confirmed by the College Academic Conduct Committee) or other serious problems

#### **Assessment Task**

Final group project

## Criterion

Capacity to generate an integrated promotional package, demonstrating an in-depth understanding of and the ability to apply general principles of Media writing and language skills.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Plagiarism (if confirmed by the College Academic Conduct Committee) or other serious problems

# **Part III Other Information**

# **Keyword Syllabus**

Media writing; Persuasive writing; Writing news - stories and leads; Speeches; Magazine articles; Television news writing; Writing for electronic media - radio and television; Writing for public relations and advertising.

# **Reading List**

# **Compulsory Readings**

	Title
1	Stovall, J. G. (2014). Writing for the Mass Media (8th ed.). Pearson.
2	Yopp, J. J., & McAdams, K. C. (2011). Reaching Audiences: A Guide to Media Writing (3rd ed.).
3	Mencher, M. (2019). News Reporting and Writing. Boston: McGraw-Hill.

# **Additional Readings**

	Title
1	Adams, S. (2001). Interviewing for Journalists. London; New York: Routledge.
2	Arnold, G. T. (2003). Media writer's handbook: A guide to common writing and editing problems. Boston: McGraw-Hill. (on reserve)
3	Bunton, et al. (1999). Writing Across the Media. Boston: Bedford/St. Martin's.
4	Gowers, E. (1986). The Complete Plain Words. England: Penguin. (on reserve)
5	Hicks, W. (1995). English for the journalists. London: Routledge. (on reserve)
6	Herbert, J. (2000). Journalism in the digital age: theory and practice for broadcast, print and online media. Oxford; Boston: Focal Press.
7	Kessler, L., & McDonald, D. (2000). When Words Collide: A Media Writer's Guide to Grammar and Style (5th ed.). Canada: Wadsworth. (on reserve)
8	Mencher, M. (2006). Melvin Mencher's news reporting and writing. Boston: McGraw-Hill. (on reserve)
9	Mencher, M. (1997). News Reporting and Writing. Boston: McGraw-Hill.
10	Silvester, C. (Eds.). (1994). Interviews. London: Penguin.
11	Strunk, Jr., W., & White, E. B. (1972). The elements of style. New York: Macmillan. (on reserve)
12	黃天賜 (2011) 新聞評論寫作。香港:中華書局。