

COM2202: WRITING FOR THE MEDIA

Effective Term

Semester A 2024/25

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	Apply analysis for various kinds of media writing critically	20	x	x	
2	Discover knowledge of the general principles of media writing	20	x	x	
3	Demonstrate writing 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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will apply 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 · design new ideas on selected topics · identify the nature and major features of various genres of media writing · create a story with quality quotes and background · demonstrate to 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 · demonstrate writing various kinds of media writing (news, broadcast, press release, ad copy)	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 · justify and apply 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 (%)

0

Assessment Rubrics (AR)**Assessment Task**

Pop Quizzes

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。