

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	Communications: Advertising & PR Communications: Media Studies
FHEQ Level:	4
Course Title:	Introduction to Writing for the Media
Course Code:	JRN 4200
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course introduces students to basic media writing skills. Students learn to write basic news stories, press releases and promotional materials for use across multimedia platforms. Students will also develop an understanding of the critical differences between the various approaches.

Prerequisites:

GEP 4180 Research and Writing 2

Aims and Objectives:

This course aims to introduce students to the skills required for writing for the media. As such, the course will emphasise the need to develop writing, reporting and multimedia skills. It will also raise awareness about different legal aspects related to the practice of journalism, namely privacy law, libel law, defamation and accuracy in reporting. The course will introduce students to different types of journalism, and to basic promotional techniques that are used across different media platforms.

By the end of this course successful students will have:

- To understand the role of **the media** in democratic societies
- To distinguish between commercial, promotional, creative and journalistic writing.
- Be familiar with current affairs and understand the concepts of news values and **promotional** agendas
- Understand the needs of the converged newsroom

- Have broad understanding of basic journalistic **and promotional writing** skills.
- Be able to use basic multimedia skills
- Have an understanding of the legal dimension of **media production**

Programme Outcomes:

Communications: Advertising and PR: A4i, A4ii, B4i, C4i, C4iii, D4i, D4iii

Communications: Media Studies: A4I, A4iii, B4i, C4i, C4iii, D4iii

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Identify the aims of journalism, PR and advertising.
- Demonstrate a broad understanding of the ethical and legal dimensions of journalism, PR and advertising.
- Demonstrate an ability to research and write short stories in compliance with journalistic and promotional norms.
- Demonstrate an ability to use a range of information communication technology skills, namely to write to sound and video, and to produce assignments across media platforms.
- Demonstrate familiarity with a variety of sources necessary to write an article or piece of promotional copy.

Indicative Content:

- News Values and news agendas
- Researching and **writing** techniques
- Writing intro/leads
- The Inverted pyramid
- Writing across media platforms
- Introductory Reporting Assignments
- Legal and Ethical Dimensions of **media work**

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course is based on lectures, class discussions and writing workshops. Students are required to follow current affairs, to read a variety of newspapers and magazines. Part of the class work will be based on these readings.

Indicative Texts:

Vincent Filak, *Convergent Journalism an Introduction: Writing and Producing Across the Media*, Third Edition Focal Press, 2019.

Evans, Harold *Do I Make Myself Clear?: Why Writing Well Matters*, 2017

Carole Fleming, Emma Hemingway, Gillian Moore, et al *Introduction to Journalism*, Sage Publications, 2005

Trevor Morris and Simon Goldsworthy *PR Today: The Authoritative Guide to Public Relations*, Palgrave, 2016

David Randall, *The Universal Journalist*, Sixth Edition 2021

Journals

Journalism Studies

Journal of Mass Communication and

Journalism British Journalism Review

Journal of Broadcasting and Electronic Media

PR Week

Campaign

Web Sites

www.guardian.co.uk

www.bbc.co.uk/news

www.bbc.co.uk/journalism

www.reutersinstitute.politics.ox.ac.uk

www.journalismfoundation.org

www.nytimes.com

www.poynter.org

<http://en.rsfsf.org>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	