

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	Communications, Arts and Social Sciences
<b>Programme:</b>	International Journalism and Media
<b>FHEQ Level:</b>	4
<b>Course Title:</b>	Introduction to Writing for Media
<b>Course Code:</b>	JRN 4200
<b>Course Leader:</b>	Dr. Eunice Goes
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
<b>Semester:</b>	FALL
<b>Credits:</b>	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.

**Pre-requisites:** GEP 4180

**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:**

4Ai

4Aiii

4Bi

4Ci

4Ciii

4Diii

A detailed list of the programme outcomes is found in the Programme Specification.

This is maintained by Registry and located at:

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

**Learning Outcomes:**

*By the end of the course 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.

### **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.

### **Bibliography:**

#### **Indicative Text(s):**

Stephen Quinn, Vincent Filak, *Convergent Journalism an Introduction: Writing and Producing Across the Media*, Focal Press, 2005

Evans, Harold *Essential English: For Journalists, Editors and Writers*

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**

### **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](http://www.guardian.co.uk)

[www.bbc.co.uk/news](http://www.bbc.co.uk/news)

[www.bbc.co.uk/journalism](http://www.bbc.co.uk/journalism)

[www.reutersinstitute.politics.ox.ac.uk](http://www.reutersinstitute.politics.ox.ac.uk)

[www.journalismfoundation.org](http://www.journalismfoundation.org)

[www.nytimes.com](http://www.nytimes.com)

[www.poynter.org](http://www.poynter.org)

<http://en.rsf.org>

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
	Name change (removed 'Journalism' from title)	January 2017	13/06/17