DEREE COLLEGE SYLLABUS FOR: CN 2202 WRITING FOR THE MEDIA	
(Previously CN 2202 Writing for Mass Communication) (Updated: Fall 2020)	**US CREDITS: 3/0/3** **UK LEVEL: 4** **UK CREDITS: 15**

PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics
CATALOG DESCRIPTION:	Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques.
RATIONALE:	Communication students need to be able to convey messages through the written word. To write for the mass media, they need to be able to recognize the main styles of writing used in print media and to write for readers who are easily distracted.
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Understand how audience needs and desires determine the way media writers use language and structure their messages. 2. Understand why some language devices are more effective in engaging distracted audiences than others. 3. Understand the importance of message focus and structure to both writers and audience members. 4. Understand the importance of interviewing to media practitioners. 5. Demonstrate understanding of how to conduct an interview to obtain insight that will enrich and add credibility to a story. 6. Apply in their written assignments the key concepts covered in the course.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, interactive learning (class discussions, group work), and in-class workshop exercises. ➢ Presentation of homework assignments in class. ➢ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. ➢ Use of a Blackboard site where instructors post lecture notes, assignment instructions, announcements, as well as additional resources. ➢ Peer tutoring is also available to students who choose to get additional help.

ASSESSMENT:	Summative:	
	First assessment - midterm exam (editing or writing exercises or short-answer questions)	**20**
	Second assessment – blog (containing portfolio of written or other communication assignments, such as podcasts and photos and captions)	**10**
	Third assessment – feature story (900-1100 words)	**70**

Formative:

In-class writing exercises and in-class analysis of media texts	**0**

The formative work aims to prepare students for the examination and their written assignments.

The first assessment (midterm exam) tests Learning Outcomes 3.
The second assessment (blog portfolio) tests Learning Outcome 6.
The third assessment (feature story) tests Learning Outcomes 1, 2, 3, 4, 5, and 6.

The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.

INDICATIVE READING:

REQUIRED READING:

McAdams, Katherine; Johnson Yopp, Jan. *Reaching Audiences - A Guide To Media Writing.* Boston: Allyn & Bacon, 6th edition, 2013.

RECOMMENDED READING:

Applen, J.D. *Writing for the Web: Composing,Coding and Constructing Web Sites,* Roudtledge, 2013.

Cappon, Rene J. *The Associated Press Guide to News Writing*, ARCO (Thomson Learning), latest edition.

Carroll, Brian, *Writing for Ditigal Media,* 3rd edition, Routledge, 2017.

	Handley, Ann, *Everybody Writes: Your Go-To buid to Creating Ridiculously Good Content*, Wiley, 2014. Redish, Janice. *Letting Go of the Words: Writing Web Content that Works,* 2nd edition, Morgan Kaufmann, 2012.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL:** **RECOMMENDED MATERIAL:**
COMMUNICATION REQUIREMENTS:	All assignments in English Audio recording device
SOFTWARE REQUIREMENTS:	Microsoft Word
WWW RESOURCES:	www.nyt.com www.theguardian.co.uk www.thetimes.co.uk www.kathimerini.gr www.theatlantic.com www.huffpost.com www.huffpost.gr www.newsbeast.gr www.vice.com www.vice.gr www.buzzfeed.com www.prweek.co.uk www.davidmeermanscott.com (digital marketing and PR writing) http://en/ejo/ch/ (Euroean Journalism Observatory)

INDICATIVE CONTENT:	1. The Mass Media Audience and the Writer
	    1.1 Who the media audience is and isn't
	    1.2 Levels of commitment
	    1.3 Writing for different media
	    1.4 Informing (announcing) and persuading
	    1.5 Writing for your editor: time and space restrictions
	2. Writing that is Clear, Concise, and Complete
	    2.1 Syntax and grammar
	    2.2 Joining sentences together, graphs and paragraphs
	    2.3 Focus, momentum and audience expectations
	3. Sense Appeal
	    3.1 Differences between essays and media pieces
	    3.2 Appealing to the senses
	    3.3 Storytelling
	4. Developing Characters
	    4.1 Biography: finding the story in a character
	    4.2 Importance of quotes and dialogue

	4.3 Interviews: preparing for and conducting
	4.4 Writing the story
	4.5 Objectivity and creativity
	5. Leads and Inverted Pyramids
	    5.1 Summary leads
	    5.2 Inverted pyramid: origins and uses
	    5.3 Other types of leads
	6. Feature Stories
	    6.1 Function
	    6.2 Structure
	    6.3 Style
	    6.4 Researching a story
	    6.5 Constructive/Solutions journalism
	7. Advertising
	    7.1 The functions of advertising: informing and convincing
	    7.2 Copy strategy: "the truth well told"
	    7.3 Planning and writing and ad: using text and image
	8. Public Relations
	    8.1 Functions of public relations writing
	    8.2 Public relations, news, and advertising; creating news
	    8.3 Textual tools: press releases, invitations, newsletters, fact sheets, backgrounders, photo and caption, audiovisual
	    8.4 NGO and public service announcements
	9. Writing for the Web
	    9.1 Characteristics of good and bad writing
	    9.2 Traditional and web writing: similarities and differences
	    9.3 Audience expectations in traditional and web writing
	    9.4 Writing formats
	    9.5 SEO
	    9.5 Blog posts