

<b>Course Unit Title:</b>	Mass Media Writing
<b>Course Unit Code:</b>	COM103
<b>Type of Course Unit:</b> (Compulsory/Optional)	Optional
<b>Level of Course Unit:</b> (first, second or third cycle)	Bachelor (1 <sup>st</sup> cycle)
<b>Year of Study:</b>	2 or 3
<b>Semester when the unit is delivered:</b>	3
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<b>Learning Outcomes of the course unit:</b>	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Use the process-based approach effectively for writing in a mass media context</li> <li>• Apply the principles of journalistic writing style and conventions</li> <li>• Follow the steps of the information-gathering process for news media purposes</li> <li>• Write different kinds of news stories</li> <li>• Adhere to the principles of broadcast media and write for this context</li> <li>• Write for advertising and public relations purposes following a marketing strategy process</li> </ul>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	COM101 or consent of instructor
<b>Recommended optional program components:</b>	None
<b>Course Contents:</b> <b>Objective:</b> To introduce students to the peculiarities of preparing written documents for the mass media (divided into press, audiovisual media and advertising). To supply the students with the necessary knowledge in order for them to be able to write for the mass media.	

**Description:****Introduction:**

The course starts by teaching the student the most important rules of writing for the media. Students are introduced to the techniques for good writing (simplicity, shortness, familiarity) as well as the basic writing tools, as grammar, punctuation, active/passive voice, spelling and participles. Students are assigned exercises on writing techniques which will be discussed later on.

**Writing Styles:**

General writing and journalistic conventional writing styles are then analyzed. The purpose is for the students to find the style that better expresses their talent. The most common reporting conventions such as inverted pyramid, balance and fairness, impersonality, story types, reliance on sources, and attribution and quotes are explained and put into practice through a series of exercises. Special emphasis is given to language sensitivity, since a non-proper use of language may offend and demean. Language which is inappropriate to mass media writers is examined: sexist pronouns, racist phrases, stereotyped languages, and illness and disability phrases.

**News:**

The news as a primary and fundamental form of mass communication. News is an answer to a fact, which responds to the basic questions, Who, What, When and Where. Students will learn to write a variety of news.

**Writing for Press:**

Writing for press is the first chapter dedicated to mass media, newspapers and magazines. A complete characteristic of news stories is presented: transition, attribution, shortness, third person, and accuracy. The lead paragraph, inverted story and story developing follow. Different story structures are analyzed: classical, narrative, bullet, micro-micro, and the feature story as the most important newswriting type in today's press world.

Exercises are assigned and discussed in class.

**Writing for audiovisual media:**

Selection of news for broadcasting and the broadcasting writing style are discussed and illustrated with examples from local television and radio. The image as an essential element on television, and the voice as a unique element on radio broadcast are analyzed. Students are taught how to prepare and put together a broadcast newscast, for both radio and television. Exercises are assigned.

**Writing Advertisements:**

During the next phase, titled "How to Write Advertisement for Mass Media", students are introduced to the process of creating different advertisements. Appeals, consumers' needs, audiences, product qualities, and campaign purposes are analyzed. Explained are the different particularities of writing ads for the press and audiovisual media. Students then write ads for the media.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

**Recommended or required reading:**

James Glen Stovall: WRITING FOR THE MASS MEDIA  
New Jersey, Prentice Hall International, Latest Edition

THE ASSOCIATED PRESS STYLE BOOK & LIBEL  
MANUAL DICTIONARY OF COMMUNICATION AND  
MEDIA STUDIES

Carl Sessions Stepp: THE MAGIC AND CRAFT OF  
MEDIA WRITING NTC/Contemporary Publishing  
Company, Latest Edition

**Planned learning activities and teaching methods:**

Class Instruction

42 Hours

Consultation

15 Hours

<b>Assessment methods and criteria:</b>	Examinations Assignments Class Participation/Attendance	<table border="1"> <tr> <td data-bbox="1084 203 1310 243">65%</td> </tr> <tr> <td data-bbox="1084 243 1310 283">30%</td> </tr> <tr> <td data-bbox="1084 283 1310 323">5%</td> </tr> <tr> <td data-bbox="1084 323 1310 394">100%</td> </tr> </table>	65%	30%	5%	100%
65%						
30%						
5%						
100%						
<b>Language of Instruction:</b>	English					
<b>Work Placement(s):</b>	No					
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia					