



COURSE COMPACT

Faculty: Faculty of Social Science
Department: Mass Communication
Programme: B.Sc Mass Comm.
Course Code: MAC 122
Course Title: Writing for the Mass Media 11
Units: 2
Course Lecturer: Tosin Adesile (Mr.)
Semester/Session: 2nd Semester
Session: 2018/2019
Location: Lecture Rm 4

A. Brief Overview of Course

The course delves into greater details of writing with emphasis on grammar, rhetoric and logic. It involves practice in writing for specific media of mass communication. This Part Two shall focus on writing for Marketing Communications – advertising, direct marketing, sales promotion, publicity, and public relations. Students will learn writing formats for advertising copy, newspaper, magazine, radio, television, transit and outdoor, and online.

B. Course Objectives/Goals

At the end of this course, students are expected to:

- Important of word choice in effective writing
- Know the qualities of good writing.
- Know the basic writing units such as phrases, Clauses etc.
- Know how to write effective paragraph.
- Know how to be a specialist in media writing.
- Know how to write legally and responsibly
- How to develop creative writing skill.
- How to initiate and carry out Journalistic Interview for Print and Broadcast and Online.

C. Methods of Lecture Delivery/Teaching Aids

- Lecture Delivery Methods
 - Interactive classroom session
 - Individual assignments

- Lecture notes
- Teaching Aids
 - Multimedia projection
 - Computer Laboratory

D. Course Outlines

- Modules & Details of Topics

Module I: Rudiments of Media Writing

Week 1: Understanding Writing Process

Week 2: Feature Writing

Weeks 3 & 4: Editorial Writing, Simple Story Structure write and Media writing skills and practices

Continuous Assessment One (CA1)

Module II: Perspectives in Media Writing

Week 5: Writing for Online Journalism

Week 6: Law and Ethics of Media Writing

Weeks 7: Law and Ethics of media writing, corresponding reporting,

Week 8: Presenting the news, Lead and Captions

Mid-Semester Test

Module III: Creative media writing

Week 9: Comedy writing and Book Reviewing

Week 10: Interviewing

Continuous Assessment Two (CA2)

Week 11: Specialization

Week 12: Revision

E. Structure of the Programme/Method of Grading

- Continuous Assessment
 - Class test/Assignments 20% Marks
 - Mid Semester test 10% Marks

- Examination 70% Marks
- TOTAL 100%**

F. Ground Rules & Regulations

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

G. Topics of Term Papers/Assignment/Student Activities

- To be supplied during the course of lectures

H. Contemporary Issues/Industry Relevance

Writing for Mass Media 2 is the foundation of good Journalism. The relevance of this course is that it provides a good back grounding for the understanding and writing for the mass media. It also introduces students to necessary skills needed to be a good Journalist.

I. Ground Rules & Regulations

- 75% attendance is required to seat for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

J. Recommended Reading/Texts

- a. Lecture Notes
- b. Introduction to Mass Communication by Dr Tayo Popoola.
- c. Current Trends in Newspaper and Magazine Production April 2005.