



## COURSE COMPACT

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<b>Department:</b>	Mass Communication
<b>Programme:</b>	B.Sc. Mass Communication
<b>Course Code:</b>	MAC 112
<b>Course Title:</b>	Writing for the Mass Media 1
<b>Units:</b>	2
<b>Semester/Session:</b>	First
<b>Session:</b>	2018/2019
<b>Location:</b>	Class Room

### A. Brief Overview of Course

The course teaches the students the basic skills of writing cogent and coherent media reports. This entails journalistic conventions/styles of gathering and writing materials for the print and broadcast media. The course seeks to introduce students to the basic mechanics of media writing, reporting and article writing (letters to the Editor, commentaries and features). It will also offer hands-on instruction in information gathering, organization and writing for print and electronic media. Emphasis will also be given to the peculiarities involved in writing for the two forms of media print and broadcast. Students are expected to engage in extensive exercises of writing news and articles both in the first and second semesters.

### B. Course Objectives/Goals

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

- Understand the basic concepts in writing for the Mass Media.
- Explain the various principles of effective media writing.
- Students will be able to write correctly and clearly using the formats and compelling storytelling styles appropriate for the audiences and purposes for public relations/integrated communication or multimedia journalism.
- Practice writing for the media.
- Understand the essential of composition

### C. Methods of Lecture Delivery/Teaching Aids

- Lecture Delivery Methods
- Interactive classroom session
- Individual assignments
- Lecture notes
- Teaching Aids
- Multimedia projection

## **D. Course Outlines**

- Modules & Details of Topics

### **Module I: Introduction to writing for the Mass Media**

**Week 1:** The concept of writing for the media; different ways to write for different mediums of the media and the basic skills of a good writer.

**Week 2:** The basics of writing and the categories of media writing.

**Weeks 3 & 4:** A good write up; Elements of a good write up and the techniques of a good write up.

Continuous Assessment One (CA1)

### **Module II: Word; Phrases; Clauses; Sentences;**

**Week 5:** Words (meaning, usage, etymology, scope, syllables, spelling, parts of speech, errors, etc.).

**Week 6:** Phrases (types, functions, phrase related errors)

**Weeks 7 & 8:** Clauses (types, functions, phrase related errors); Sentences (types, functions, phrase related errors)

Mid-Semester Test

### **Module III: Paragraphs; Principles of Spellings; Punctuation marks; Grammar, Logic, and Rhetoric.**

**Week 9:** Paragraphs (topic sentence, supporting sentences, concluding sentence, methods of paragraphs organization)

**Week 10:** Principles of spellings (spelling errors). Punctuation marks. Grammar, logic, and rhetoric

Continuous Assessment Two (CA2)

**Week 11:** Elementary principle of composition; Elements of style; Analysis of writing error.

**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**

- Practical write ups for the Mass Media.

**H. Contemporary Issues/Industry Relevance:** Writing for the Mass Media 1 is an essential course in Mass Communication that is relevant in the communication world. It provides students the relevant skill of writing well in any sector they find themselves in, and not just writing well, but writing to communicate effectively depending on the channel to be used for communication. In the industry, writing for the mass media is a must have skill.

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**J. Recommended Reading/Texts**

- Stovall, J. G. (2015). Writing for Mass Media (9th Ed.). New York: Pearson •
- Christian, Darrell, et.al (2014). Associated Press Stylebook. New York: Associated Press. Also available online at [www.apstylebook.org](http://www.apstylebook.org).