

# COM2202: WRITING FOR THE MEDIA

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**Effective Term**

Semester A 2022/23

## Part I Course Overview

**Course Title**

Writing for the Media

**Subject Code**

COM - Media and Communication

**Course Number**

2202

**Academic Unit**

Media and Communication (COM)

**College/School**

College of Liberal Arts and Social Sciences (CH)

**Course Duration**

One Semester

**Credit Units**

3

**Level**

B1, B2, B3, B4 - Bachelor's Degree

**Medium of Instruction**

Other Languages

**Other Languages for Medium of Instruction**

English[For practicum: English and Chinese]

**Medium of Assessment**

Other Languages

**Other Languages for Medium of Assessment**

English supplemented by Chinese

This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

**Prerequisites**

Nil

**Precursors**

Nil

**Equivalent Courses**

EN4533 Writing for the Media



2	Lectures	Students will - generate new ideas on selected topics - detect the nature and major features of various genres of media writing - construct and substantiate a story with quality quotes and background - identify and avoid common pitfalls in media writing	2	4 weeks
3	Writing Laboratory	Students will - apply the principles of good writing in writing exercises and - critique media writing in English and Chinese - construct and write various kinds of media writing (news, broadcast, press release, ad copy and so on)	3	6 weeks
4	Discussion and troubleshooting various issues in the media industry	Students will - evaluate critically English and Chinese writing in terms of accuracy, conciseness, expression, grammar, and style - enhance media literacy awareness	4	Throughout the course

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Pop quizzes	2, 4	10	
2	In-class exercises and participation	3	60	
3	Final group project	3	30	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Pop Quizzes

**Criterion**

Ability to grasp the knowledge and gain understanding of general principles of Media industry

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Plagiarism (if confirmed by the College Academic Conduct Committee) or other serious problems

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**Assessment Task**

In-class writing exercises and participation

**Criterion**

Capacity to produce media writing pieces in various formats including those relevant to Print News, Broadcast News, Public Relations Texts, and Advertising Copies, etc.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Plagiarism (if confirmed by the College Academic Conduct Committee) or other serious problems

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**Assessment Task**

Final group project

**Criterion**

Capacity to generate an integrated promotional package, demonstrating an in-depth understanding of and the ability to apply general principles of Media writing and language skills.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Plagiarism (if confirmed by the College Academic Conduct Committee) or other serious problems

## Part III Other Information

**Keyword Syllabus**

Media writing; Persuasive writing; Writing news - stories and leads; Speeches; Magazine articles; Television news writing; Writing for electronic media - radio and television; Writing for public relations and advertising.

**Reading List****Compulsory Readings**

Title	
1	Stovall, J. G. (2014). Writing for the Mass Media (8th ed.). Pearson.
2	Yopp, J. J., & McAdams, K. C. (2011). Reaching Audiences: A Guide to Media Writing (3rd ed.).
3	Mencher, M. (2019). News Reporting and Writing. Boston: McGraw-Hill.

**Additional Readings**

Title	
1	Adams, S. (2001). Interviewing for Journalists. London; New York: Routledge.
2	Arnold, G. T. (2003). Media writer' s handbook: A guide to common writing and editing problems. Boston: McGraw-Hill. (on reserve)
3	Bunton, et al. (1999). Writing Across the Media. Boston: Bedford/St. Martin's.
4	Gowers, E. (1986). The Complete Plain Words. England: Penguin. (on reserve)
5	Hicks, W. (1995). English for the journalists. London: Routledge. (on reserve)
6	Herbert, J. (2000). Journalism in the digital age: theory and practice for broadcast, print and online media. Oxford; Boston: Focal Press.
7	Kessler, L., & McDonald, D. (2000). When Words Collide: A Media Writer' s Guide to Grammar and Style (5th ed.). Canada: Wadsworth. (on reserve)
8	Mencher, M. (2006). Melvin Mencher' s news reporting and writing. Boston: McGraw-Hill. (on reserve)
9	Mencher, M. (1997). News Reporting and Writing. Boston: McGraw-Hill.
10	Silvester, C. (Eds.). (1994). Interviews. London: Penguin.
11	Strunk, Jr., W., & White, E. B. (1972). The elements of style. New York: Macmillan. (on reserve)
12	黃天賜 (2011) 新聞評論寫作。香港：中華書局。