



UNIVERSITI TEKNOLOGI MARA

CIT532: WRITING FOR INSTRUCTIONAL DESIGN

Course Name (English)	WRITING FOR INSTRUCTIONAL DESIGN APPROVED
Course Code	CIT532
MQF Credit	3
Course Description	This course is designed to enable the students to write for various media such as print and electronic media. The students will also learn the systematic and effective writing skills for instructional design. The students will be able to communicate effectively in visual and written form. In the design phase, the students will collect relevant content from different sources, organize the course content, and decide on the strategies to be used to cover the content.
Transferable Skills	Writing skill, Communication skills, technical writing skills
Teaching Methodologies	Lectures, Case Study, Language Enrichment Activities, Reading Into Writing Task, Reading Activity, Presentation
CLO	<p>CLO1 Define the basic concepts and processes of writing.</p> <p>CLO2 Write and structure the content concisely and precisely according to related media.</p> <p>CLO3 Able to express effectively in visual and written form.</p> <p>CLO4 Describe the importance of producing good and effective writing for media design</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Introduction to Instructional Writing.</p> <p>1.1) What is Good Writing?</p> <p>1.2) Getting Ready to Write</p> <p>1.3) Basic Techniques</p> <p>1.4) Writing for the Mass Media</p> <p>1.5) Becoming a Professional</p> <p>1.6) Text and Images</p>	
<p>2. Writing in the Media Environment.</p> <p>2.1) The News Culture</p> <p>2.2) Elements of News</p> <p>2.3) Personal Sources</p> <p>2.4) Interviewing</p> <p>2.5) Observation</p>	
<p>3. Writing for the Media Environment (2)</p> <p>3.1) Stored Sources of Information</p> <p>3.2) The Importance of Accuracy</p> <p>3.3) Deadlines</p> <p>3.4) Ethical Behavior</p> <p>3.5) Writing by Example</p>	
<p>4. Writing for Print.</p> <p>4.1) Characteristics of News Stories</p> <p>4.2) The Inverted Pyramid</p> <p>4.3) The Lead Paragraph</p> <p>4.4) Developing the Story</p> <p>4.5) Using Quotations</p> <p>4.6) Other Story Structures</p> <p>4.7) Types of News Stories</p> <p>4.8) Editing and Rewriting</p> <p>4.9) Writing Feature Stories</p>	

<p>4.10) Characteristics of Feature Writing 4.11) Parts of a Feature Story 4.12) The Challenge of Writing</p>
<p>5. Writing for Print.(2) 5.1) Other Story Structures 5.2) Types of News Stories 5.3) Editing and Rewriting 5.4) Writing Feature Stories 5.5) Characteristics of Feature Writing 5.6) Parts of a Feature Story 5.7) The Challenge of Writing</p>
<p>6. Writing for the Web. 6.1) Characteristics of the Web 6.2) Demands of the Audience 6.3) Characteristics of Web Writing 6.4) Forms of Writing 6.5) Lateral Reporting 6.6) Wanted for the Web: Writers and Editors</p>
<p>7. Writing for the Web.(2) 7.1) Forms of Writing 7.2) Lateral Reporting 7.3) Wanted for the Web: Writers and Editors</p>
<p>8. Writing for Broadcast. 8.1) Selection of News 8.2) Characteristics of Writing 8.3) Story Structure 8.4) Broadcast Writing Style 8.5) Broadcast Copy Preparation</p>
<p>9. Writing for Broadcast.(2) 9.1) Broadcast Writing Style 9.2) Broadcast Copy Preparation</p>
<p>10. Writing for Advertising Copy. 10.1) A Love—Hate Relationship 10.2) The Field of Advertising 10.3) Beginning the Process: Needs and Appeals 10.4) The Audience 10.5) The Product 10.6) The Advertising Situation 10.7) Copy Platforms 10.8) Writing the Ad 10.9) Elements of a Print Ad 10.10) Writing Advertising for Broadcast 10.11) Other Media</p>
<p>11. Writing for Advertising Copy.(2) 11.1) The Advertising Situation 11.2) Copy Platforms 11.3) Writing the Ad 11.4) Elements of a Print Ad 11.5) Writing Advertising for Broadcast 11.6) Other Media</p>
<p>12. Writing for Public Relations 12.1) The Work of the PR Practitioner 12.2) Characteristics of the PR Practitioner 12.3) Writing News Releases</p>
<p>13. Writing for Public Relation (2) 13.1) Writing News Releases 13.2) Letters 13.3) Company Publications 13.4) Oral Presentations</p>
<p>14. Topic Review 14.1) Writing for All</p>

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	n/a	25%	CLO2 , CLO3 , CLO4
	Individual Project	n/a	30%	CLO2 , CLO3 , CLO4
	Test	n/a	15%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> James Glen Stovall 2008, <i>Writing for the Mass Media</i>, 7 Ed., NY: BARNES & NOBLE
	Reference Book Resources	<ul style="list-style-type: none"> Brian S. Brooks, James L. Pinson, Jean Gaddy 2008, <i>Working with Words: A Handbook for Media Writ</i> Lauren Kessler, Duncan McDonald 2008, <i>When Words Collide: A Media Writer's Guide to</i>, NY: Wadsworth
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	