UNIVERSITI TEKNOLOGI MARA
COM411: NEWS WRITING AND REPORTING

Course Name (English)	NEWS WRITING AND REPORTING `APPROVED`
Course Code	COM411

MQF Credit	3

Course Description	This course is designed for Communication and Media Studies students. It is a basic and foundation course, so emphasis will be given to fundamental news writing skills in three media platforms – print (newspaper), broadcast (radio and television) and online (linear writing). The quality of writing accurately with brevity and clarity will be stressed. The course will be conducted to simulate real journalistic working conditions and environment.

Transferable Skills	Fundamental writing and reporting skills. Interviewing skills.

Teaching Methodologies	Lectures, Practical Classes

CLO		
	CLO1	Demonstrate information retrieval and management skills in identifying news ideas, sources and information which have news values.
	CLO2	Display practical skills in writing news lead and news stories within a specified deadline for the print, broadcast and online media.
	CLO3	Explain the concept of news writing and reporting and ethical consideration related to journalism field.

Pre-Requisite Courses	No course recommendations

Topics
1. 1.0 Changing Concepts Of News 1.1) 1.1 Introduction 1.2) 1.2 Ways to Find Story Ideas 1.3) 1.3 The Internet 1.4) 1.4 Idea Budgets
2. 2.0 News Leads 2.1) 2.1. Introduction 2.2) 2.2. Hard News Leads 2.3) 2.3. Soft News Leads
3. 3.0 Story Organization 3.1) 3.1. Introduction 3.2) 3.2. Middle of Stories 3.3) 3.3. Endings 3.4) 3.4. Story Forms
4. 4.0 Interviewing, Preparation and Gathering of Information 4.1) 4.1. Introduction 4.2) 4.2. Human Sources 4.3) 4.3. Written Sources 4.4) 4.4. Online Sources 4.5) 4.5. Other Public Records 4.6) 4.6. Interviewing Techniques 4.7) 4.7. Telephone Interviewing

5. 5.0 The Basic News Story
5.1) 5.1. Elements of the Basic News Story
5.2) 5.2. Quotes and Attribution
5.3) 5.3. The Writing Process
5.4) 5.4. Technical and Professional Terms
5.5) 5.5. Principles When Writing News
5.6) 5.6. Things to Remember When Gathering Data
5.7) 5.7. Things to Remember When Writing News

6. 6.0 General News Desk: Speeches, Press Conferences and Meetings
6.1) 6.1. Introduction
6.2) 6.2. Media Manipulation
6.3) 6.3. Preparations
6.4) 6.4. Stories About Speeches
6.5) 6.5. Stories About Press Conferences
6.6) 6.6. Stories About Meetings

7. 7.0 Crime News Desk : Crime and Punishment
7.1) 7.1. Introduction
7.2) 7.2. Crime Stories
7.3) 7.3. Stories About Specific Types of Crime
7.4) 7.4. Interviews With Grief-Stricken People

8. 8.0 Court News Desk
8.1) 8.1. Introduction
8.2) 8.2. Criminal and Civil Cases
8.3) 8.3. Terms Used In Court Reporting

9. 9.0 Broadcast Writing
9.1) 9.1. Introduction
9.2) 9.2. Writing for TV Broadcast
9.3) 9.3. The Writing Process
9.4) 9.4. Writing for Radio
9.5) 9.5. Using Broadcast Terms
9.6) 9.6. Copy Preparation and Style

10. 10.0 Effective Online Media Writing
10.1) 10.1 Citizen Journalism
10.2) 10.2 Reporting for the web
10.3) 10.3 Headlines & story structure
10.4) 10.4 Personal Storytelling

11. 11.0 Introduction to Social Media for Newswriting and Reporting - Facebook, Twitter, Mobile Text Messages
11.1) 11.1 Social Media and Communication Strategy
11.2) 11.2 Target Audiences and Plain Language
11.3) 11.3 Creating Content
11.4) 11.4 Easy to Understand and Share; Friendly, Conversational and Engaging; Action-Oriented
11.5) 11.5 How to Write for Facebook, Twitter, Mobile Text Messages
11.6) 11.6 Plan to Rewrite Your Web Content for Use in Social Media
11.7) 11.7 Terms Used in Social Media
11.8) 11.8 Ethical Considerations When Reporting From The Internet And Using Social Media

12. 12.0 Ethics in News Writing and Reporting
12.1) 12.1 Introduction
12.2) 12.2 Members of the Society of American Professional Journalists Code
12.3) 12.3 Malaysian Press Institute Journalism Code of Conduct
12.4) 12.4 The National Union of Journalists, Malaysia Code of Ethics

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	News Editing	10%	CLO1
	Assignment	News Lead Writing	10%	CLO2
	Assignment	News Stories Writing	60%	CLO2
	Test	Final Test	20%	CLO3

Reading List	Recommended Text	Rich, Carole 2015, *Writing and Reporting News: A Coaching Method*, 8 Ed., Media Enhanced. Wadsworth Publishing.
	Reference Book Resources	• Knight, Megan & Cook, Clare. 2013, *Social Media for Journalists: Principles and Practices*, Sage Publications Ltd
		• Itule, B.D. & Anderson, D.A. 2016, *Newswriting & Reporting for Today's Media*, 7 Ed., McGraw-Hill: International Editors.
		• The Missouri Group 2013, *News Reporting and Writing*, 11 Ed., Bedford/St. Martin's
		• S. Brooks, Brian; Pinson, James L. & Wilson, Jean Gaddy 2012, *Working with Words: A Handbook for Media Writers and Editors* , 8 Ed., Bedford/St. Martin's
		• The Associated Press, *Associated Press Stylebook 2015 and Briefing on Media Law*, 46 Ed.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	