# UNIVERSITI TEKNOLOGI MARA

## CTW533: ELECTRONIC MEDIA WRITING

| Course Name (English) | ELECTRONIC MEDIA WRITING APPROVED |
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| Course Code | CTW533 |

| MQF Credit | 3 |
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| Course Description | This course is focusing on the importance of visual image and voices in artistic writing media. It is with reference to the criteria of good writing for media. The students are being introduced to the mass communication and society related theories before they are being exposed directly to the media electronic writing. |
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| Transferable Skills | Demonstrate ability to work professionally and contribute positively in a team. |
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| Teaching Methodologies | Lectures, Discussion |
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| CLO | CLO1  Develop writing skills and produce quality writing for various media |
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| | CLO2  Organize and write acceptable copy for media to meet the deadline |
| | CLO3  Integrate communication related theories for all media |

| Pre-Requisite Courses | No course recommendations |
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| Topics |
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**1. Introduction to Electronic Media Writing**
1.1) Introduction to Electronic Media Writing

**2. Communication Theory**
2.1) Media writing as mass communication
2.2) Basic elements of communication
2.3) Metacommunicative competence
2.4) Rogerian argument
2.5) Tetrad of media effects
2.6) Text and conversation theory

**3. Writing Broadcast Copy**
3.1) Condensing the copy
3.2) Composing copy
3.3) Writing the lead
3.4) Clarity in broadcast copy
3.5) Making newscast interesting

**4. The Mass Media**
4.1) Radio and the mass audience
4.2) Television and the mass audience
4.3) Mass vs. mainstream
4.4) Mass vs. local
4.5) Professions involving mass media
4.6) Influence and sociology
4.7) Racism and stereotyping

**5. Ads and PSA**
5.1) Copywriting versus scriptwriting, client needs and priorities, visual writing
5.2) Rise in new media
5.3) Niche marketing
5.4) Crowdsourcing
5.5) Global advertising
5.6) Foreign public messaging
5.7) Diversification
5.8) New technology

5.9) Advertising education
5.10) Announcements in the public interest (APIs)

**6. Basic News Story**
6.1) Determining what is news
6.2) Print news stories

**7. Reporting for TV**
7.1) Writing for tv news
7.2) Tv scripts
7.3) Writing style
7.4) Sound bites
7.5) Lead-ins
7.6) Teasers
7.7) Video news releases
7.8) Public affairs programming

**8. Reporting for Radio**
8.1) Radio news coverage
8.2) Radio reporters
8.3) Radio scripts
8.4) Reporting hard news and features
8.5) Sports reporting
8.6) Weather reporting

**9. Public Relations Writing In Organizational Media**
9.1) Persuasion in communication
9.2) PR activities
9.3) Integrating related discipline
9.4) Speechwriting
9.5) Writing fliers and brochures
9.6) Writing for newsletter
9.7) Writing for the web

**10. Public Relations Writing In News Media**
10.1) The quest for publicity
10.2) Writing news releases
10.3) Writing news briefs
10.4) Fact sheets
10.5) News conference statements
10.6) Opinion pieces

**11. Public Relations Writing In Promotional Media**
11.1) PR advocacy
11.2) Writing position statements
11.3) Writing direct meal appeals
11.4) Writing advertising copy

**12. Public Relations Writing In Promotional Media**
12.1) Public Relations Writing In Promotional Media

**13. Public Relations Writing In Promotional Media**
13.1) Public Relations Writing In Promotional Media

**14. Final Test**
14.1) Final Test

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|---|---|---|---|---|
| | Final Test | Final Written Test covering all topics. | 40% | CLO3 |
| | Written Report | Students are required to select a REPORTER to interview. Approve your figure with your lecturer prior to moving to the next step. Transcribed the interview, identify types of interview you have had and write a 10-page report on what you've learned from your interview. This should not be a repeat of the question/answers asked in the interview, but an overview of what you learned and how you can use this information in your own experiences. | 20% | CLO1 |
| | Written Report | Students are required to submit assignment in-group, and should be submitted accordingly. Students are required to interview and compare work activities of a BROADCAST JOURNALIST AND PRINTED MEDIA JOURNALIST. Students are then required to prepare a report on their findings with relevant proof of such findings. Transcribed the interview, identify types of interview you have had and write a 5-page report on what you've learned from your interview. This should not be a repeat of the question/answers asked in the interview, but an overview of what you learned and how you can use this information in your own experiences. | 40% | CLO2 |

| Reading List | Recommended Text | • **Whitaker, Richard, Ramsey Janet 2004, *Media Writing*, Lawrence Erlbaum Associates New York** |
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| | | • **Bargiela-Chiappini, F., & Nickerson, C. R. 2014, *Writing business: Genres, media and discourses*, Psychology Press [ISBN: 9781317564560]** |
| | | • **Asa Briggs,Peter Burke 2010, *Social History of the Media: From Gutenberg to the Internet*, Polity Press [ISBN: 9780745644950]** |
| **Article/Paper List** | This Course does not have any article/paper resources | |
| **Other References** | This Course does not have any other resources | |