CTW613: MEDIA PUBLISHING

Course Name (English)	MEDIA PUBLISHING APPROVED
Course Code	CTW613

MQF Credit	3
Course Description	This course provides students with a closer look at the different types of the media industry, specifically media publications. Students will be exposed to types of media, media publications, styles of writing, legal implications and the duties and responsibilities of writers.
Transferable Skills	Demonstrate ability to investigate problems and provide effective solutions.
Teaching Methodologies	Lectures, Blended Learning, Discussion
CLO	CLO1 Identify media publication organizations CLO2 Construct an original article for a media publication CLO3 Formulate the most affective way of writing articles for media publications
Pre-Requisite Courses	No course recommendations

Topics

1. Introduction to Media Oublications
1.1) Introduction to media publications
1.2) Categories of publishers

2. Writing Workshop
2.1) Understanding Newspaper publishing
2.2) Understanding Periodical publishing
2.3) Understanding Book publishing

3. Roles and Qualifications of a Writer
3.1) Roles and qualifications of a writer
3.2) The challenges of a writer
3.3) Job description of creative writers
3.4) Requirements for creative writing
3.5) Employment outlook and salary information

4. Types of Media Publications
4.1) Different types of media publications with examples
4.2) The process of publishing
4.3) Acceptance and negotiation
4.4) Pre-production stages
4.5) Industry sub-divisions

5. Specialized Writing Forms for the Media
5.1) Expository writing form
5.2) Persuasive writing form
5.3) Imaginative writing form

6. Electronic Media
6.1) History of development
6.2) Advantage & disadvantage of print & electronic media
6.3) The electronic media revolution
6.4) Pros and cons of electronic media

7. Writing Workshop
7.1) Understanding Directory publishing
7.2) Understanding Academic publishing
7.3) Understanding Tie-in publishing
7.4) Understanding Independent publishing alternatives

8. Print Media - Newspaper
8.1) Print journalism
8.2) Story
8.3) Correspondents
8.4) News desk
8.5) Edition
8.6) Broadsheet, tabloid, magazine and periodical publications

9. Print media - Magazines
9.1) Distribution (Paid circulation, Non-paid circulation, Controlled circulation)
9.2) Technical definition
9.3) Periodicals
9.4) Types of magazines

10. Legal Implications of Writing
10.1) Legal issues
10.2) Copyright
10.3) Exceptions
10.4) Exemptions
10.5) Freelancing

11. Ethical Implications of Writing
11.1) Ethical issues
11.2) Plagiarism and integrity
11.3) Writing, originality, and collaboration
11.4) Fabrication, falsification, or misrepresentation of data, results, sources for papers or reports

12. Writing Workshop
12.1) Plagiarism and scientific misconduct
12.2) Diagnosing plagiarism

13. Individual Assignment Submission
13.1) Individual Assignment Submission

14. Group Assignment Submission
14.1) Group Assignment Submission

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Test	Written Test	40%	CLO3
	Test	Test	20%	CLO2
	Written Report	Written Report	40%	CLO1

Reading List	Recommended Text	• Krishna Sen,David T. Hill 2006, *Media, Culture and Politics in Indonesia*, Equinox Publishing [ISBN: 9793780428] • Giles Clark, Angus Phillips 2014, *Inside Book Publishing*, Routledge [ISBN: 978131769445] • Croteau, D., & Hoynes, W. 2014, *Media/society: Industries, images, and audiences*, Sage Publications • Picard, R. G. (Ed.) 2014, *Media firms: structures, operations, and performance*, Routledge	
Article/Paper List	Recommended Article/Paper Resources	• Dominique Brossard and Dietram A. Scheufele 2013, Science, New Media, and the Public, *Science* https://s3.amazonaws.com/academia.edu.documents/41280953/Science_New_Media_and_t he_Public20160116-29736-11hd0r8.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expi res=1488411122&Signature=rAc2LaAE7aiPeEA1pb0wFro80cQ%3D&response-content -disposition=inline%3B%20filename%3DScience_New_Media_and_the_Public.pdf • Ricky Telg 2015, News Writing for Print https://edis.ifas.ufl.edu/pdffiles/WC/WC19100.pdf	
Other References	This Course does not have any other resources		

Start Year : 2016

Review Year : 2017