



UNIVERSITI TEKNOLOGI MARA

COM201: INTRODUCTION TO NEWS WRITING AND REPORTING

Course Name (English)	INTRODUCTION TO NEWS WRITING AND REPORTING APPROVED
Course Code	COM201
MQF Credit	2
Course Description	This course is designed for students taking Diploma of Communication and Media to specializing in Journalism. It is a basic course and emphasis will be given to news writing skills which are fundamental in the field of Journalism. 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	WRITING SKILLS
Teaching Methodologies	Lectures, Case Study, Practical Classes, Discussion
CLO	CLO1 Explain fundamental concept of news writing and reporting in media perspective. (PLO1) (C2) CLO2 Prepare effective news writing and reporting in media perspective. (PLO2) (P2) CLO3 Demonstrate excellent sharing of social responsibility related to news writing in communication and media industry. (PLO3) (A3)
Pre-Requisite Courses	No course recommendations
Topics	
1. Writing in Media Environment 1.1) Newsroom 1.2) News Treatment 1.3) Newsworthiness 1.4) Source of Information 1.5) Newspaper Anatomy	
2. Ethics in Newswriting and Reporting 2.1) Introduction 2.2) Members of the Society of American Professional Journalist Code 2.3) Malaysian Press Institute Journalism Code of Conduct 2.4) The National Union of Journalist, Malaysia Code of Ethics	
3. Interviewing, Preparation and Gathering of Information 3.1) Introduction 3.2) Types of Interview 3.3) Setting up the Interview 3.4) Conducting the Interview 3.5) After the Interview 3.6) Source of Information 3.7) Online Sources	
4. Changing Concepts of News 4.1) Introduction 4.2) Qualities of Good Writing 4.3) Ways to Find Story Ideas 4.4) The Internet 4.5) The Budgets	

<p>5. Developing a News Story (Story Organization) 5.1) Introduction 5.2) Deciding Which Stories to Develop 5.3) Middle of Stories 5.4) Endings</p>
<p>6. The Basic News Story I 6.1) Elements of The Basic News Story 6.2) Quotes and Attribution 6.3) The Writing Process 6.4) Technical and Professional Terms</p>
<p>7. The Basic News Story II 7.1) Principles When Writing News 7.2) Things to Remember When Gathering Data</p>
<p>8. News Leads 8.1) Introduction 8.2) Types of Lead 8.3) Hard News Leads 8.4) Soft News Leads</p>
<p>9. General News Desk: Speeches, Press Conference and Meetings 9.1) Introduction 9.2) Media Manipulation 9.3) Preparations 9.4) Writing Speeches News 9.5) Writing Press Conference News 9.6) Writing Meetings News</p>
<p>10. Crime News Desk: Crime and Punishment 10.1) Introduction 10.2) Types of Crime Stories 10.3) Interview with Grief-Stricken People</p>
<p>11. Court News Desks 11.1) Introduction 11.2) Types of Courts in Malaysia 11.3) Criminal and Civil Cases 11.4) Terms Used in Court Reporting</p>
<p>12. Broadcast News Writing 12.1) Introduction 12.2) Broadcast TV News Writing 12.3) The Writing Process 12.4) Using Broadcast Terms 12.5) Broadcast Radio News Writing</p>
<p>13. Introduction to Social Media Newswriting and Reporting – Facebook, Twitter, Instagram and Mobile Text Messages I 13.1) Social Media and Communication Strategy 13.2) Target Audience and Plain Language 13.3) Creating Content 13.4) Easy to Understand and Share; Friendly, Conversational and Engaging; Action Oriented</p>
<p>14. Introduction to Social Media Newswriting and Reporting – Facebook, Twitter, Instagram and Mobile Text Messages II 14.1) News Writing for Facebook, Twitter, Mobile Text Messages 14.2) Web Content Usage for Social Media Writing 14.3) Ethics in Social Media Writing</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	News Writing	60%	CLO2
	Discussion	Case Study	10%	CLO3
	Final Test	Final Test	30%	CLO1

Reading List	Recommended Text	• Itule, B.D. & Anderson, D.A 2008, <i>Newswriting & Reporting For Today's Media</i> , McGraw-Hill: International Editors. New York
	Reference Book Resources	• Rich, Carol. 2006, <i>Writing and Reporting News: A Coaching Method</i> , Wadsworth Thomson Learning

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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