



FWS531: ELECTRONIC MEDIA WRITING

Course Name (English)	ELECTRONIC MEDIA WRITING APPROVED	
Course Code	FWS531	
MQF Credit	3	
Course Description	This course is focusing on the 5W1H of writing articles for screen and digital contents. Each lecture focuses on Electronic Publishing (also referred to as e-publishing or digital publishing or online publishing) that includes the digital publication of e-books, digital magazines, and the development of digital libraries and catalogues. Weekly lecture also includes an editorial aspect, that consists of editing books, journals or magazines that are mostly destined to be read on a screen (computer, e-reader, tablet, smartphone).	
Transferable Skills	Demonstrate ability to analyse issues/problems from multiple angles and make suggestions	
Teaching Methodologies	Lectures, Practical Classes	
CLO	CLO1 Apply knowledge and comprehension in writing articles for screen and digital contents. CLO2 Display practical skills in developing news for screen and digital contents. CLO3 Recognise information management and lifelong learning skills as vital component in writing for screen and digital contents.	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	Medoff, N. J., & Kaye, B. 2017, <i>Electronic media: then, now, and later</i> , 3rd Ed., Taylor & Francis NY
	Reference Book Resources	Pierson, J., & Bauwens, J 2015, <i>Digital Broadcasting: An Introduction to New Media</i> , Bloomsbury Publishing Norfolk Claude-Jean Bertrand 2018, <i>Media Ethics and Accountability Systems</i> , Routledge New York [ISBN: 9781351289634]
Article/Paper List	Recommended Article/Paper Resources	Eagle, L., & Dahl, S. 2018, Product placement in old and new media: examining the evidence for concern, <i>Journal of Business Ethics</i> , 147(3) https://www.researchgate.net/profile/lynn_eagle/publication/284787473_Product_Placement_in_Old_and_New_Media_Examining_the_Evidence_for_Concern/links/56cf797103a8b52500c9a8eb/Product-Placement-in-Old-and-New-Media-Examining-the-Evidence-for-Concern.pdf
		Ardévol-Abreu, A., Hooker, C. M., & Gil de Zúñiga, H. 2018, Online news creation, trust in the media, and political participation: Direct and moderating effects over time, <i>Journalism</i> , 19(5), 611 https://homepage.univie.ac.at/homero.gil.de.zuniga/documents/Ard%C3%A9vol-Abreu-%20A-%20Hooker-%20C-%20&%20Gil%20de%20Z%C3%B9niga-%20H-%20(2017)%20Jo%20r%20n%20a%20l%20i%20s%20m%20-%2019%20(5).pdf
Other References	This Course does not have any other resources	