

University of Sharjah  
College of Communication

0800200 Media Writing II  
Semester II, 2006-2007  
Dr. Abderrahmane Azzi  
Office Hours: Sun-Tue 14:30-16:00

**Course Description:**

This course is a survey of the various writing styles and techniques required of mass media in the communication age. Students will gain experience in writing for print, broadcast, PR and web media.

**Objectives:**

1. Identify the principles of clear media writing and proper style for print, broadcast, PR and web;
2. Practice proper media writing skills;
3. Demonstrate the procedures to follow during interviews and when researching and evaluating information;
4. Demonstrate an understanding of the resources available to print, broadcast, PR and web journalists for gathering and disseminating information;
5. Employ computer skills in word processing, scripting, database use and web searches.

**Grading:**

First Exam: 15%

Second Exam: 15%

Class Assignments: 20% (in-class & outside)

In-class Writing Assignments:

To help you learn media writing style rules and improve your writing, you will be asked to do some writing based on analysis of facts presented in class as well as some editing and rewrites of stories

Outside Story Assignments:

To help you learn practical application of media writing rules and theory presented in class, you are asked to write several stories outside of class in print, broadcast, PR and web styles during the semester. For these stories you will present a proposal for a story, have it approved by the professor, and then report and write the story for each of the writing styles. Your stories will be evaluated for proper structure, writing style, grammar, format, accuracy, newsworthiness and completeness. You are responsible for coming up with the ideas for your stories, although the professor will be willing to discuss story ideas with you.

Project: 10%

Based on your individual career interests, you will select one of four projects:

- Package of stories for print
- Package of stories and visual elements for the Web
- Broadcast package
- Media kit for local business or nonprofit organization

Final Exam: 40%

**Topics:**

Introduction  
Basic Tools of Writing  
News Writing Style  
Headlines  
News Leads  
News Story  
News Interviews  
Writing for Print Media  
Writing for Broadcast  
Writing for PR  
Writing for New Media

**Course Teaching Method:**

Lecture, discussion and participation. Factual and conceptual materials will be presented through lecture, examples from media, and discussion. Activities and exercises will be used to reinforce concepts and develop awareness and understanding by students of their role as writers and reporters in today's media.

**References:**

Main reference:

Muhammad Ayish, **Media Writing Skills in English**, Dar Majdalawi Pub. & Dis., Amman, Jordan, 2003.

Other:

James Glen Stovall, **Writing for the Mass Media**, Prentice Hall, New Jersey, 1994.