

Liverpool John Moores University

Title: Writing for the Media
Status: Definitive but changes made
Code: **5003MASSCO** (119060)
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Arts, Professional and Social Studies

Team	Leader
Iqbal Akthar	Y

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT		50.0	
Report	LOGBOOK		50.0	

Aims

This module develops writing skills used in the media. Workshops and assignments tasks will give students the opportunity to apply new writing strategies for the media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate critical awareness of how the advertisements and news are written for their audiences
- 2 Demonstrate writing skills of an appropriate standard for a range of given audiences.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PORTFOLIO	1
LOGBOOK	2

Outline Syllabus

Engaging with cultural forms: literature, journalism, popular music, film
Writing for the press, ads
Register and tone in creative writing
copywriting
Analysis of language in cultural texts
Grammar, style and sentence construction in academic writing
Study how print media design and write for their audiences

Learning Activities

Lectures, tutorials and workshop exercises.

References

Course Material	Book
Author	Anthony Friedmann
Publishing Year	2010
Title	Writing for Visual Media
Subtitle	
Edition	
Publisher	Focal Press
ISBN	0240812352

Course Material	Book
Author	W. Richard Whitaker , Janet E. Ramsey , Ronald D. Smith
Publishing Year	2012
Title	MediaWriting
Subtitle	Print, Broadcast, and Public Relations
Edition	

Publisher	Routledge
ISBN	0240812352

Notes

This module gives students the ability to develop their writing skills for the print media. Students will be exposed to various forms of cultural and media texts. Students interested in Public Relations industry will find this module very beneficial as it will give them an idea how to write persuasively. This module is an extension of the module Professional Communication Level 4.