

COURSE DETAIL

INTRODUCTION TO MEDIA WRITING

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO MEDIA WRITING

UCEAP Transcript Title

MEDIA WRITING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides instruction and practice in writing for the mass media, including the Internet. It explores similarities and differences in writing styles for all mass media and for professions in journalism, public affairs, public relations, advertising, and telecommunications. The course emphasizes accuracy, responsibility, clarity, and style in presenting information through the various mass communication channels. It surveys communication theories of various professions that communicate via mass media, establishing the basis for advanced studies in writing and communication.

Language(s) of Instruction

English

Host Institution Course Number

NM2220

Host Institution Course Title

INTRODUCTION TO MEDIA WRITING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications & New Media

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