

# COURSE DETAIL

## INTRODUCTION TO MEDIA WRITING

**Country**

**Host Institution**

**Program(s)**

University of Melbourne

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

17

**UCEAP Course Suffix**

**UCEAP Official Title**

INTRODUCTION TO MEDIA WRITING

**UCEAP Transcript Title**

INTRO MEDIA WRITING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

**Course Description**

This course writing in general by introducing the fundamental skills used by professional writers within the Media and Communications industries. Through a workshop format, students work on their own news stories in order to enhance their mastery of written communication. Students become familiar with strategies for planning, editing and revising their work, as well as that of others. The course also covers various styles and contexts of media writing and the various writing skills required to communicate effectively to mass audiences. In addition, through the lecture format, students are introduced to ways of viewing media prose critically by way of theoretical considerations such as rhetoric, the relationship between print media and democracy and between journalism and public relations, editorial constraints, and audience analysis

**Language(s) of Instruction**

English

**Host Institution Course Number**

MECM10006

**Host Institution Course Title**

INTRODUCTION TO MEDIA WRITING

**Host Institution Campus**

Melbourne

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Media and Communications

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