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 Course Details

Host Institution Campus
Melbourne

Host Institution Faculty

Host Institution Degree

Host Institution Department
Media and Communications

Course Last Reviewed

Print