

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	CASS
Programme:	BA International Journalism & Media
FHEQ Level:	4
Course Title:	Introduction to Writing for Journalism
Course Code:	JRN 4225
Course Leader:	Louise Byrne
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall, Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course introduces students to the practice of journalism. Students will concentrate on acquiring basic news reporting and writing skills whilst learning about the demands of different media platforms, and the process of producing news in the converged newsroom. They will develop a news 'sense' and learn research and interviewing skills, as well as understand the legal and ethical dimensions of their practice.

Prerequisites: None

Aims and Objectives:

- To introduce students to journalism practice and to the process of producing news in the converged news room.
- To understand the concepts of news values and the news agenda
- To develop news reporting and writing skills within the norms and ethical codes of journalism
- To develop basic multimedia skills.
- To raise awareness about different legal aspects related to the practice of journalism

Programme Outcomes:

4Ai, 4Aiii, 4Bi, 4Ci, 4Ciii, 4Di, 4Diii

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- write and research short 'hard' and 'soft' news stories, and understand the needs of the converged newsroom
- demonstrate a familiarity with a variety of news sources necessary to write a news story.
- write SEO headlines, as well as produce and upload to the internet photographs and podcasts.
- distinguish between promotional, creative and journalistic writing
- demonstrate an understanding of legal and ethical concerns in their news reporting and writing.

Indicative Content:

- News Values and news agendas
- Researching and reporting techniques
- Writing intro/leads, captions and headlines
- The Inverted pyramid and story structure
- Writing across media platforms and basic multimedia production
- Introductory reporting assignments
- Legal and ethical dimensions of Journalism

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for International Journalism and Media approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The course is based on lectures, class discussions and writing workshops. Students are required to follow current affairs, to read a variety of newspapers and magazines. Part of the class work will be based on these readings.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Bull, A. (2010) *Multimedia Journalism – a practical guide*. Routledge.

Randall, D. (2010) *The Universal Journalist*. Pluto Press.

Writing style guides online

Reuters - <https://www.handbook.reuters.com/>

AP - https://www.apstylebook.com/online/?do=my_stylebook

Guardian and Observer - <http://www.theguardian.com/guardian-observer-style-guide-a>

BBC - www.bbc.co.uk/academy/journalism/news-style-guide

Economist - <http://www.economist.com/styleguide/introduction>

Websites:

<http://www.guardian.co.uk/>

<http://www.bbc.co.uk/news/>

<http://www.nytimes.com/>

<http://www.huffingtonpost.co.uk/>

<http://www.aljazeera.com/>

<http://edition.cnn.com/>

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Title change		
Course Description revised		
Aims and Objective revised		
One Programme outcome added (4Di)		
Learning Outcomes revised		
Indicative Texts and Websites revised		