**CSK 3103 WRITING FOR THE MEDIA**  
This course provides students with the skills in the art of writing and techniques of good writing for the media. There will be an intensive component of writing to help the students communicate more effectively through the medium of the printed word and extensive out of class assignments or writing for a variety of communication media. There will also be a study of the elements that make news, sources of news, interviewing, writing style and structure, press problems and press-society relations.

***Content:***

**Unit 1: Preparations for Writing**

* Why people take up the pen and write
* Characteristics of writers
* Writer’s pitfalls
* Gathering information: source of information
* Planning and organisation of messages
* News and publicity
* Overall structure of the message
* Discourse structure: the logical sequence of ideas

**Unit 2: General Principles: Writing for the Media**

Necessities: Accuracy, Clarity, Conciseness, Objectivity etc

These 4 elements will dictate what makes a good news story apart from proximity, newness, entertaining, and of human interest etc

**Unit 3: Style and Tone**

* Introduction
* Style: Developing style, Leads, endings, innovation and description
* Humanisation and visualisation
* Tone: Humour, Paper of ambiance
* Jargon

**Unit 4: Writing in Newspapers**

* What is a newspaper?
* Special newspaper classifications
* News syndicates
* Feature syndicates

**Unit 5: Broadcast Writing**

* Introduction
* Radio and Television Writing
* Broadcast sentence structure

**Unit 6: The Law and the Writer**

* Introduction
* The Press and Journalists Statute 1995
* The Electronic Media Statute 1996
* Sections of the Penal Code 1991
* Uganda’s National ICT Policy Framework

***Learning outcomes:***

Students will be able to:

1. *Communicate effectively through the medium of the printed word*
2. *Use the elements that make news and find sources of news,*
3. *Develop a writing style and structure for media writing*

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Stovall. J. G. (2008). Writing for the Mass Media.7th Ed.

Bonime. A. And Pohlmann. C. K. (1997). Writing for the Media: The Essential Guide to Writing for Interactive Media, CD-ROMs, and the Web (Wiley Books for Writers Series)

Ryan, M and Tankard J. (2004). Writing for Print and Digital Media