**JCO 4104 ANALYTICAL AND OPINION WRITING**

**COURSE NAME: ANALYTICAL AND OPINION WRITING COURSE CODE: JCO 4104**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

The course seeks to equip students with the skills of analysis so they can interpret issues in the news and be able to write about them through commentary, editorials, and other forms of expressive writing from an informed perspective and in compelling style. The course will take students practically through the elements of effective analytical and opinion writing, tools and techniques of analysis, types of opinion, creating impact, and dealing with the story behind the story.

**Course Objectives:**

1. To introduce the different types of editorials.

2. To expose students to the increasingly popular genre of news analysis and the various forms of commentary and opinion writing.

3. To enable students learn to work with major political and social issues through intensive writing and analysis.

4. To explore some of the classical traditions in analytical and opinion writing including questions of moral certainty and argument.

5. To explore rhetorical strategies in analytical and opinion writing as illustrated by best practices in journalism.

**Course Outline:**

1. What makes opinion writing persuasive?

2. How is a convincing news analysis article constructed?

3. How does one build arguments and structure facts and comments?

4. Examples of analytical and opinion writing from major journalistic magazines and writers.

**Learning Outcomes:**

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

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| 1. | Develop both their writing and their analytical skills. |  |
| 2. | Examine issues in order to understand the dividing | line | between |
|  | editorializing and analysis. |  |  |
| 3. | Demonstrate the characteristics of editorial writing. |  |  |

**Methods of Teaching/Delivery:**

• Demonstrations

• Discussions

• Writing exercises

• Portfolios

**Methods of Assessment:**

• Progressive assessment 100%

**Readings/Reference Materials/Learning Resources:**

• Arnold, G.T. Media Writer's Handbook, 4th edition.

• Zinsser, W. On Writing Well, 6th edition.