

ΓΕ 2800 – WRITING FOR THE PRINT MEDIA

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Course Description

This advanced English course focuses on news (both hard and soft) and feature story writing for the print media. By combining theory and practice it introduces students to headline language, story format, leads, the Associated Press stylebook and news writing techniques. The students also have the opportunity to practice their interviewing skills and to write personality features for the print media.

Bibliography

- The Associated Press Stylebook* (2015). Associated Press.
Bagnall, Nicholas (1993). *Newspaper Language*. Focal Press.
Dominick, J.R. (2010). *The Dynamics of Mass Communications: Media in the Digital Age*. NJ: Mac-Graw Hill Education.
Harris, G. & D. Spark (1995), 2nd edition. *Practical Newspaper Reporting*, Focal Press.
Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc.
Keeble, R. (1994). *The Newspapers Handbook*. London and New York: Routledge.
Mencher, M. (1994), 6th edition. *News Reporting and Writing*. Wm. C. Brown Publishers.
Metzler, K. (1997). *Creative Interviewing*. Boston: Allyn & Bacon.
Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson

Course Format

This course will employ seminar lectures, discussions, and practical in- and out-of-class short assignments.

Course Evaluation

Participation & Assignments – 40%

Students are required to attend classes, study the suggested readings and do the assignments.

Final-term examination – 60%

The final examination is based on both theory and practice. Theory is tested following a multiple choice format. The practical section includes writing and editing leads, short news stories and feature stories.

COURSE SCHEDULE

WEEK 1 –What makes news? (news values, audience gratifications) Oct. 5

- Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc. (Ch. 3, pp. 40-46)

Supplemental Reading:

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 4)

WEEK 2–Introduction to media writing Oct. 12

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 1)

WEEK 3 –Basic tools of writing Oct. 19

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 2)

WEEK 4 –Style and the stylebook I Nov. 2

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 3)

Supplemental Reading:

- Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc. (Appendix B, Associated Press Styles Rules, pp. 655-671 and Glossary pp. 677-694)

WEEK 5 –Style and the stylebook II Nov. 9

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 3)

Supplemental Reading:

- Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc. (Appendix B, Associated Press Styles Rules, pp. 655-671 and Glossary pp. 677-694)

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WEEK 6– Writing in the media environment Nov. 16

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 4)

WEEK 7– Editing and re-writing Oct. 22

Study the following two guides before coming to class:

<http://www.jprof.com/2013/05/13/grammar-spelling-punctuation-and-diction-study-guide/>

<http://www.jprof.com/2013/05/12/grammar-terms/>

WEEK 8– Basic news writing (inverted pyramid, the lead, writing conventions) Nov. 23

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 5)

Supplemental Reading:

Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc. (Ch. 5 Summary leads, Ch. 6 Special leads)

WEEK 9– Basic news writing (types of stories, editing) Nov. 30

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 6)

WEEK 10–Writing feature stories I Dec. 7

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 6)

Supplemental Reading:

Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc. (Ch. 13 Features)

WEEK 11–Writing feature stories II Dec. 14

- Stovall, J. G. (2009), 7th edition. *Writing for the Mass Media*. Boston: Pearson (Ch. 6)

Supplemental Reading:

Itule, B. D. and D. A. Anderson (1989), 2nd edition. *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, Inc. (Ch. 13 Features)

WEEK 12–Interviewing (basic principles, types of interviews, stages of interviews) Dec. 21

Mentzler, Ken, (1997), 3rd edition, *Creative Interviewing*. Boston, London, Toronto: Allyn and Bacon. (Ch. 1,2,3)

WEEK 13–Interviewing (asking questions, the dynamics of interviewing, the personality interview) Jan. 11

Mentzler, Ken, (1997), 3rd edition, *Creative Interviewing*. Boston, London, Toronto: Allyn and Bacon. (Ch. 5,6,19)