

Course Title: Reading and Writing II: Media Writing (2)

Instructor: Shuyu Lee (shuyulee@mx.nthu.edu.tw)

Course TA: Shandi 彭玉珊 (shan041111@gmail.com)

Size Limit: 18

Credit: 2 units

Classroom Language: English

Course Description:

Media writing refers to communication-oriented writing used mainly in the professional fields of journalism, public relations, and marketing. Designed for FLL students, this course focuses on news writing for journalistic and public relations purposes.

This year-long course maintains a balance between reading and writing. Using the latest real-life news reports from around the world as our reading materials, we will learn how to find news, understand news, and analyze news. Then, as informed news readers, we will learn to write our own news stories. The first step toward this goal lies in adopting the language of news, a fast-paced, efficiency-minded style that makes news writing unique. We will also look at ethical issues in news writing and how well-written news contributes to social equality and justice.

Learning Outcomes:

Students will become skillful in strategic communication in different media.

Students will develop an awareness of audience and increase their intercultural communicative competence.

Students will be able to write clear and concise documents for specific purposes.

Students will be able to critique their peers' works and offer constructive feedback.

Core Capabilities (大學部學生核心能力):

1. The ability to communicate and express oneself in English (溝通表達與語文能力) 30%
2. The ability to analyze classic canons of literature (文學經典的分析與詮釋) 0%
3. The ability to look for problems and conduct research (問題發掘與研究能力) 20%
4. The ability to think creatively (創作與創新能力) 25%
5. The ability to examine issues through global and multicultural perspectives (全球化與國際視野及多元文化認知能力) 25%

Required Texts:

Digital and physical handouts

Supplementary Readings:

- Smith, Ronald D. *Becoming a Public Relations Writer: Strategic Writing for Emerging and Established Media*. 5th ed., Routledge, 2017.
- Bender, John R., Lucinda D. Davenport, Michael W. Drager, and Fred Fedler. *Writing and Reporting for the Media*. Twelfth edition. New York: Oxford University Press, 2019.
- Harrower, Tim. *Inside Reporting: a Practical Guide to the Craft of Journalism*. Third edition. New York: McGraw-Hill, 2013.
- Whitaker, W. Richard, Janet E. Ramsey, and Ronald D. Smith. *Mediawriting: Print, Broadcast and Public Relations*. Fifth edition. London: Routledge, 2019.
- Roberts, Jasmine. *Writing for Strategic Communication Industries*. Ohio State UP, 2016.
<https://ohiostate.pressbooks.pub/stratcommwriting/>

Assessment:

Attendance	10%
Active Participation	30%
Assignments	60%

Schedule

Note: Schedule is subject to **change** according to lesson progress.

Week 01	Assignment Review Objectivity
Week 02	NEWS WRITING Quotation and Attribution
Week 03	Quotation and Attribution (cont.)
Week 04	Quotation and Attribution (cont.)
Week 05	NEWS STORY Basic News Lead ▲Quotation and Attribution Assignment Due
Week 06	Basic News Lead (cont.)
Week 07	Basic News Lead (cont.)
Week 08	Basic News Lead (cont.)
Week 09	The Main Body ▲Basic News Lead Assignment #1 Due
Week 10	Assignment Review
Week 11	Editorial Meeting
Week 12	More News Stories ▲Basic News Lead Assignment #2 Due
Week 13	Assignment Review
Week 14	More News Stories
Week 15	The News Story Workshop
Week 16	Finals Week. No class. ▲Basic News Story Assignment Due