

**Course Title:** Reading and Writing II: Media Writing

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

**Course TA:** Gwen Huang (blueclark0117@gmail.com)

**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 communications 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 communicational purposes.

Students will be able to balance commercial interest and social responsibility as prospective media professionals.

**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*. 5<sup>th</sup> 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 (raising and answering questions, volunteering to read texts, and other behaviors that <b>prove</b> mental presence in class)	20%
Preview Questions (for weeks 6 to 10)	10%
Assignments	60%

### Class Policies:

#### 1. Attendance

**1-A:** Regular attendance is expected. Absences can be excused for medical conditions, family emergencies, and natural disasters, provided there is evidentiary documentation, such as medical certificates.

**1-B:** Attention may be taken anytime during the class meeting. Students found absent at roll call will be marked absent for the day.

**1-C:** Three unexcused absences will incur a half letter grade reduction in final grade. That means your semester grade will go, for example, from an original A to A-. Four unexcused absences will lead to a full letter grade reduction for the entire semester, which means your semester grade will turn, for example, from an original B into C.

#### 2. Assignments

**2-A:** Assignments should be submitted on time. A full letter grade will be deducted after the deadline, which means, for example, a B becoming a C. An additional letter grade will be deducted per 24 hours after the deadline, which means that the C could turn further into D, E, or X.

**2-B:** Note that in accordance with the official NTHU grading regulations below, assignment papers submitted 96 hours after the deadline would receive zero points.

等級計分法 (Grade)	百分制 分數區間	積分 Grade point	百分制分數 實施等級制給分後 尚未畢業之在校生成績轉換用
A+	90~100	4.3	95
A	85~89	4.0	87
A-	80~84	3.7	82
B+	77~79	3.3	78
B	73~76	3.0	75
B- 研究生及格標準	70~72	2.7	71
C+	67~69	2.3	68
C	63~66	2.0	65
C- 學士班及格標準	60~62	1.7	61
D	50~59	1.0	55
E	1~49	0	49
X	0	0	0

**2-C:** An assignment paper submitted in the incorrect file format would result in one full letter grade reduction. This means, for example, a paper originally getting an A will now be recorded as a B.

**2-D:** Because of the introductory nature of this course, the use of generative AI for assignments is strongly discouraged.

**2-E:** Regarding the ethics of using generative AI technology in news writing, the current consensus among journalists is that news outlets should practice full disclosure if generative AI is used at any stage of the writing of their stories. As aspiring media writers, we will follow the same ethical principles as professionals. Therefore, if generative AI is used at any step of the writing of your assignments, you must include a full disclosure statement. The content of your assignment paper should include both the prompts and the outputs (or any other record of the text generation and editing process). Failure to comply with the ethical practice of full disclosure will result in receiving an X for the assignment.

### 3. Other Policies

- Course materials (including the syllabus, handouts, and remote class images, audios, and videos) should not be sold to or shared with anyone outside of the class.
- How to do well in this course? Take an active role in class and have a positive attitude to the world.

### Schedule

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

Week 1	Sept. 12	Introduction: Academic Writing vs. Media Writing
Week 2	Sept. 19	<b>NEWS READING</b> Defining News The 5Ws
Week 3	Sept. 26	Categories of News
Week 4	Oct. 3	News Values
Week 5	Oct. 10	Holiday. No class.
Week 6	Oct. 17	How to read like a journalist 1
Week 7	Oct. 24	How to read like a journalist 2
Week 8	Oct. 31	How to read like a journalist 3
Week 9	Nov. 7	How to read like a journalist 4
Week 10	Nov. 14	How to read like a journalist 5
Week 11	Nov. 21	☞ <b>Assignment 1 due</b> <b>NEWS WRITING</b> News Writing Style 1: Simplifying Words
Week 12	Nov. 28	☞ <b>Assignment 2 due</b> 2: Simplifying Sentences
Week 13	Dec. 5	Simplifying Sentences (cont.)
Week 14	Dec. 12	☞ <b>Assignment 3 due</b> 3: Respecting Diversity
Week 15	Dec. 19	Respecting Diversity (cont.)
Week 16	Dec. 26	☞ <b>Assignment 4 due</b> Finals Week (No Class)