

COM256e Writing for Online News

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

This practical course covers the concepts and processes required to write online news content in this era of media convergence. This course will cover foundational newswriting principles and practices, as well as the latest trends in online news, so that students will be equipped with versatile journalistic skills required in today's news industry.

Topics:

- The characteristics of news stories.
- Current trends in the news industry.
- Basic news writing and editing concepts.
- Types of news beats.
- Strategies for effective newsgathering.
- The nature of online news.
- Strategies for writing and editing online content.
- Strategies for selecting appropriate multimedia and links for the online text.
- Interacting with the audience on online news platforms.
- Using social media for online news.
- Writing for news-based blogs, podcasts and videos online.
- Media law and ethics for online news.

Learning Outcome:

- Describe what constitutes news.
- Apply various online news reporting principles and practices which require creative thinking, sense-making and keeping up to date with current affairs.
- Develop interpersonal skills through conducting interviews for news stories.
- Write news stories and features for online platforms.
- Analyse how different features on digital platforms can enhance online news stories.
- Discuss the social, political, economic and global contexts in which the communication of news takes place in this digital age.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
DISCUSSION BOARD	10
PRE-CLASS QUIZ	3
DISCUSSION BOARD	10
PRE-CLASS QUIZ	3

TUTOR-MARKED ASSIGNMENT	20
PRE-CLASS QUIZ	4
Sub-Total	50

Examinable Component	Weightage (%)
ECA-REPORT	50
Sub-Total	50

Weightage Total **100**