

**Vesalius College**  
Course description

**Course title:** Writing for the Print Media

**Course code:** CMM 203E

**Teacher responsible:** Dr. Kate Connelly

**Course description:**

This course is an advanced workshop on writing for print media. It covers the ways in which journalists seek, collect, assess, write and publish information on specialised news stories and feature articles for newspapers and magazines; press releases and copy for web pages. In addition, we will discuss layout, editorial concerns, elements of typesetting, and basic tenets of communications law. Writing topics will range from the arts and travel to science and politics. Students will be responsible for developing one complete issue of a magazine.

**Course objectives:**

Students in CMM 203E will further develop the writing skills that were introduced in Introduction to Journalism (CMM 103E). Through the use of a workshop format students will pitch, write, or edit short news stories or longer feature articles in every class session, completing several written assignments over the course of the semester. We will work specifically on developing different ‘angles’ for specific content, practicing leads, using quotations and attributions, researching facts and background information, covering specific ‘beats’, and writing under the pressure of tight deadlines

**Grade weighting scheme:**

The regular column (four, at 5% each)	20%
The interview	15%
The feature	15%
Reading tests (three, at 10% each)	30%
The publication proof	20%

**Used course material (handbooks, readers, readings, newspapers, magazines) and references:**

**Required**

- Adam, G. Stuart and Roy Peter Clark. *Journalism: The Democratic Craft* (Paperback) . Oxford University Press Inc., USA (2006).
- Conboy, Martin. *Journalism: A Critical History* (Paperback). SAGE Publications Ltd (2004).
- Photocopies (Overbeck)

**Recommended**

- Students following a course on writing for the print media should read newspapers and magazines often, with a critical eye. There is a newsstand at the corner of General Jacqueslaan and Chausee de Wavre that sells periodical publications in English.
- *Research Guide for Communications*
- *Guidelines for Research Papers in Communications*
- Any serious university student should have a style guide and a good, not 'Other language'-English dictionary. (Two recommended style guides are *The Chicago Manual of Style* (for American English) or *The Oxford Style Manual* (for British English). Both of these are available in my office.