NUMBER OF ECTS CREDITS: 6

COURSE PREREQUISITE
No course prerequisite

COURSE DESCRIPTION
This course introduces students to the various kinds of writing they will encounter in the field of mass media and communication. The activities include different writing projects, such as blogging, news and feature stories, press releases, script writing for a public service announcements and reviews.

In addition, there will be discussions on emerging media themes, including the ethical and legal implications of publishing online and aggregating content in a 24/7 environment, the impact of social media, and the importance of web analytics. The students will build an online portfolio of their work using a content management system (CMS) such as Weebly.

COURSE LEARNING OBJECTIVES
By the end of this course students will be able to:

…in terms of Knowledge:
1. Learn legal and ethical principles of writing for the media;
2. Demonstrate an understanding of the history and role of writing for various media professions;

…in terms of Skills:
3. Possess the basic skills to work in multimedia communication, including managing a CMS, writing for the web [headlines, teasers, stories, captions], blogging, telling stories with images, press kits, scripts reviews;
4. Understand and be able to build communities, interaction and entrepreneurship online;
5. Apply tools and technologies appropriate for different communications professions;

...in terms of Attitudes:
6. Critically assess institutional and individual media practices.

COURSE MATERIALS
Required Textbooks:
Additional readings provided by Prof. Mancini

COURSE ASSESSMENT
Writing Projects 45 percent
Online Portfolio - Blog 40 percent
Final Exam 15 percent
TOTAL = 100 percent

GRADING SCALE OF VESALIUS COLLEGE
Vesalius College grading policy follows the American system of letter grades, which correspond to a point scale from 0 – 100. **All assignments (including exams) must be graded on the scale of 0-100.** To comply with the Flemish Educational norms, professors should on request also provide the conversion of the grade on the Flemish scale of 0-20. The conversion table below outlines the grade equivalents.

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 100 (VeCo Grading Scale)</th>
<th>Scale of 20 (Flemish System)</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>85-100</td>
<td>17.0-20.0</td>
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<tr>
<td>A-</td>
<td>81-84</td>
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<tr>
<td>B+</td>
<td>77-80</td>
<td>15.3-16.0</td>
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<tr>
<td>B</td>
<td>73-76</td>
<td>14.5-15.2</td>
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<tr>
<td>B-</td>
<td>69-72</td>
<td>13.7-14.4</td>
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<td>C+</td>
<td>66-68</td>
<td>13.1-13.6</td>
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<td>C</td>
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<tr>
<td>F</td>
<td>0-49</td>
<td>0-9.9</td>
</tr>
</tbody>
</table>
ACADEMIC HONESTY STATEMENT

Academic dishonesty is **NOT** tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism (including self-plagiarism) are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else's work or your past work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

COURSE SCHEDULE

**WEEK 1**
Course Introduction. Writing across the media. Essential skills.

**WEEK 2**

**WEEK 3**
Writing for the web: hard news/headlines.

**WEEK 4**
Writing for the web: feature stories. Social Media: building communities and interaction.

**WEEK 5**

**WEEK 6**
Telling stories with images. Writing photo captions.

**WEEK 7**
Midterm week.

**WEEK 8**
Audio/Podcasts. Public Service Announcements.

**WEEK 9**
Scripts: Long and short form.

**WEEK 10**
Writing: Reviews.

WEEK 11
No Class (Public Holiday, Fall 2019)

WEEK 12
Public Relations: Press Kits.

WEEK 13
Evolving world of media. Freelancing and entrepreneurship.

WEEK 14
Final review.

WEEK 15
Final exam week.