

## English Writing for Media

Course # MDIA 1211

Credits 6

**Pre-requisites and Co-requisites: None**

### Course Description

This course introduces the skills and knowledge needed to be effective storytellers and to develop impactful narratives in a culturally relevant manner. The key historical, economic, technical and cultural developments are examined to gain an understanding of the evolution of English writing for media. The fundamentals of writing clarity, an eye for criticality, an awareness of audience as well as the importance of a proper structure, and format are key elements of the course. This course will introduce students to the basic skills and knowledge needed to write for newspapers and magazines as well as for a range of digital media. The competencies gained in this course will be useful for all the production courses, but especially Media Production (Text) and Specialised Media Labs (Text).

### Course Learning Outcomes

Upon completion of the course, students should be able to:

- Describe a brief history of media in English and relate it to the Central Asian context.
- Identify key rules of writing for publication
- Discuss the various forms of writing used in mainstream media
- Identify the key components of professional interviewing techniques
- Demonstrate, through practical exercises, the basic differences in writing for different short and longform formats, including print, sound and screen.
- Describe how writing for media is evolving in digital environments.

### Course Assessments and Grading

Item	Weight
News Writing for Media	35%
Public Explainer	35%
Writing for the Eye	30%