

Faculty of Economics and Political Science

News Crafting

Information :

Course Code : PMM 403

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	SAHAR MOHAMED TALAAT MOHAMED ABDALLAH ELASHMAWY	
Teaching Assistant	Mariam Mustafa Khaled Fathelbab	2
Teaching Assistant	Lamiaa Akmal Emad EIDeen Zaghloul Elokaely	

Area Of Study :

Although news reports would give the impression of objectivity and mere factual reporting at a first glance, they are rarely unbiased; in media, objectivity is a myth. Twisting news reports is a craft that involves a lot of inputs and skills. This course trains students on how to spot the different biases in a news report and how to write an unbiased professional one.

Course Goals:

- Write different types of leads
- Write different formats of hard news stories
- Select sources who are relevant to the story
- Write objective news reports
- Evaluate and edit their work and that of others
- Abide by ethical and legal standards

Description :

Although news reports would give the impression of objectivity and mere factual reporting at a first glance, they are rarely unbiased; in media, objectivity is a myth. Twisting news reports is a craft that involves a lot of inputs and skills. This course trains students on how to spot the different biases in a news report and how to write an unbiased professional one.

Course outcomes :

a. Knowledge and Understanding: :

1 -	Recognize the diversity of audiences
2 -	Identify different styles of leads
3 -	Recall elements of newsworthiness

b. Intellectual Skills: :

1 -	Spotting biases in news coverage.
2 -	Recognize the effect of news stories on the public
3 -	Identify primary, secondary and governmental sources relevant to a news story

c. Professional and Practical Skills: :

1 -	Report objectively and professionally.
2 -	Editing news reports according to the Associated Press Style.
3 -	Apply media law, ethics and principles of freedom of the press
4 -	Apply concepts and theories in the use and presentation of images and information
5 -	Employ different news formats.
6 -	Meet deadlines

d. General and Transferable Skills: :

1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and syllabus	5	1	1
Newsworthiness - Elements of a news story	5	1	1
Types of News Reports	5	1	1
Writing the Lead and its Different Styles	5	1	1
Source selection, evaluation and interview techniques	5	1	1
Adjusting to a Style-book (Associated Press)	5	1	1
Midterm Exam		1	
News-story formats	10	2	2
The Magic of the Picture: How to Select it	5	1	1
News Bias	5	1	
Editing	5	1	1
Follow-up stories	5	1	1
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Lectures by instructor
Tutorials by assistant
Group discussion
Workshops

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper) D	30.00		To assess understanding, theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills

Recommended books :

Norm Goldstein, The Associated Press Stylebook and Briefing on Media Law, Massachusetts: Basic Books, 2002.