

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: :

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

b. Intellectual Skills: :

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| 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: :

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|-----|---|
| 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: :

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| 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 :

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|------------------------------------|
| 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.