

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	Thouraya Emad Ali Emam Ali Abuzid	

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:

- ÇWrite different types of leads
- ÇWrite different formats of hard news stories
- ÇSelect sources who are relevant to the story
- ÇWrite objective news reports
- ÇEvaluate and edit their work and that of others
- ÇAbide by ethical and legal standards

Description :

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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)	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.