

**Faculty of Economics and Political Science**

**Opinion & Feature & Analysis Writing**

**Information :**

**Course Code :** PMM 407

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Political Mass Media

**Instructor Information :**

Title	Name	Office hours
Lecturer	Marwa Ragaa Radwan Shafei	2
Teaching Assistant	Nouran Ayman Eldakhly Taha	2

**Area Of Study :**

In a workshop setting, this course teaches students three essential writing modes in journalism: opinion, feature and analysis articles. Such writing skills allow student to be frequent contributors to media outlets on different topics and evaluate the quality of such modes as editors and journalists.

**Course Goals:**

- Write clearly, concisely and correctly.
- Explain the difference between hard news and soft news.
- Plan, research, write and edit soft news stories.
- Market a soft news story to the freelance market.
- Think critically, creatively and independently.
- Convey the differences between writing an opinion, a feature and an analysis piece.

**Description :**

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**Course outcomes :**

**a. Knowledge and Understanding: :**

- 1 - Understand the difference between academic and journalism writing.
- 2 - Identify the different forms of soft news.

**b. Intellectual Skills: :**

- 1 - Select soft news stories that are of public interest.
- 2 - Analyze the effect of feature stories on the sources used and on the public.
- 3 - Prepare interview questions, and modify them throughout the interview.

**c. Professional and Practical Skills: :**

- 1 - Propose a story to an editor.
- 2 - Collect quotations and information for feature pieces.

3 -	Practice writing effective leads.
4 -	Construct strong arguments.
5 -	Practice editing techniques.
6 -	Manage time effectively to produce news stories within deadlines.
<b>d.General and Transferable Skills :</b>	
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

<b>Course Topic And Contents :</b>			
<b>Topic</b>	<b>No. of hours</b>	<b>Lecture</b>	<b>Tutorial / Practical</b>
Introduction and syllabus	4	1	1
Journalistic vs. Academic Writing	4	1	1
Modes of Writing in Journalism	4	1	1
Attracting your Audience: Lead and Argument's Cohesion	4	1	1
Analysis Pieces: Is it a Research Paper?	4	1	1
Analysis Writing Workshop	4	1	1
Midterm		1	
Feature Pieces: Usages and Style	4	1	1
Finding your Info and Quotations	4	1	1
Feature Writing Workshop	4	1	1
Opinion Pieces: Pitching Editor	4	1	1
Blog Entry vs. Opinion Piece	4	1	1
Opinion Writing Workshop I	4	1	1
Blog Entry Workshop I	4	1	1
Final Exam		1	

<b>Teaching And Learning Methodologies :</b>
Data-show and computer in lectures
Group discussion
Writing projects

<b>Course Assessment :</b>			
<b>Methods of assessment</b>	<b>Relative weight %</b>	<b>Week No</b>	<b>Assess What</b>
Coursework (Attendance, Participation, Workshops, Writing projects)	45.00		To assess understanding and professional skills.
Final Exam	40.00	15	To assess analytical and practical skills
Midterm Exam	15.00	7	To assess knowledge and practical skills

**Recommended books :**

Donald M. Murray, Writing for Your Readers: Notes on the Writer's Craft from the Boston Globe, Globe Pequot Pr, 1992

**Web Sites :**

Michael Arkus, "Writing Tips: The Basics," Initiative for Policy Dialogue, June 22, 2010  
Available at: [http://policydialogue.org/files/publications/Writing\\_TipsThe\\_Basics.pdf](http://policydialogue.org/files/publications/Writing_TipsThe_Basics.pdf)

Graham Watts, "Writing Tips II: Dos and Don'ts," Initiative for Policy Dialogue, June 22, 2010. Available at:  
[http://policydialogue.org/files/publications/Writing\\_Tips\\_II.pdf](http://policydialogue.org/files/publications/Writing_Tips_II.pdf)