

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 :

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 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.

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	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	

Teaching And Learning Methodologies :

Data-show and computer in lectures
Group discussion
Writing projects

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
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

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