

**Journalism & Media Faculty**  
**Module Descriptors**  
**September 2018**

**BA (Hons) in Journalism & Visual Media**

**STAGE 1**

<b>Module</b>	Introduction to Writing Journalism
<b>Course code</b>	BAJH-IWJ
<b>Credits</b>	5
<b>Allocation of marks</b>	100% continuous assessment

**Intended Module Learning Outcomes**

On successful completion of this module learners will be able to:

1. Produce a variety of articles, which comply with space and time restrictions.
2. Demonstrate an overall understanding of the editorial processes involved in producing writing media.
3. Find sources and have a knowledge of the interviewing skills needed.
4. Identify, analyse and replicate the linguistic features of an article.
5. Write and subedit news and feature articles.
6. Understand the work of a freelancer as well as the personal and professional qualities that make for a successful freelancer.

**Module Objectives**

This module is designed to teach learners how to produce articles suitable for publication in the print media. Learners consider and analyse the importance of language, the impact of audience and the role of the reader in an analysis of the print media.

**Module Curriculum**

**Topic What types of Print Media?**

What's the difference between an editorial and a feature? How is a news article structured? Do we write about sports news differently than financial news? Is there a great difference between content and style of tabloids and broadsheets? We consider these questions comparing and contrasting the coverage of specific events in a variety of print media sources and critique this coverage from a number of perspectives such as language, tone, and style. You are expected to be familiar with ongoing stories in the print media and to read extensively during the semester.

## **Topic The Audience**

As a reader what factors determine the choices you make in the print media you read? We consider the role of the reader and ask to what extent the reader influences content and style of print media. By understanding our target reader can we become more skilled writers?

### **Reading(s):**

Randall, David (2000) "The Limitations of Journalism" *The Universal Journalist* (pp.14-21)  
London: Pluto Press

## **Topic Writing and Style**

This topic looks at the writing skill. We examine the elements of good writing practice and consider the power of words to persuade, entertain, enrage or simply tell it as it is. We examine the coverage of events in the print media ranging from politics to celebrity to international news

### **Reading(s):**

Randall, David (2000) "Writing for Newspapers" *The Universal Journalist* (pp.141-161)  
London: Pluto Press

## **Topic And finally...“Over to You: Writing Production Sessions”**

This is a practical module and during the semester there are **three** assessed in-class Writing Sessions. This is where you put into practice the skills and techniques we have discussed and developed in class. You will be producing news content for [www.digital.gcd.ie](http://www.digital.gcd.ie) .

## **Topic Magazines, newspapers and the editorial office**

Discover the multipurpose nature of newspapers and magazines. Who are they for? What are they for? What is the point of editorial integrity/objectivity? What roles are there for journalists within publishing organisations?

## **Topic Where do news and features come from?**

Find out how to use various sources of information. Read between the lines of a press release, the press conference, the vox pop, interviewing skills, understanding company reports, trade events, free information sources, developing contacts. Also, a look at the different types or articles in the print media.

## **Topic Feature and Reviews**

Learn the tricks of structure, tone, rhythm and writing. How do you begin, how do you end, and how do you sustain everything in between?

## **Topic Subediting and Styleguides**

What is the role of the subeditor? How do they keep a balance between speed and accuracy? What happens when newspapers get it wrong? How to achieve consistency with

the pressures that journalists face every day. Find out the principles of English and learn how less is more.

### **Topic Freelancing, idea creation and pitching**

Learn the tricks of the trade of freelancing: pitching, writing and selling your yourself. What does it take to be a freelancer? What are its pros and cons? This topic looks at trends in the profession as well as the personal and professional qualities that make for a successful freelancer. Richard Fitzpatrick, a freelancer who writes for The Irish Times and the Irish Examiner, will be joining us also.