Faculty of Economics and Political Science

Opinion& Feature& and 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
Professor	Ramy Atta Seddik Atta	1
Assistant Lecturer	Lamiaa Akmal Emad ElDeen Zaghloul Elokaely	

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:
˝ÁWrite clearly, concisely and correctly.
˝ÁExplain the difference between hard news and soft news.
˝ÁPlan, research, write and edit soft news stories.
˝ÁMarket a soft news story to the freelance market.
˝ÁThink critically, creatively and independently.
˝ÁConvey the differences between writing an opinion, a feature and an analysis piece.

Description :

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Course outcomes :

a.Knowledge and Understanding: :

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

b.Intellectual Skills: :

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

c.Professional and Practical Skills: :

1 -	Manage time effectively to produce news stories within deadlines.
2 -	Practice editing techniques.

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3 -	Construct strong arguments.
4 -	Practice writing effective leads.
5 -	Collect quotations and information for feature pieces.
6 -	Propose a story to an editor.

d.General and Transferable Skills: :

1 -	Apply practical and professional problem solving
2 -	Translate to and from other languages.
3 -	Work in a team environment.
4 -	Use computers and the Internet.

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

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