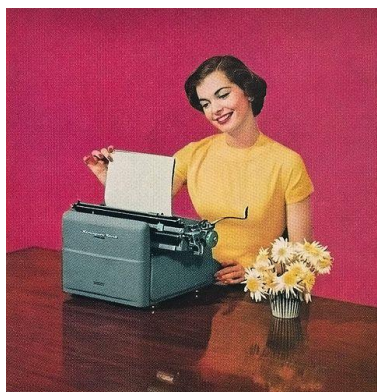


## WRITING FOR THE MEDIA MFCO 220

Please note: the following is a shortened example of a course outline as it has been taught in past years. As such it is **indicative only**: the assessment and schedule may change. If you require any further information please contact the department: [mfco@otago.ac.nz](mailto:mfco@otago.ac.nz).

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### Introduction

Digital technologies and social media have transformed journalism and news reporting practices. This paper will provide you with the writing and production skills to produce news stories across a range of different media including online news blogs, print media and radio. You will also learn to interrogate the workings of news media and examine how news generates social and cultural meanings about what is considered newsworthy. You will also learn the conventions and creativity involved in producing new forms of news media. This paper will help you develop a greater appreciation of the complexity and importance of online news media and empower you to produce ethical and critically informed news.

### AIMS OF THIS PAPER

The aims of this paper are to:

- develop student competencies in producing a range of news media texts, with an emphasis on online, print and radio news;
- facilitate critical skills in examining the social and cultural meanings of news;
- provide an ethical understanding of the issues surrounding the production, dissemination and consumption of news media texts;

### ASSESSMENT

TASK	LENGTH	%	DUE DATE
Digital media task	1900 words	30%	<b>Task 1: Friday 17<sup>th</sup> March 2017, 12 noon</b> <b>Task 2: Thursday 30<sup>th</sup> March 2017, 12 noon</b> <b>Task 3: Wednesday 12<sup>th</sup> April 2017, 12 noon</b>

<b>Transmedia task (feature article and podcast)</b>	Equivalent 3000 words	70%	<b>Wednesday 26<sup>th</sup> April 2017, 12 noon Friday 2<sup>nd</sup> June 2017, 12 noon</b>
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#### Assessment Breakdown

<b>DIGITAL MEDIA TASK</b>	<b>30%</b>	<b>DUE DATE</b>
News blog article	10%	<b>Friday 17<sup>th</sup> March 2017 12 noon</b>
Press release and social media strategy	10%	<b>Thursday 30<sup>th</sup> March 2017 12 noon</b>
Lifestyle blog	10%	<b>Wednesday 12<sup>th</sup> April 2017 12 noon</b>

<b>TRANSMEDIA TASK</b>	<b>70%</b>	<b>DUE DATE</b>
Brief (oral presentation and written)	10%	<b>Wednesday 26<sup>th</sup> April 2017, 12 noon</b>
Feature article	30%	<b>Friday 2<sup>nd</sup> June 2017, 12 noon</b>
Podcast	30%	<b>Friday 2<sup>nd</sup> June 2017, 12 noon</b>

#### Lecture and Workshop Programme

LECTURE 1 (27<sup>TH</sup> FEBRUARY): INTRODUCING 'NEW' NEWS MEDIA

WORKSHOP 1: INTRODUCING DIGITAL MEDIA

Lecture 2 (6<sup>th</sup> March): Community Journalism in a Digital Age

Workshop 2: Making Content

LECTURE 3 (13<sup>TH</sup> MARCH): PRESS RELEASES AND PUBLIC RELATIONS

WORKSHOP 3: WRITING A PRESS RELEASE

Lecture 4 (20<sup>th</sup> March): Social Media Strategising

Workshop 4: Social Media Releases

LECTURE 5 (27<sup>TH</sup> MARCH): BLOGGING

WORKSHOP 5: WRITING NEWS BLOGS

LECTURE 6 (3<sup>RD</sup> APRIL): INTERVIEWING FOR NEWS MEDIA SOURCES (GUEST

WORKSHOP 6: NAILING AN INTERVIEW

Lecture 7 (10<sup>th</sup> April): Cultivating Sources

Workshop 7: NZ Statistics Workshop

Lecture 8 (24<sup>th</sup> April): Feature Writing  
WORKSHOP 8: FEATURE ARTICLES

LECTURE 9 (1<sup>ST</sup> MAY): RADIO PODCASTS  
WORKSHOP 9: PRODUCING PODCASTS 1

Lecture 10 (8<sup>th</sup> May): Transmedia (Guest Lecturer: ?)  
WORKSHOP 9: PRODUCING PODCASTS 2

**WEEK 11:**

**WEEK 12:**

**WEEK 13:**

NO LECTURE / DROP IN WORKSHOP

During the final weeks, you should be completing your feature article and podcast. The labs will remain open during classroom for you to work on your **transmedia task**. Your tutor will also be available during this time for consultation.