

## **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
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:

- "ÁWrite clearly, concisely and correctly.
- Æxplain the difference between hard news and soft news.
- ÄPlan, research, write and edit soft news stories.
- "ÁMarket a soft news story to the freelance market."
- "ÁThink critically, creatively and independently."
- Éconvey 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.
- 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