SYLLABUS – A COURSE DESCRIPTION

I. General information

1. Course name: **Culture-oriented English practice - media writing …**
2. Course code: **15-COEP-MW-ES-12/22 …** ([Link USOSWeb](#))
3. Course type (compulsory or optional): **compulsory…**
4. Study programme name: **English Studies: Literature and Culture**
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): **1st cycle**
6. Educational profile (general academic profile or practical profile): **academic**
7. Year of studies (if relevant): **Year 1**
8. Type of classes and number of contact hours (e.g. lectures: 15 hours; practical classes: 30 hours): **60 hours practical classes…**
9. Number of ECTS credits: **2+2 (4)…**
10. Name, surname, academic degree/title, email address of the course lecturer / other teaching staff*: mgr Paul Newsham newshp@amu.edu.pl
11. Language of instruction: **English**
12. Online learning - yes (partially / fully) / no : **no**

*please underline course coordinator's name

II. Detailed information

1. Course aim (aims)

   Give students a good understanding of what media writing is and what makes it effective.

   Help students develop the linguistic skills which will enable them to write short media texts effectively.

   Introduce students to basic media texts such as the news story so that they learn common styles and structures used in media writing.

   By analysing and writing texts, enable the students to plan, structure and write effective news stories, blog entries, opinion pieces and reviews

2. Pre-requisites in terms of knowledge, skills and social competences (if relevant)

   none

3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes:

Course learning outcome symbol (EU)	On successful completion of the course and validation of its learning outcomes, a student:	Reference to study programme learning outcomes
COEP-MW_W01	knows and understands well-founded journalistic techniques	K_W09
COEP-MW_U01	is able to successfully apply grammar, style and text editing methods	K_U10 K_U12

COEP-MW_U02	is able to produce different media texts such as news articles, blogs, reviews and opinion editorials	K_U01 K_U05 K_U10
COEP-MW_U03	Is able to research, structure and write a longer text based on interview materials	K_U01 K_U05 K_U10 …
COEP-MW_K01	is ready to work within the framework of journalistic ethics	K K_K04…

4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol(s) (EU)
Introduction to media writing, sentence structures, spelling, punctuation, linking strategies, conciseness	COEP-MW_W01 COEP-MW_U01 COEP-MW_U02 COEP-MW_K01
News story structures, headlines, leads, researching techniques, choosing a topic, understanding the audience, self-editing techniques	COEP-MW_W01 COEP-MW_U01 COEP-MW_U02 COEP-MW_K01
Interviewing strategies, choosing quotations, incorporating quotations in a text, writing a longer article based on sources	COEP-MW_W01 COEP-MW_U01 COEP-MW_U02 COEP-MW_U03 COEP-MW_K01
Writing strategies for expressing opinions, contrasting transitions, structuring reviews and opinion pieces	COEP-MW_W01 COEP-MW_U01 COEP-MW_U02 COEP-MW_U03 COEP-MW_K01

5. Reading list

Batty, Craig & Cain, Sandra. 2010. Media writing A practical introduction. London: Palgrave–

Evans, Harold. 2000. Essential English for journalists, editors and writers. London: Random House

Hicks, Wynford. 2008. Writing for journalists (2nd edition). London: Routledge

Stovall, James. 2013. Writing Like a Journalist (Tennessee Journalism Series). Tennessee: First Inning Press. Kindle Edition.

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III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest other methods.)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	X
Interactive lecture	
Problem-based lecture	
Discussions	X
Text-based work	X
Case study work	
Problem-based learning	
Educational simulation / game	
Task-solving learning (e.g.: calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	
Workshop method	X
Project work	X
Demonstration and observation	
Sound and/or video demonstration	X
Creative methods (e.g.: brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	
Group work	X
Other – please specify	
…	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each learning outcome (EU) and/or suggest different methods)

Assessment methods	Course learning outcome symbol									
	COEP - MW_ W01			COEP - MW_U 01	COEP - MW_U 02	COEP - MW_U 03...	COEP - MW_K 01			
Written exam	X			X	X	X	X			
Oral exam										
Open book exam										
Written test										
Oral test										
Multiple choice test										
Project										
Essay										
Report										
Individual presentation										
Practical exam (performance observation)										
Portfolio of written texts, comprising: short news story; longer news story based on an interview; blog post; review and opinion editorial	X			X	X	X	X			
Other (please specify) -										
…										

3. Student workload (ECTS credits)

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		60
Students' self-study*	Preparation for classes	20
	Reading for classes	
	Essay / report / presentation / demonstration preparation, etc.	30
	Project preparation	
	Term paper preparation	
	Exam preparation	10
	Other (please specify) -	
	…	
TOTAL HOURS		120
Total ECTS credits for the course		4

* please indicate the appropriate activity types and/or propose different activities

4. Assessment criteria in accordance with AMU in Poznan's grading system:

Very good (bdb; 5.0): Excellent knowledge of journalistic techniques; excellent ability to write journalistic articles and apply grammar, style and editing techniques; excellent social competences in regard to the framework of journalistic ethics

Good plus (+db; 4.5): 1-2 learning outcomes attained at level slightly below excellent.

Good (db; 4.0): All or nearly all learning outcomes attained at least at a good level

Satisfactory plus (+dst; 3.5): 1-2 learning outcomes attained at a satisfactory level, others - at a good level

Satisfactory (dst; 3.0): All or nearly all learning outcomes attained at a satisfactory level. Overall course pass mark: 60%.

Unsatisfactory (ndst; 2.0): Most learning outcomes not attained at a satisfactory level