

Course Code	Introduction to Media Writing UNYP 91330
Level	Upper-level course in a Bachelor's degree program
Credits	3 semester credits / 6 ECTS
Pre-requisite(s)	C- or better in English Composition I

Scheduled meetings	45 hours
Average preparation time	105 hours
Total student work time	150 hours

Description This course aims to instruct the basic skills necessary to write for print, broadcast (radio and television), and electronic media (Internet/news websites), as well as to introduce them to the writing styles used in advertising and public relations.

Learning outcomes Upon successfully completing this course, the student will be able to:

- write a concise four-paragraph lead suitable for adaptation to any media;
- report and write an effective story for publication in a newspaper or magazine;
- report and write a 30-second news story suitable for broadcast on radio or TV;
- understand the fundamentals of writing for the web;
- understand the basics of writing good advertising copy or PR press releases.

Study literature Tim Harrower, *Inside Reporting*, 3rd Edition.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.