

Course Title	:	Media Writing 傳媒寫作
Course Code	:	CHI 3238
Year of Study	:	Second to Fourth
No. of Credits/Term	:	3
Mode of Tuition	:	1.5 hours of lecture per week 1.5 hours of tutorial per week
Category in Major Programme	:	Elective
Prerequisite	:	Nil

Brief Course Description:

The course guides students into the study of media writing with emphasis on the present Chinese media in Hong Kong. Disciplined writing as well as critical review will be practiced throughout the course work.

Aims:

To introduce to students the principles of and necessary preparation for different kinds of media writing. A series of practice assignments is designed to further strengthen students' writing skills in different categories of media writing.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Demonstrate the knowledge of media writing in the Chinese world, particularly the local Hong Kong situation;
2. Achieve in the skills in Chinese business writing;
3. Demonstrate the necessary skills in various forms of media writing;
4. Critically revise the works in various aspects of media writing and be able to give critical reviews.

Indicative Content:

- 1) Media ecology and media ethics 傳媒生態與傳媒倫理
- 2) Writing commentary 評論寫作
- 3) Reportage 報告文學
- 4) Writing book reviews 書評寫作
- 5) Writing for advertisement 廣告寫作
- 6) Writing for public relations 公共關係寫作
- 7) Script writing for broadcasting 廣播劇本寫作
- 8) Script writing for television 電視劇本寫作

9) Script writing for film 電影劇本寫作

Teaching Method:

1.5 hours of lecture and 1.5 hours of tutorial per week. Students are encouraged to read extensively in current media and to be familiarized with the media ecology. Selected exemplary as well as faulty examples will be analyzed for critical discussion. Practical assignments will be presented and commented.

Measurement of Learning Outcomes:

1. Grading will be by continuous assessment (50% including tutorial performance, writing assignments and term projects) and examination (50%). LO1-4
2. Examination: students should be able to demonstrate their knowledge and skills in media writing and be able to submit work under time pressure. LO2, LO3,
3. Tutorial performance (10%): Students should be able to participate in intellectual discussion and critical review of media writing samples during tutorials. LO1, LO3, LO4
4. Writing assignments (20%): Students are expected to submit assignments on various categories of media writing and be able to revise them. LO2-4
5. Term project (20%): Students are expected to work independently on a topic and writing mode. LO2-4

Assessment:

Examination: 50% with a two-hour paper

Continuous assessment: 50%

References:

Essential

- 丘世文：《在香港長大》，香港：美藝畫報社，2017。
- 黃少儀：《廣告、價值、消費》，香港：龍吟榜，2003。
- 大偉·保衛：《電影藝術：形式與風格》，台北：美商麥格羅希爾國際股份有限公司，2001。
- 黃少儀：《廣告文化生活》，香港：樂文書屋，1999。
- 王璞：《現代傳媒寫作教程》，香港：三聯書店，1996。
- 葉春華等：《新聞採寫編評》，上海：復旦出版社，1996。
- 黃匡宇：《電視新聞學》，上海：華東師大出版社，1990。
- 洪天國：《現代新聞寫作技巧》，北京：新聞出版社，1986。
- 布魯克斯等：《新聞寫作教程》，北京：新華書局，1986。
- 李茂政：《大眾傳播新論》，台北：三民書局，1984。

程之行：《評論寫作》，台北：商務印書館，1983。

Supplementary

戴定國：《新聞編輯與標題寫作》，台北：五南，2005。

劉毅志編譯：《廣告寫作的藝術》北京：中國友誼出版社，1993。

李悅：《廣告！廣告！》，香港：三聯書店，1993。

羅富明：《直銷廣告》，香港：博益出版社，1989。

潘衍明：《商業廣告實務》，香港：萬里書局，1989。

張圭陽編：《香港中文報紙組織運作內容》，香港：廣角鏡出版社，1988。

方寸：《戲劇編寫概要》，台北：東大書局，1987。

余也魯：《門內門外》，香港：海天書樓，1986。

鄭貞銘：《新聞採訪與編輯》，台北：三民書局，1986。

冼日明等：《廣告在香港》，香港：大學出版印務，1986。

荊溪人：《新聞編輯學》，台北：商務印書館，1985。

翁世榮：《電影文學的技巧》，廣州：花城出版社，1985。

周勝林：《新聞通訊寫作述略》，北京：新華書局，1985。

夏衍等：《報告文學及其寫作》，重慶：重慶出版社，1984。

張圭陽編：《我是記者》，香港：廣角鏡出版社，1984。

王洪鈞：《新聞採訪學》，台北：正中書局，1983。

程之行：《新聞寫作》，台北：商務印書館，1983。

樓榕嬌：《新聞文學概論》，台北：學生書局，1979。

Crompton, A. *The Craft of Copywriting*. London: Business Books, 1979.

Klein, E.L. *Write Great Ads: A Step-by-Step Approach*. New York: John Wiley & Sons, 1990.

Nelson, Marlan D. and Rhoades, George R. *Basics of Writing for the Mass Media*, Dubuque: Kendall & Hunt, 1986.

Walter, Richard. *The Art, Craft, and Business of Film and Television Writing*. New York: New American Library, 1988.

Important Notes:

(1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.

(2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas,

or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.

(3) Students are required to submit writing assignment(s) using Turnitin.

(4) To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on <https://pla.ln.edu.hk/>.