

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 245	SEMESTER OF STUDY	2 ND
COURSE TITLE	WRITING FOR NEW MEDIA		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		2	
Total		4	5
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=68		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of this course is to equip students with the skills in writing informational and promotional materials and copies for publicity reasons. Students will be introduced to the different writing styles and techniques for different audiences. Students are required to complete class assignments regarding the writing and production of materials for a wide range of publics (consumers, media), tactics (press releases, speeches), and media formats (offline, online).</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Explain the differences in how audiences receive, understand and respond to new media as opposed to offline. • Recognize the different writing styles and techniques used for reaching different audiences. • Compare and contrast different tactics (press releases, speeches) noting similarities and differences in writing style and format. • Compose narratives for the purpose of promoting an organization or a brand to internal as well as external publics. • Prepare/Develop corporate materials/tactics (press releases, corporate magazines, newsletters, speeches, annual reports) for different media formats (offline – online). • Organize press centers based on the organization’s characteristics and product type. • Combine dispersed information in order to effectively produce materials and copies for selected publics. • Predict problems that arise from public’s misunderstanding of communication messages.
General Skills
<ul style="list-style-type: none"> - Autonomous work - Teamwork - Free, creative and inductive thinking.

3. COURSE CONTENTS

<p>The course covers topics such as:</p> <ul style="list-style-type: none"> - Guidelines for preparing different types of communication materials such as annual reports,
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- newsletters, corporate magazines and letters for a wide range of stakeholders.
- Speechwriting for public events.
- Press conferences as an effective channel for information dissemination.
- The use of narratives in communicating an organization's/brand's identity and image.
- Advertising copy writing.
- Guidelines for writing print, broadcast, multimedia and social media news release.
- Effective writing for websites, blogs and social media in order to attract audience attention and drive traffic.
- Creation of an online press center.
- Narratives in digital media.
- Multi-media storytelling.
- Effective response to reviews, comments and criticisms of Internet users.
- Designing email and viral marketing campaigns.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Practice - Workshops	26
	Project Work (non-compulsory)	29
	Personal Study	44
	Total Work Load for student with project work	125
	Lectures	26
	Practice - Workshops	26
	Personal Study	73
	Total Work Load for student without project work	125
ASSESSMENT METHODS	End of Semester Formal Examination (60% or 100%): - Short answer questions - Essay questions II. Presentation of Group Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- Rich, C. (2012), *Writing & Reporting News: A Coaching Method (7th Edition)*, CengageBrain.com.
- Boukouvalas, C. and Boukouvalas, S. (2009), *Write Right 2, New Litera*.
- Hiliard, R. (2011), *Writing for Television, Radio, and New Media (Broadcast and Production) (11th Edition)*, Wadsworth, Cengage Learning, Boston, USA.
- Smith, R. (2012), *Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media*, Routledge, New York.
- Aronson, M., Spetner, D. & Ames, C. (2007), *The Public Relations Writer's Handbook: The Digital Age, (2nd Edition)*, Jossey-Bass, San Francisco.
- Marsh, C., Guth, D., and Short, B. (2012), *Strategic Writing (3rd Edition)*, Pearson Education.
- Zappala, J. M., & Carden, A. R. (2009), *Public Relations Writing Worktext: A Practical Guide For The Profession*, Taylor & Francis.
- Alysen, B, Oakham, K, Patching, R and Sedorkin, G (2011), *Reporting in a multimedia world*, Allen & Unwin, Sydney Australia.

- Recommended Article/Paper Resources:

- Steyn, P., Salehi-Sangari, E., Pitt, L., Parent, M., & Berthon, P. (2010), *The Social Media Release as a Public Relations Tool: Intentions to Use Among B2B Bloggers*, *Public Relations Review*, Vol. 36, No. 1, pp. 87-89.
- Barker, R. T., & Gower, K. (2010), *Strategic Application of Storytelling in Organizations Toward Effective Communication in a Diverse World*, *Journal of Business Communication*, Vol. 47, No. 3, pp. 295-312.
- Deuze, M. (2005), *Towards Professional Participatory Storytelling in Journalism and Advertising*, *First Monday*, Vol.10, No. 7.
- McCorkindale, T. (2010), *Can You See The Writing On My Wall? A Content Analysis of The Fortune 50's Facebook Social Networking Sites*, *Public Relations Journal*, Vol. 4, No. 3, pp. 1-14.
- Gregory, J. (2004), *Writing for the Web Versus Writing for Print: Are They Really So Different?*, *Technical Communication*, Vol. 51, No. 2, pp. 276-285.