

100-101 Professional Writing

Credit Points:	12.50
Level:	1 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and two hours of tutorials/workshops per week Total Time Commitment: 3 contact hours/week , 5 additional hours/week. Total of 8 hours per week.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
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Subject Overview:	<p>This subject aims to enhance students' writing in general by introducing them to the fundamental skills used by professional writers within the Media and Communications industries. Through a workshop format, students will work on their own news stories in order to enhance their mastery of written communication. Students will be made familiar with strategies for planning, editing and revising their work, as well as that of others. Students will also become familiar with various styles and contexts of media writing and develop an understanding of the various writing skills required to communicate effectively to mass audiences. In addition, through the lecture format, students will learn how to view media prose critically by way of theoretical considerations such as rhetoric, the relationship between print media and democracy and between journalism and public relations, editorial constraints, and audience analysis. Professional Writing is theoretically complementary to MECM10001 (Introduction to Media and Communications) , and also functions as preparation for those students wishing to take MECM20002 (Writing Journalism) in second year.</p>
Objectives:	<ul style="list-style-type: none"> # be able to evaluate the rhetorical effectiveness of a range of different examples of media writing; # be able to demonstrate in their own work a mastery of the general prose style appropriate for media communication across a range of prose genres; # understand, at a basic level, theoretical considerations such as rhetoric, the relationship between print media and democracy, the ethics and practice of public relations, and audience analysis; # be able to incorporate in the execution of their writing some evidence of a basic awareness of audience, and of theoretical considerations of print media (as above).
Assessment:	Assessment equivalent to 4000 words written work comprising a 350 word magazine article 10% (first draft due week 3); a 1000 word narrative media article 15% (first draft due week 4);

	a 750 word travel article 15%(due at the end of the semester); a one-page media release plus a one page pitch for a new media promotion idea equivalent to 225 words 10% (due at the end of the semester); a 750 word opinion article 15% (first draft due in week 8); a 700 word book review 15% (due at the end of the semester); a class presentation project done in small groups equivalent to 225 words 10% (done throughout the semester); participation in tutorial workshops and online reading forums 10% (assessed continuously). Students must attend at least 80% of tutorials to be eligible for assessment. Note: Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and special consideration will receive a fail grade for the piece of assessment.
Prescribed Texts:	A subject reader will be available. Power Prose (C Lee) Hardie Grant Melbourne 2004
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be familiar with planning, editing and revising their own and others' writing in order to enhance and develop written communication skills; # be able to prepare, present and discuss their own ideas in both oral and written mode, and in conformity with the conventions of academic oral presentation; # be able to participate constructively in discussion and group activities.
Notes:	This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/Bachelor of Laws.
Related Course(s):	Bachelor of Arts (Media & Communications) and Bachelor of Laws Bachelor of Arts(Media and Communication) & Bachelor of Commerce Bachelor of Arts(Media and Communications)